

O P JINDAL UNIVERSITY
O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management



O P JINDAL UNIVERSITY

School of Management

Scheme & Syllabus

Of

Bachelor in Business Administration

[BBA]

Programme Code- 02UG010

(Three Years Full Time Programme)

Programme Structure 2023-2026
(As Per New Education Policy-2020)

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

PROGRAM OUTCOMES (PO) - Management Graduation

1. **Knowledge and Problem Solving:** Understand the management concepts and apply the knowledge to the various managerial problems to identify, formulate and analyze complex problems.
2. **Logical thinking:** Develop logical thinking and expertise by critically analyzing the facts in decision making with reasoning and analytical skills required to qualify for various competitive exams.
3. **Ethics and citizenship:** Able to recognize different managerial value systems and ethical principles; and commit to professional ethics, norms, and responsibilities of the management practice; and act with informed awareness to participate in civic life activities.
4. **Society, Environment and Sustainability:** Enhance ability to elicit views of others and understand the impact of various solutions in the context of societal, cultural economic, health, legal, safety and environment for sustainable development.
5. **Communication:** Communicate effectively their knowledge of marketing, finance and human resources from basic concepts to specific details presentations through a variety of oral and written means of communications to a diverse group of people using appropriate traditional and emerging presentation tools.
6. **Leadership and Team Work:** Able to work effectively as a member of team, lead as a team leader by applying managerial concepts.
7. **Innovation and Entrepreneurship:** Ability to develop entrepreneurial skills with precision, analytical mind, innovative thinking, creative thoughts and systematic approach.
8. **Life-long learning:** Acquire fundamental knowledge for lifelong learning to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results as a self-directed professional and a leader.

PROGRAM SPECIFIC OUTCOMES (PSO) – Bachelor of Business Administration (BBA)

1. **PSO–1** Inculcate basic knowledge of marketing management, human resource management, financial management and family business management.
2. **PSO–2** Ability to resolve complex problems through managerial skills of leadership, interpersonal relationship, communications etc.
3. **PSO – 3** Ability to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results.
4. **PSO – 4** Ability to perform effectively through strategic thinking, problem solving and decision making.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

FIRST SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-101	CC-1	Principles of Management	3	2	-	20	30	50	100	4
2	SOM-B-BBA-23-102	CC-2	Business Economics	3	2	-	20	30	50	100	4
3	SOM-B-BBA-23-103	CC-3	Business Mathematics	3	2	-	20	30	50	100	4
4	SOM-B-BBA-23-104	AECC-1	Business Communication	2	-	-	10	15	25	50	2
5	SOM-B-BBA-23-105	GE-1	Indian Knowledge System	3	2	-	20	30	50	100	4
6	SOM-B-BBA-23-106	SEC-1	Fundamentals of Computer	1	-	2	10	15	25	50	2
				15	8	2	100	150	250	500	20

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

SECOND SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-201	CC-4	Marketing Management	3	2	-	20	30	50	100	4
2	SOM-B-BBA-23-202	CC-5	Finance for Managers	3	2	-	20	30	50	100	4
3	SOM-B-BBA-23-203	CC-6	Human Resource Management	3	2	-	20	30	50	100	4
4	SOM-B-BBA-23-204	AECC-2	Communication Skills Enhancement Program (CSEP)-Intermediate	2	-	-	10	15	25	50	2
5	SOM-B-BBA-23-205	AECC-3	Environmental Science & Disaster Management	2	-	-	10	15	25	50	2
6	SOM-B-BBA-23-206	SEC-2	Human Values and Professional Ethics	2	-	-	10	15	25	50	2
				15	6	-	90	135	225	450	18

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

THIRD SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-301	CC-8	Business Law	3	2		20	30	50	100	4
2	SOM-B-BBA-23-302	CC-9	Business Statistics	3	2		20	30	50	100	4
3	SOM-B-BBA-23-303	CC-7	Business Research Methods	3	2	-	20	30	50	100	4
4	SOM-B-BBA-23-304	VAC-1	TOC & One Thing	2	-	-	10	15	25	50	2
5		DSE	Elective-1	3	2		20	30	50	100	4
6		DSE	Elective-2	3	2		20	30	50	100	4
				15	10	0	100	150	250	500	22

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

THIRD SEMESTER ELECTIVES

Course Code	Specialization	Course Title
SOM-B-HRM-23-301	Human Resource Management	Organizational Behaviour
SOM-B-HRM-23-302	Human Resource Management	Team building and Leadership
SOM-B-HRM-23-303	Human Resource Management	Interpersonal process & Counselling Skills for Managers
SOM-B-DM-23-301	Digital Marketing	"Digital & Social Media Marketing
SOM-B-DM-23-302	Digital Marketing	Sales & Distribution Management
SOM-B-DM-23-303	Digital Marketing	Marketing Information System
SOM-B-FM-23-301	Financial Management	Financial Accounting
SOM-B-FM-23-302	Financial Management	Indian Financial System
SOM-B-FM-23-303	Financial Management	Personal Financial Planning
SOM-B-ENT-23-301	Entrepreneurship	Entrepreneurial Marketing
SOM-B-ENT-23-302	Entrepreneurship	Managing Finance in Family Businesses
SOM-B-ENT-23-303	Entrepreneurship	Entrepreneurship and Research
SOM-B-BA-23-301	Business Analytics	Fundamentals of Business Analytics
SOM-B-BA-23-302	Business Analytics	Spreadsheet Applications in Analytics
SOM-B-BA-23-303	Business Analytics	Business Analytics and Decision Sciences

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

FOURTH SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-401	CC-10	Management Information System	3	2		20	30	50	100	4
2	SOM-B-BBA-23-402	CC-11	Production and Operations Management	3	2		20	30	50	100	4
3	SOM-B-BBA-23-403	GE-2	GE-2: Microsoft Office	3	2		20	30	50	100	4
4	SOM-B-BBA-23-404	SEC-3	Managing Self (MS)	2	-	-				50	2
5		DSE	Elective-3	3	2		20	30	50	100	4
6		DSE	Elective-4	3	2		20	30	50	100	4
				15	10		100	150	250	550	22

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

FOURTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
SOM-B-HRM-23-401	Human Resource Management	Performance & Compensation Management
SOM-B-HRM-23-402	Human Resource Management	Industrial Relations & Labour Laws
SOM-B-HRM-23-403	Human Resource Management	Industrial and Organizational Psychology
SOM-B-DM-23-401	Digital Marketing	Advertising and Brand Management
SOM-B-DM-23-402	Digital Marketing	International Business Management
SOM-B-DM-23-403	Digital Marketing	Rural Marketing
SOM-B-FM-23-401	Financial Management	Financial Management
SOM-B-FM-23-402	Financial Management	Cost & Management Accounting
SOM-B-FM-23-403	Financial Management	Business Analysis and Valuation
SOM-B-ENT-23-401	Entrepreneurship	Management of Family-owned Business
SOM-B-ENT-23-402	Entrepreneurship	Entrepreneurship and New Venture Entrepreneurial Leadership Computational Economics Fundamentals of R Programming Application of Analytics in Business
SOM-B-ENT-23-403	Entrepreneurship	
SOM-B-BA-23-401	Business Analytics	
SOM-B-BA-23-402	Business Analytics	
SOM-B-BA-23-403	Business Analytics	

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

FIFTH SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-501	CC-12	Strategic Management	3	2	-	20	30	50	100	4
2	SOM-B-BBA-23-502	CC-13	Innovation & Entrepreneurship	3	2	-	20	30	50	100	4
3	SOM-B-BBA-23-503		Summer Internship Project		4	4		50	50	100	4
4		DSE	Elective 5	3	2	-	20	30	50	100	4
5		DSE	Elective 6	3	2	-	20	30	50	100	4
				12	12	4	80	170	250	500	20

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

FIFTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
SOM-B-HRM-23-501	Human Resource Management	Strategic Human Resource Management
SOM-B-HRM-23-502	Human Resource Management	International Human Resource Management
SOM-B-HRM-23-503	Human Resource Management	Human Resource Planning and Development
SOM-B-DM-23-501	Digital Marketing	Services Marketing
SOM-B-DM-23-502	Digital Marketing	Consumer Behaviour in Digital Marketing
SOM-B-DM-23-503	Digital Marketing	Supply Chain Management
SOM-B-FM-23-501	Financial Management	Investment Management
SOM-B-FM-23-502	Financial Management	Working Capital Management
SOM-B-FM-23-503	Financial Management	Banking and Insurance
SOM-B-ENT-23-501	Entrepreneurship	Rural Entrepreneurship
SOM-B-ENT-23-502	Entrepreneurship	E-Business and Entrepreneurship
SOM-B-ENT-23-503	Entrepreneurship	Family Business
SOM-B-BA-23-501	Business Analytics	Data Analysis with Python
SOM-B-BA-23-502	Business Analytics	Data Visualization
SOM-B-BA-23-503	Business Analytics	Marketing Analytics

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

SIXTH SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-601	CC-14	Corporate Governance & Corporate Social Responsibility	3	2		20	30	50	100	4
2	SOM-B-BBA-23-602	SEC-4	Managing work & others (MWO)	2	1	1	10	15	25	50	2
3	SOM-B-BBA-23-603		Dissertation		8	4		75	75	150	6
4		DSE	Elective 7	3	2		20	30	50	100	4
5		DSE	Elective 8	3	2		20	30	50	100	4
				11	14	4	70	180	250	500	20

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

SIXTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
SOM-B-HRM-23-601	Human Resource Management	Emerging Issues in Human Resource Management
SOM-B-HRM-23-602	Human Resource Management	Cross-cultural Dynamics of Human Resources
SOM-B-HRM-23-603	Human Resource Management	Leadership Lesson from Global Leaders
SOM-B-DM-23-601	Digital Marketing	E-Commerce
SOM-B-DM-23-602	Digital Marketing	Digital transformation Strategy
SOM-B-DM-23-603	Digital Marketing	Retail Marketing
SOM-B-FM-23-601	Financial Management	International Financial Management
SOM-B-FM-23-602	Financial Management	Financial Derivatives
SOM-B-FM-23-603	Financial Management	International Accounting
SOM-B-ENT-23-601	Entrepreneurship	Design Thinking
SOM-B-ENT-23-602	Entrepreneurship	Social Entrepreneurship
SOM-B-ENT-23-603	Entrepreneurship	IPR Management
SOM-B-BA-23-601	Business Analytics	Web Analytics
SOM-B-BA-23-602	Business Analytics	Fundamentals of Machine Learning
SOM-B-BA-23-603	Business Analytics	HR Analytics

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

FIRST SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-101	CC-1	Principles of Management	3	2	-	20	30	50	100	4
2	SOM-B-BBA-23-102	CC-2	Business Economics	3	2	-	20	30	50	100	4
3	SOM-B-BBA-23-103	CC-3	Business Mathematics	3	2	-	20	30	50	100	4
4	SOM-B-BBA-23-104	AECC-1	Business Communication	2	-	-	10	15	25	50	2
5	SOM-B-BBA-23-105	GE-1	Indian Knowledge System	3	2	-	20	30	50	100	4
6	SOM-B-BBA-23-106	SEC-1	Fundamentals of Computer	1	-	2	10	15	25	50	2
				15	8	2	100	150	250	500	20

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	I
Name of the Course:	Principles of Management	Course Code:	SOM-B-BBA-23-101
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The basic aim of this course is to familiarize the students with the basics of management and its far-reaching applications in business organisations.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concepts of management and demonstrate the roles, skills, and functions of a manager.
CO2	Describe and analyze the various management theories in a contemporary business environment.
CO3	Develop managerial skills to understand and evaluate the contemporary issues in management.
CO4	Apply the various management principles and theories to solve complex management problems.
CO5	Apply the controlling & directing techniques for management problem

Syllabus

Unit I: Introduction

Meaning, Nature & Significance; Management Vs Administration; Evolution of Management Thought and different approaches to management; Levels of Management; Elements of managerial Processes; Styles & Roles of Managers in Organizations; Scientific and Operational Management; Behavioural Science Systems and Contingency approaches.

Unit II: Planning

Nature & Significance; Process of Planning; Planning and Environmental Uncertainties; Types of Planning; Advantages and Limitations of Planning; Decision Making- Process of Decision Making

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Organization

Nature & Significance; Authority & Responsibility; Span of Control; Process of Delegations; Barriers to Delegation; Centralization & Decentralization; Concept of Line & Staff organisation; Organization Structures-Types, Advantages & Disadvantages; Staffing Concept.

Unit IV Staffing

Scope of Staffing Functions, Staffing process, Recruitment & Selection, Motivation & Leadership, Theories of Motivation Maslows need hierarchy, Two-factor theory Leadership Styles.

Unit V: Directing and Controlling

Concept & Importance; Direction & Supervision; Role of Supervisor; Techniques of directing; Nature and Scope of Co-ordination; Principles, Techniques and Barriers to Co-ordination; Controlling- Concept and process; effective control system; Techniques of control

Text Books:

1. L. M. Prasad - Principles and Practice of Management, Sultan Chand
2. Robbins, SP- Management, Prentice Hall.

Reference Books:

1. Weihrich and Koontz, et al - Essential of Management, TMH.
2. Stoner, Freeman, Gilbert - Management, PHI.
3. Terry, Franklin - Principles of Management, AITBS.

CO-PO & PSO Correlation

Course Name: Principles of Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1	1			1	2	3		2	3
CO2:	2	2			2				2	2		
CO3:	1			2		2		1		3	2	3
CO4:	1	2	3					2	2		2	
CO5:		2		3	1	2				2		1

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	I
Name of the Course:	Business Economics	Course Code:	SOM-B-BBA-23-102
Credits :	4	No of Hours :	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course offers lectures and case studies to impart teaching and learning to develop problem solving approaches to acquaint with various micro economic behaviors in an organizational setup which will facilitate in the decision-making process.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understanding basic concepts of consumer behavior, like the degree of response to the change in price and, the equilibrium condition of demand and supply.
CO2	Comprehend short-run and long-run economic implication of production.
CO3	Understanding concepts and theories of cost, along with analysis of break-even.
CO4	Understanding the theory of market structure and concept of perfectly competitive market.
CO5	Understanding the monopoly market segment and comparing welfare under perfect competition and monopoly.

Syllabus

Unit I: Theory of Consumer Behaviour

Micro & Macro Economics- basic concepts, Consumer equilibrium and numerical: Utility Analysis – Cardinal & Ordinal approach, Law of Demand, Consumer Surplus, Elasticity of Demand, Law of supply, the elasticity of supply, Demand and supply equilibrium.

Unit II: Theory of Production

Production function: Laws of Variable Proportion, iso-quant and iso-cost line and producer equilibrium, Laws of Return to scale, Economies of scale, Numerical based on a short-run and long-run production function.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Theory of Cost

Theory of cost, concepts of cost, shortrun and long run cost functions. The modern development in cost theory- L shape cost curve, the learning curve, and Numerical cost functions.

Unit-IV: Market structure

Theory of revenue under the perfect and imperfect market structure, producer surplus, Perfect competition: short-run and long-run equilibrium, break-even analysis, shut down condition, zero economic profit.

Unit-V: Monopoly

Imperfect competition: Monopoly: Short-run and long-run equilibrium, price discrimination, monopoly power, deadweight loss, monopoly resource allocation and social welfare, Numerical problems.

Text Books:

1. H. L. Ahuja – Advanced Microeconomics
2. P. L. Mehta - Managerial Economics- Sultan Chand

References

1. A. Koutsoyiannis- Modern Microeconomics- Macmillan Education.
2. S.P.S. Chauhan-Micro Economics an Advanced Treatise-PHI

CO-PO&PSO Correlation

Course Name : Business Economics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				1							
CO2:		1		1		1				2		2
CO3:	1	1		1			2	2	2			
CO4:	1			1		1					2	
CO5:	1	1	2	2				1				

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	I
Name of the Course:	Business Mathematics	Course Code:	SOM-B-BBA-23 103
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The business mathematics course will enable the students in terms of understanding of analyzing the real data set through the various concepts related to it.

Course Outcomes: After Completion of the course, Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concepts of Business Mathematics.
CO2	Apply the basic concepts of algebra in Business applications
CO3	Apply matrices and other various mathematical concepts useful in business problem
CO4	Interpret and solve real-life business problems using such concepts as differentiation.
CO5	Apply Integration concepts useful in business problem solving

Syllabus

Unit I: Basic Algebra and Sets Theory

Linear equation, quadratic equation, curvilinear equation, Introduction and representation of sets, Types & Basic operations on set, Problems, Laws of set algebra, Venn diagram, Problems. Functions and its types

Unit II: Ratio and Proportions (12 Lectures)

Ratio- Definition and Continued Ratio, Inverse Ratio and Proportion, Continued Proportion, Direct Proportion, and Inverse Proportion, Percentage-Meaning, Computations of Percentages, Time and Distance problem.

Unit III: Matrix Algebra (12 Lectures)

Definition of Matrix, Types of Matrix, Matrix Operations. Transpose of a matrix, Determinants, Cramer's rule, Inverse of a Matrix, Solution of Non-Homogeneous System of Linear equations

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

(not more than three variables) Gaussian Elimination methods. Application of Matrices to business related problems. (Word problems related to matrix application)

Unit IV: Differential Calculus

Derivatives: Rules of Differentiation; Partial and Total Differentiation and applications; second and higher order derivatives. Cost function, Revenue Function, Profit maximization under perfect competition, Use of Lagrangian multipliers in the production function.

Unit V: Integral Calculus

Indefinite Integrals, Techniques of Integration, Definite Integrals. Applications in Business: Consumer's Surplus, Producer's Surplus, Learning curve using Integration.

Text Books:

1. Business Mathematics by Dr. Amaranth Dikshit & Dr. Jinendra Kumar Jain. Himalaya Publishing House, Book Edition – 3rd Business.
2. Business Mathematics by V. K. Kapoor - Publisher- Sultan Chand & Sons, Delhi.
3. Business Mathematics by Dr. J. K. Sharma

Reference Books:

1. Statistics Techniques in Business and Economics by Lind, Marchal, & Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney by Cengage.

CO-PO & PSO Correlation

Course Name: Business Mathematics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1		2		1	2		3		2
CO2:		1		1		2					3	
CO3:	1	2			1		1			2		3
CO4:	2		3	1	2			3	3			2
CO5:		1	2		2	2		3	3		2	2

Note: 1: Low 2. : Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	I
Name of the Course:	Business Communication	Course Code:	SOM-B-BBA-23-104
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P:	2-0-0

Course Description: This course is formulated to give students a perfect view of communication, its scope and importance in business world. It is designed to study principles, elements, and practices of effective business communication. The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global perspective. This provides opportunities for improving academic and workplace language proficiency also.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the basics concepts of business communication and demonstrate the process, principles and types of communication.
CO2	Describe and analyse the various characteristics, methods and guidelines of presentation and group communication.
CO3	Develop writing skills to be efficient in drafting business writings.

Syllabus:

Unit I: Introduction to Business Communication & Listening Skill

Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication, Types of Communication, Barriers of Communication, Verbal & Non-Verbal Communication, Purpose of listening, Types of Listening, Barriers to Listening, Overcoming Listening Barriers.

Unit II: Presentation and Group Communication Skills

Characteristics of Presentation, Planning, structuring and Delivery of presentation, use of visual aids, appearance & posture, Controlling nervousness and stage fright, Group Communication, Group discussion, Methodology of Group Discussions, Guidelines of Group Discussion, Role Function in Group Discussions, Improving Group Performance, Different Topics for Group Discussion, Dealing with Abstract topics.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Business Letter Writing & Resume Writing

Business letters – Definition, concepts, structure, kinds of business letter, Essentials of effective business letter, Types of Business letter, Inquiry letter, complaint letter. Writing Resume and Letter of Job Application.

Text Books:

1. Meenakshi Raman and Prakash Singh, Business Communication, Oxford University Press.
2. R. C. Sharma and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw Hill.
3. Rajendra Pal, J.S. Korhahalli; Business Communication, Sultan Chand and Sons, New Delhi.

Reference Books:

1. A, Bovee, Thill, J. Business Communication Today, Pearson publication, New Delhi.
2. Sanjay Kumar and Pushplata, Communication Skills, New Delhi: Oxford University Press, 2011.
3. Pearce, C Glenn etc., Business Communications; Principles and Applications, John Wiley, New York.
4. Randall E. Magors; Business Communication; Harper and Row, New York.

CO-PO & PSO Correlation

Course Name: Business Communication												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		1			2	1	1		2	3	2	1
CO2:	2			1	2			1		3	2	1
CO3:		1		1	2	2				3	1	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	I
Name of the Course:	Indian Knowledge System	Course Code:	SOM-B-BBA-23-105
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: "Exploring the Indian Knowledge System" aims to provide students with a comprehensive understanding of the rich and diverse knowledge systems that have evolved in India over thousands of years. Through a multidisciplinary approach, this course will delve into various aspects of Indian philosophy, science, arts, and spirituality, shedding light on the profound insights and contributions made by Indian thinkers throughout history

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Comprehend the concepts, philosophy and strategies of traditional Indian knowledge system.
CO2	Examine and understand how Indian traditional philosophy is relevant to modern management concepts and strategies by the lessons from Bhagwat Gita .
CO3	Demonstrate the implementation of the traditional Indian knowledge system in corporate decisions making.
CO4	Evaluate various Indian cultural diversity and understand the science behind Indian knowledge systems.

Syllabus:

Unit I: Indian Knowledge System: An Introduction

Meaning, Nature, Significance and Importance of Indian Knowledge system. Evolution of Indian knowledge system. Silent aspects of IKS. Indian Scheme of Knowledge. The knowledge triangle. Means of valid knowledge, ambiguities in existing knowledge. Framework for establishing valid knowledge.

Unit II: Management Philosophy of Bhagavad Gita

Concepts of karma and work ethics, bhakti yoga and loyalty and commitment, and moksha and satisfaction; Vishada Yoga and management of frustration; Sankhya yoga and core value; Karma Yoga and dedication; Gyana-Karma-Sanyasa Yoga and continuous learning; Dhyana Yoga and focus in work; Gyana-Vigyna Yoga; Raja Yoga and work culture. Triguna's role in work culture.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Management Philosophies of Indian Scriptures.

Dharma; Raja dharma; Role of Struggle in life; Leadership style of Rama and Krishan; Motivation from Mahabharata and Ramayan, Team Sprit from Mahabharata and Ramayan; Work Ethics from Mahabharata and Ramayan, People empowerment from Mahabharata and Ramayan. Philosophies from Pauranic scriptures.

Unit IV: Cultural diversity and Management Philosophies of India.

Different festivals and its significance in society. Unity in diversity through cultural celebration. Scientific importance of Indian Astronomy Time Calculation (Kaalgadna), Significance of Indian Temples. Ancient Indian monetary system. Introduction to Kautilya's Arthashastra.

Text Books:

1. Mahadevan, B., Bhat VinayakRajat, NagendraPavana R.N. (2022), "Introduction to Indian Knowledge System: Concepts and Applications", PHI Learning Private Ltd. Delhi.

Reference Books:

1. Kapoor Kapil, Singh Avadhesh (2021). "Indian Knowledge Systems Vol – I & II", Indian Institute of Advanced Study, Shimla, H.P.
2. Dasgupta, S. (1975). A History of Indian Philosophy- Volume 1, Motilal Banarsidass, New Delhi.
3. Shrimad Bhagwat Gita-Geeta Press-Gorakhpur
4. Valmiki-Ramayan-Geeta Press-Gorakhpur
5. Ramcharitmanas-Geeta Press-Gorakhpur
6. Mahabharat.-Geeta Press-Gorakhpur.

CO-PO & PSO Correlation

Course Name: Indian Knowledge System												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	2	3				3	2		3	2
CO2:	3	3	2	3	2	3	1	3	3	3	2	3
CO3:	3	3	3	3	2	3	2	3	1	2	3	3
CO4:			2	2	3	2		2				

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Program	BBA	Semester	I
Name of Course	Fundamentals of Computer	Course Code	SOM-B-BBA-23-106
Credits	2	No. of Hours	30
Max Marks	50	L-T-P	3-2-0

Course Description: This course is designed to provide students with a working knowledge of computer concepts and essential skills necessary for work and communication into day's society.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcomes
CO1	Understand the Computer Hardware and Software Fundamentals.
CO2	Describe briefly some of the technologies that are used to support Online applications.
CO3	Draft Document, Worksheet, and Presentation.

Syllabus:

Unit I: Introduction to Computer

Introduction, Definition, Characteristics of computer, Evolution of Computer, Generations of Computer, Classification, and Applications of Computer, Capabilities, and limitations of computer. Number System: Positional & Non-Positional, Binary, Octal, Decimal, Hexadecimal. Conversion from one number system to another. Role of devices in a computer system, Input Units, Output Units.

Unit II: Storage Fundamentals & Software

Storage: Primary Vs Secondary Storage, Data storage & retrieval methods, Primary Storage, Secondary Storage. Software and its needs, Types of Software. System Software: Operating System, Utility Programs. Programming Language: Machine Language, Assembly Language, High-Level Language their advantages & disadvantages. Application Software and its types. Assemblers, Compilers, and Interpreters. Types of Operating System: Batch Processing, Multiprogramming. Multi-Tasking, Multiprocessing, Time Sharing.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Introduction to MS-Office

MS-Word: Overview, Page Setup, Margins, Tabs, Header, and Footer. MS-Powerpoint: Overview, Working with themes, Charts, Graphics and Tables. MS-Excel: Overview, working with the spreadsheet, Formatting Cells, Formulas and Functions, Graphs, Conditional Formatting, Sorting and Filtering Data.

Text Books:

1. Introduction to Information Technology, RAJARAMAN, V, PHILearning
2. Computer Fundamentals, P.K. Sinha, Priti Sinha, BPB Publications, Fourth Edition.

Reference Books:

1. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi.
2. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
3. White, Data Communications & Computers Network, Thomson Learning, Bombay.

CO-PO & PSO Correlation

Course Name: Fundamentals of Computer												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2		2		3				2	2	
CO2:	2		3	2		2	2		2	3		
CO3:	2	3	2	2		2	2	3	2		2	3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

SECOND SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-201	CC-4	Marketing Management	3	2	-	20	30	50	100	4
2	SOM-B-BBA-23-202	CC-5	Finance for Managers	3	2	-	20	30	50	100	4
3	SOM-B-BBA-23-203	CC-6	Human Resource Management	3	2	-	20	30	50	100	4
4	SOM-B-BBA-23-204	AECC-2	Communication Skills Enhancement Program (CSEP)-Intermediate	2	-	-	10	15	25	50	2
5	SOM-B-BBA-23-205	AECC-3	Environmental Science & Disaster Management	2	-	-	10	15	25	50	2
6	SOM-B-BBA-23-206	SEC-2	Human Values and Professional Ethics	2	-	-	10	15	25	50	2
				15	6	-	90	135	225	450	18

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	II
Name of the Course:	Marketing Management	Course Code:	SOM-B-BBA-23-201
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P	3-2-0

Course Description: The course aims to provide basic knowledge, concepts, principles, tools and techniques of marketing. This course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Remember and comprehend basic marketing concepts.
CO2	Understand marketing Insights on application of basic marketing concepts.
CO3	Analyzing Business/ Consumer Markets
CO4	Identify & evaluate Market Segments and Targeting
CO5	Apply and develop Marketing Strategies and Plans

Syllabus:

Unit I: Introduction

Overview of Marketing, Definition, nature & scope of Marketing, Need for marketing, Evolution of marketing concepts, Marketing mix, Marketing environment.

Unit II: Market Segmentation

Segmentation concept, bases for segmentation, Target market selection, positioning concept, Branding, packaging and labelling.

Unit III: Product and Pricing

Product concept, Types of products, Product levels, PLC – Product life cycle, New Product Development, Pricing: Concept, Factors influencing pricing, Process and methods of pricing.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit IV: Distribution Channels

Concept, Importance, Marketing flows in marketing channels, Selection and management of distribution channels. *Wholesaling and Retailing*: Concept, Functions and types.

Unit V: Promotion Mix

Introduction, Promotion mix elements, Advertising, Sales promotion, Personal selling, Publicity and Public relation, direct marketing.

Text Books:

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.

Reference Books:

1. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
2. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGraw Hill Education Publishers, 2015.
3. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

CO-PO & PSO Correlation

Course Name: Marketing Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	2	1			2	2	3		3
CO2:	3				2				3		3	2
CO3:		2	1				2		3		2	
CO4:	3			1		2		2	3	2	2	2
CO5:	3		1			2		2	2	3	2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	II
Name of the Course:	Finance for Managers	Course Code:	SOM-B-BBA-23-202
Credits:	4	No of Hours:	60
Max Marks:	100	LTP	3-2-0

Course Description: The basic objective of this course is to impart to students with the basic knowledge of finance and financial management, and understand the role of finance managers in an organisation. Preparation of financial plans, and evaluate the financial needs and overcome finance shortcomings.

Course Outcomes: After completion of the course the students will be able to:

CO No.	Course Outcomes
CO1	Understand the need and importance of finance for a business.
CO2	Evaluate the finance need and make arrangements of financial requirements.
CO3	Understand the sources of finance and supporting agencies for fulfilment of finance requirements.
CO4	Plan the business size and the size of operating cycles by overcoming finance shortcomings.
CO5	Apply managerial skills to plan and manage the available finance and arrange for new requirements.

Syllabus:

UNIT I: INTRODUCTION

Meaning and nature of Finance, need and objectives of finance for a business, profit maximisation vs wealth maximisation, Types of Business finance, role of finance managers, Fundamental Principle of Finance

UNIT II: SOURCES OF FINANCE

Long term finance- Meaning, need and objectives, factors affecting long term finance, Sources of long term finance. Short term finance- Meaning, need and objectives, factors affecting long term finance, Sources of short term finance.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

UNIT IV: FINANCIAL INSTITUTIONS

Statutory Institutions: RBI, IDBI, SIDBI, NABARD, IFCI, ICICI, SFCs. Banking and Non- Banking Financial Institutions (NBFC)-Meaning, role and institutions.

UNIT IV: CAPITAL STRUCTURE PLANNING

Fixed capital- Meaning, Concept and determinants of fixed capital Working capital- Meaning, Concept and determinants of fixed capital Over and Under capitalization- Consequences and remedies

UNIT V: FINANCIAL MANAGEMENT

Meaning, nature and objective of financial management, problems faced by managers in managing finance, Factors affecting Financial Decisions in a Firm, Goal of Financial Management.

Text Books:

1. I.M.Pandey; Financial Management, Vikas Publication; S.Chand Publication
2. Prasanna Chandra; Financial Management; McGraw Hill
3. M Y Khan and P K Jain; Financial Management; McGraw Hill

Reference Books:

1. Sahani&Mehrotra; Business Finance, Thakur Publication
2. S.P Gupta: Business Finance, SahityaBhawan

CO-PO & PSO Correlation

Course Name: Finance for Managers												
	Program Outcomes								PSOs			
CO	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2		3	1					3		2	
CO2		2				2				2		2
CO3			2	2			2		3			2
CO4	2		3	1			2	1	2	3	4	2
CO5		2		2				1		2	2	

Note: 1: Low 2: Moderate 3: High.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	II
Name of the Course:	Human Resource Management	Course Code:	SOM-B-BBA-23-203
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concepts and functions of HRM
CO2	Implement the methods of recruit, train, and appraise the performance of employees.
CO3	Prepare the rational design of compensation, salary administration & Industrial Relations
CO4	Review the employee issues and evaluate the new trends in HRM
CO5	Appraise the function of Human Resource & Employee Relations

Syllabus:

Unit I: Introduction to Human Resource Management

Nature and scope of HRM, HRM functions, HRM models, understanding concepts of Personnel Management, Human Resource Development and Strategic Human Resource Management, HR Environment, Changing Role of HR.

Unit II: Recruitment, Training & Development

Human Resource Planning, Job Analysis, Recruitment, Selection, Placement and Socialization. Training and Development, Performance Appraisal, Career Planning & Development, Succession Planning, Job Evaluation & Compensation Management.

Unit III: Maintenance & Integration

Employee Welfare, Industrial Relations, Conflicts & Grievances, Trade Unions, Workers Participation in Management.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: Emerging Trends in HRM

Work Life Balance, Work Stress & Counseling, Employee Empowerment, Human Resource Information System (HRIS), HR audit, Strategic HRM.

Unit V: Employee Relation

Grievance Handling: Concept of Grievance - Causes of Grievance- Need for a Grievance Redressal Procedure, steps in a Grievance redressal Procedure. Definition and Concept of Discipline: Types of Disciplinary Actions, Code of Discipline in Indian Industry: Industrial Employment Standing Orders Act, 1946. Collective Bargaining, Collective Bargaining.

Text Books:

1. L. M. Prasad - Principles and Practice of Management, Sultan Chand
2. Robbins, SP- Management, Prentice Hall.
3. Garry Dessler, Human Resource Management, Pearson Publications

Reference Books:

1. Weihrich and Koontz, et al - Essential of Management, TMH.
2. Stoner, Freeman, Gilbert - Management, PHI.
3. Terry, Franklin - Principles of Management, AITBS.

CO-PO & PSO Correlation

Course Name: Human Resource Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			2		2		2	2		2	
CO2:		2		2			2			2		3
CO3:	2		2			2			3			2
CO4:		2	3		2		3	2		3		2
CO5:	3		2		2		2		3		2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	II
Name of the Course:	Communication Skills Enhancement Program (CSEP)- Intermediate	Course Code:	SOM-B-BBA 23- 204
Credits	2	No. of Hours:	30
Max Marks:	50	L-T-P:	2-0-0

Course Description: Effective communication skills give you the power to achieve success in your career, as well as in all of your relationships. Influencing others to accept change, creating rapport among work teams and handling difficult conversations require choosing the most productive strategy for keeping the conversation on track and the personalities involved in sync. The Communication Skills Enhancement Program (CSEP)- Intermediate provides you the opportunity to enhance communication skills and understand basic soft skills essential to get success in your Job and life. Students will be able to analyze various career options based on their own interests and matching skills.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the context in English language and Express themselves with correct body language.
CO2	Developing an effective writing skills.
CO3	Communicating effectively in various contexts.
CO4	Understand and inculcate basic soft skills with in themselves.
CO5	Understand and inculcate basic soft skills with in themselves.

Syllabus

Unit I:

Speech on Inspiration (Using poster), Describing Summary of book (Who moved my cheese), Secrets of Body Language, Assertive communication (situation based learning).

Unit II:

How to write a basic paragraph, Article writing using 4 Square strategy, Writing Activates (Writing Prompts), Editorial Writing (Blog writing).

Unit III:

Attitude, Positive thinking, Persistence, Proactivity and Self-motivation.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV:

Career options, Personal skills, People Skills and workplace skills, Group discussion, Interview skills

Text Books:

1. P.D. Chaturvedi, Mukesh Chaturvedi, Business Communication – Concepts, Cases and Applications, Pearson Education.
2. Jeff Butterfield, Soft skills for everyone, CENGAGE Learnings 2010.

Reference Books:

1. Wren, P. C., Martin, H., & Prasada, R. N. D. V. (2022). High school english grammar and composition. Blackie ELT Books.

CO-PO & PSO Correlation

Course Name: Communication Skills Enhancement Program (CSEP)- Intermediate												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:				3	3	2	1	2		2		2
CO2:	1	2	3		2	1			1	2		3
CO3:	1	1		3	2	3	2	2		2	3	
CO4:				3	3	2	2	1	1	2		2
CO5:	2	2	2	3	2	1			1		1	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	II
Name of the Course:	Environmental Science & Disaster Management	Course Code:	SOM-B-BBA-23-205
Credits	2	No of Hours:	30
Max Marks:	100	L-T-P:	2-0-0

Course Description: This course offers lecture and case studies to impart teaching and learning to develop environmental problem-solving issues, general concept of disaster both natural and man-made. The objective of this course is to make the students understand the element of environment, how does environment shape human society, impact of modern industrialization on environment, how Indian and global societies are dealing with environmental challenges etc. It defines human responsibilities within the framework of an understanding of development, with vulnerability and disaster risk reduction as an integral part of development.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the environmental elements & Disasters in detail
CO2	Plan for optimum use of resources and sustainable development thinking.
CO3	Analyse various types of disasters, their preparedness and mitigation measures and Apply the knowledge to encourages and pursue healthy lifestyle.

Syllabus:

Unit I: Nature of Environmental Studies & Natural Resources

Definition, Scope and Importance. Need for Public Awareness – Institutions in Environment, People in Environment. Natural Resources and associated problems, Non-renewable Resources- Forest, Water, Mineral, Food, Energy and Land. Renewable Resources. Role of individual in conservation of Natural Resources, water conservation and rainwater harvesting, watershed management.

Unit II: Environmental Pollution & Management

Causes, effects and control measures of air, water, soil, marine, noise, thermal and radioactive pollutions; climate change, global warming, acid rain, ozone layer depletion, nuclear holocaust; Causes, effects and control measures of urban solid waste; case study; Sustainable development-concept, models, indicators & goals; Population and the environment.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Introduction to Disaster Mitigation and Management Techniques of Disaster

Hazards and Disasters, Risk and Vulnerability in Disasters, Natural Disasters, Man Made Disasters, Slow Disasters and Rapid Onset Disasters, Difference between Accidents and Disasters, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change. Basic principles of disasters management, Disaster Management cycle, Disaster Mitigation, Disaster management policy, National and State Bodies for Disaster Management, Early Warning Systems, Disaster Preparedness, Capacity Building, and Community based Disaster Preparedness Plan, Technologies for Disaster Management, Disaster Resilience.

Text Books:

1. Environmental Studies: Basic Concepts by V K Ahluwalia. Sold by the Energy and Resources Institute, Delhi.
2. Kurian Joseph & R. Nagendran, "Essentials of Environmental Studies", 1st Edition, Pearson Education, 2004.
3. M. M. Sulphey, Disaster Management, PHI Learning
4. Dr. S. Arulsamy & J. JEYA DEVI, Disaster Management, Neel Kamal

Reference Books:

1. Earth: Making a Life on a Tough New Planet Bill McKibben 2010 Climate change
2. Earth from the Air Yann Arthus- Bertrand (photographer) 2010 Aerial landscape photography
3. William L. Waugh, Handbook of Disaster Management, Crest Publishing House
4. B. K. Singh, Handbook of Disaster Management: Techniques and Guidelines, Rajat Publications

CO-PO & PSO Correlation

Course Name: Environmental Science & Disaster Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	2		2	1		1		2		3	2
CO2:		2				2				3	2	3
CO3:	2	2	2		2			1	3	2		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	II
Name of the Course:	Human Values and Professional Ethics	Course Code:	SOM-B-BBA-23-206
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P	2-0-0

Course Description: This course is to provide basic knowledge, concepts and principles of Human value, further, it helps students to distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.

Course Outcomes: After completion of the course the students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the significance of value inputs in a classroom and start applying them in their life and profession
CO2	Evaluate the role of a human being in ensuring harmony in society and nature.
CO3	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment.
CO4	Apply the human values and professional ethics practices in day-to-day life

Syllabus:

Unit I: Introduction to Value Education

Value Education, Definition, Concept and Need for Value Education. The Content and Process of Value Education. Basic Guidelines for Value Education. Self-exploration as a means of Value Education. Happiness and Prosperity as parts of Value Education.

Unit II: Harmony in the Human Being, Family & Society and Harmony in the Nature

Human Being is more than just the Body. Harmony of the Self ('I') with the Body. Understanding Myself as Co-existence of the Self and the Body. Family as a basic unit of Human Interaction and Values in Relationships. Comprehensive Human Goal: The Five Dimensions of Human Endeavour. Harmony in Nature: The Four Orders in Nature.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Social Ethics

The Basics for Ethical Human Conduct. Universal Human Order and Ethical Conduct. Human Rights violation and Social Disparities.

Unit IV: Professional Ethics

Value based Life and Profession. Professional Ethics and Right Understanding. Issues in Professional Ethics – The Current Scenario.

Text Books:

1. A.N Tripathy, New Age International Publishers, 2003.
2. Bajpai. B. L, New Royal Book Co, Lucknow, Reprinted, 2004
3. Bertrand Russell Human Society in Ethics & Politics.

Reference Books:

1. Corliss Lamont, Philosophy of Humanism
2. Gaur. R.R., Sangal. R, Bagaria. G.P, A Foundation Course in Value Education, Excel Books, 2009.
3. Gaur. R.R., Sangal. R, Bagaria. G.P, Teachers Manual Excel Books, 2009.
4. I.C. Sharma. Ethical Philosophy of India Nagin & co Julundhar
5. Mortimer. J. Adler, – Whatman has made of man
6. William Lilly Introduction to Ethic Allied Publisher

CO-PO & PSO Correlation

Course Name: Human Values and Professional Ethics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2					1	2		3	2
CO2:	1				2					2		3
CO3:	2			2		1		2	3		3	2
CO4:		2						1		3	2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

THIRD SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-301	CC-7	Business Law	3	2		20	30	50	100	4
2	SOM-B-BBA-23-302	CC-8	Business Statistics	3	2		20	30	50	100	4
3	SOM-B-BBA-23-303	CC-9	Business Research Methods	3	2	-	20	30	50	100	4
4	SOM-B-BBA-23-304	VAC-1	TOC & One Thing	2	-	-					
5		DSE	Elective-1	3	2		20	30	50	100	4
6		DSE	Elective-2	3	2		20	30	50	100	4
				15	10	0	100	150	250	500	20

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

THIRD SEMESTER ELECTIVES

Course Code	Specialization	Course Title
SOM-B-HRM-23-301	Human Resource Management	Organizational Behaviour
SOM-B-HRM-23-302	Human Resource Management	Team building and Leadership
SOM-B-HRM-23-303	Human Resource Management	Interpersonal process & Counselling Skills for Managers
SOM-B-DM-23-301	Digital Marketing	Digital & Social Media Marketing
SOM-B-DM-23-302	Digital Marketing	Sales & Distribution Management
SOM-B-DM-23-303	Digital Marketing	Marketing Information System
SOM-B-FM-23-301	Financial Management	Financial Accounting
SOM-B-FM-23-302	Financial Management	Indian Financial System
SOM-B-FM-23-303	Financial Management	Personal Financial Planning
SOM-B-ENT-23-301	Entrepreneurship	Entrepreneurial Marketing
SOM-B-ENT-23-302	Entrepreneurship	Managing Finance in Family Businesses
SOM-B-ENT-23-303	Entrepreneurship	Entrepreneurship and Research
SOM-B-BA-23-301	Business Analytics	Fundamentals of Business Analytics
SOM-B-BA-23-302	Business Analytics	Spreadsheet Applications in Analytics
SOM-B-BA-23-303	Business Analytics	Business Analytics and Decision Sciences

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Business law	Course Code:	SOM-B-BBA-23-301
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P	3-2-0

Course Description: This course offers lectures along with relevant cases to impart teaching and learning to develop problem solving techniques. An understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

Course outcomes: After Completion of the course the students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the basic concept of business legislations and able to identify the fundamental legal principles behind contractual agreements
CO2	Apply sale of goods laws for conduction of smooth business
CO3	Analyze the problems of partnership firm and acquire problem solving techniques and to be able to present coherent, concise legal argument.
CO4	Develop legal thinking for smooth establishment of business concern.

Syllabus:

Unit I: The Indian Contract Act, 1872

Nature of Contract, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract. Special Contract: Indemnity and Guarantee

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit II: Sale of Goods Act, 1930

Formation of Contract of Sale, Sale and Agreement to Sell Distinction ,Conditions & warranties, Transfer of ownership, Performance of the Contract of Sale, Rights of unpaid seller, Rights of buyer

Unit III: The Partnership Act, 1932 and LLP, 2008

The Partnership Act, 1932: Definition, Partnership, Formation of Partnership, Relations of Partner, duration of Partnership, registration of Firm, Procedure of Registration of Firms, effects of Non-Registration, Dissolution of a firm , Limited Liability Partnership Act 2008, Essential features of LLP, Incorporation and differences with other forms of organizations

Unit IV: Companies Act (Amendment) Act, 2013

The Companies (Amendment) Act, 2013: Company – Definition, Meaning, Features and Types of companies, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Appointment of woman Director

Text Books:

1. Business Legislations for Management, M.C. Kuchhal , Vikas Publication
2. Elements of Mercantile Law, N.D.Kapoor
3. Business and Corporate Laws, Dr. P.C. Tulsian
4. Legal Aspects of Business 3rd Edition, Ravinder Kumar, Cengage Learning

Reference Books:

1. Business Laws, S. D. Geet
2. Business Laws, S.S. Gulshan
3. CA Foundation Study Material
4. CMA Foundation Study Material

CO-PO&PSO Correlation

Course Name: Business Law												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2		2		2	2		2	3		
CO2:	2				2			2			2	2
CO3:	2		2	2			2		2	2		
CO4:	2					1					1	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Business Statistics	Course Code:	SOM-B-BBA-23-302
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The course will enable the students to understand the statistical aspects of business, thereby enhancing their skills in this regard. To make the students understand the concepts of statistics and probability. To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the importance of statistics in applied form. Distinguish between inferential and descriptive statistics.
CO2	Use the concepts of frequency distribution to summarize the statistical data and present in appropriate form with the help of graphical tools.
CO3	Apply various measures of central tendency and dispersion, and identify the advantage & disadvantages of various measures.
CO4	Anticipate and device the concept of probability. Identify and execute experimental Outcomes, Events and Their Probabilities.

Syllabus:

Unit I: Introduction of Statistics

Meaning and Importance of statistics. Elements of Statistics, Characteristics of Statistics, Functions of Statistics, Limitations of Statistics, Statistics in Business and Management, Distrust of Statistics, Differentiate between descriptive and inferential statistics. Classify variables as qualitative or quantitative, and discrete or continuous. Distinguish between nominal, ordinal, interval, and ratio levels of measurement.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit II: Collection, Classification, and Presentation of Data

Data Collection, Data Classification & Data Gathering, Data Presentation- Summarize qualitative variables with frequency and relative frequency tables. Display a frequency table using a bar or pie chart. Summarize quantitative variables with frequency and relative frequency distributions. Display a frequency distribution using a histogram or frequency polygon.

Unit III: Measure of Central Tendency and Dispersion

Compute and interpret the mean, the median, and the mode. Compute a weighted mean. Compute and interpret the geometric mean. Compute and interpret the range, variance, and standard deviation. Explain and apply Chebyshev's theorem and the Empirical Rule. Compute the mean and standard deviation of grouped data.

Unit IV: Simple Correlation-Regression and Probability

Correlation Analysis- Measures of variations, The Scatter diagram, Karl Pearson coefficient of correlation coefficient, Properties of correlation coefficient, Regression Analysis- The linear regression equation, Standard error of the estimate. Probability -Experiments and the Sample Space, Assigning Probabilities to Experimental Outcomes, Events and Their Probabilities, Events and Their Probabilities, Bayes' Theorem, Conditional probability.

Text Books:

1. Statistics Techniques in Business and Economics by Lind, Marchal, &Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney. By Cengage.

Reference Books:

1. Fundamentals of Business Statistics by Dr. J.K. Thukral, Taxmann's Publications, 4th Edition.
2. Business Statistics 17th Edition, by M. P. Gupta, and S. P. Gupta, Publisher: Sultan Chand and Sons

CO-PO & PSO Correlation

Course Name: Business statistics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	2								3	2	2
CO2:			2					2	2			2
CO3:	2	2					1	2		2	2	
CO4:	1	2		2	1		2		2			3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	II
Name of the Course:	Business Research Methods	Course Code:	SOM-B-BBA 23- 303
Credits	4	No. of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The basic aim of this course is to equip the students with the required knowledge about the ethical issues related to research, to conduct simple research, to analyze the data with the help of statistical tools and to derive conclusions

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the fundamentals of business research and evaluate the various research design
CO2	Identify relevant scaling & measurement techniques and should use appropriate sampling techniques
CO3	Synthesize different techniques of coding, editing, tabulation and analysis in doing research.
CO4	Evaluate and apply statistical techniques for drawing inferences and preparing research reports.
CO5	Learn at least one software for data analysis purpose

Syllabus

Unit I: Introduction to Business Research Method

Concept of BRM, Nature of BRM, Scope BRM, Need and Role of Business Research, Characteristic of Research, Types of Research, the Research Process: An overview.

Unit II: Research Design

Concept of Research Design, Types of Research Design, Including Exploratory, Descriptive and Experimental, Research Design Process.

Unit III: Data Collection and Sampling Procedure

Primary and Secondary data, Observation and Survey (Structured & Unstructured), Methods of Survey: Interviews, Schedule, and Questionnaire method. Sampling Techniques and Procedures: sampling procedure, types/methods of sampling, sample size determination.

Unit IV: Measurement & Scaling Techniques

Types of Scales: Ratio, Interval, Ordinal and Nominal, Comparative and Non-Comparative scales, characteristics of a good measurement, sources of error in measurement. Processing data for

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

analysis: editing, coding, classification & tabulations, Hypothesis & Testing of Hypothesis, Analysis of Data (Statistical Tools)

Unit V: Descriptive Statistics

Statistical applications: T-test, ANOVA, Correlation, Regression. Practical application of all tests in any software (SPSS/Jamovi/SmartPLS/R-studio), Preparation of Research Report – Meaning of Research Report – Types of Report – Steps in Preparing Research Report – Format of the Report

Text Books:

1. Cooper Donald, Schindler Pamela, Business Research Methods, MCG raw Hill, 2015
2. Marketing Research: An Applied Orientation, Naresh K. Malhotra and Satyabushan Dash, Pearson Education, India

Reference Books:

1. R Panneerselvam – Research Methodology – Prentice Hall India.
2. Business Research Methods: A South-Asian Perspective, William G Zikmund, Barry J Babib, Jon C Carr, Atanu Adhikari and Mitch Griffin, Cengage India

CO-PO & PSO Correlation

Course Name: Business Research Methods												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2	2					2	3	2	
CO2:	2			2	2			1	2		3	2
CO3:		2				1	2	2		2		3
CO4:	2		1		2		2	1	2	3		
CO5:		2		1		2			2		2	1

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA-3	Semester:	III
Name of the Course:	The One Thing & Extreme Ownership	Course Code:	SOM-B-BBA-23-304
Credits:	2	No of Hours:	30
Max Marks:	50		2-0-0

Course Description: The performance of an organization largely depends on the culture and values imbibed in its employees and the learning from The One Thing and Extreme Ownership help them to reach to the next level of their career. The objective of this course is to make the students understand the tools and techniques of personal effectiveness that produces extraordinary results and extreme ownership, so essential for corporate leaders of today to work as a team. These two concepts have a futuristic and progressive approach, and they have the potential for all the learners to achieve extraordinary results not just in professional, but personal lives as well.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO 1	Understand the One Thing to create a domino effect that can make everything else easy or unnecessary, and the success habits that bring about real results.
CO 2	Learn how to achieve extraordinary results with connecting Purpose, Priority & Productivity, and Putting One Thing to work with GPS and 411.
CO 3	Understand Extreme Ownership, Vision, Mission and Goal of the team or organization; and learn to take full responsibility for team success and failure with a high degree of humility.
CO 4	Understand how to advance in a mission; and learn to work together, communicate with each other, make quick decisions and mutually support one another.
CO 5	Learn the characteristics of good plan, delegation of planning, briefing, different courses of action to accomplish the goal, prioritizing day-to-day efforts, adjust decisions based on new information and to execute extreme ownership while exercising decentralized command.

UNIT-I: INTRODUCTION TO THE ONE THING, THE LIES AND THE TRUTHS

The ONE Thing, The Domino Effect. The Lies: Everything Matters Equally, Multitasking, A Disciplined Life, Will power is always on Will-call, A balanced life, Big is bad; The Truth: The focusing question, Habits, The Success Habits, The Path to Great Answers.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

UNIT-II: EXTRAORDINARY RESULTS

Extraordinary Results: Live with purpose, Live by priority, Live for productivity, The Three Commitments, The Four Thieves, Putting the ONE Thing to work: GPS and 411.

UNIT-III: EXTREME OWNERSHIP – WINNING THE WAR WITHIN

Extreme Ownership, No Bad Teams Only Bad Leaders, Believe, Check the Ego.

UNIT IV – EXTREME OWNERSHIP – THE LAWS OF COMBAT

Cover and Move, Simple, Prioritize and Execute, Decentralized Command

UNIT V – SUSTAINING VICTORY

Plan, Leading up and down the chain of command, Decisiveness amid uncertainty, Discipline Equals Freedom - The Dichotomy of Leadership

TEXT BOOKS:

1. 'The ONE Thing', Gary Keller and Jay Papasan, John Murray publishers
2. 'Extreme Ownership', Jocko Willink and Leif Babin, St. Martin's Press
3. 'Change Your Habits, Thomas C. Corley, Change Your Life',

REFERENCE BOOKS:

1. 'The Dichotomy of Leadership: Balancing the Challenges of Extreme Ownership to Lead and Win', Jocko Willink and Leif Babin, St. Martin's Press
2. Good to Great: 'Why Some Companies Make the Leap...And Others Don't', Jim Collins, RHUK
3. 'The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations', James M. Kouzes and Barry Z. Posner, Jossey-Bass
4. 'Developing The Leader Within You 2.0', John C. Maxwell, HarperCollins
5. 'The Leader in You', Dale Carnegie, Amazing Reads

CO- PO Correlation

Course Name: The One Thing & Extreme Ownership												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			2		1		1	2			2
CO2:	2			1						3		
CO3:	2			1					2		3	
CO4:	2			1		1					2	
CO5:	1					1		1		2		

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Organizational Behavior	Course Code:	SOM-B-HRM-23-301
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The major aim of this course is to enhance students' understanding of the scope of OB as a field of study and its potential value in today's organizational life. It focuses on three levels of analysis: the individual, group, and organization. Topics selected will help students to assess how basic theories of human behaviour may be applied to organizational settings.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Demonstrate a thorough knowledge and understanding of organizational behaviour at individual, group and organizational level
CO2	Collaboratively and autonomously research, analyze and evaluate information from a wide variety of sources.
CO3	Apply relevant contemporary theories, concepts and models in order to analyze organizational environments, cases and issues.
CO4	Communicate their findings clearly and effectively using a variety of media
CO5	Relate real work life organizational behaviour issues & concerns

Syllabus:

Unit I: Introduction to OB

Understanding Human Behaviour, Conceptual framework for understanding individual behaviour as an input-output system, biological foundation of Behaviour, The dynamics of people and Organization; Comprehensive organizational behaviour model; Determinants of organizational effectiveness; Biographical characteristics of individual behaviour.

Unit II: Individual Dynamics

Personality, Perception, Motivation, Attitude, Leadership, Emotional Intelligence, Learning.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Group Dynamics

Importance and need for group formation, Intra-group & Inter-group processes and behaviour, Team building.

Unit IV: Organizational Dynamics

Organizational Culture & Climate, Organizational Structure, Job Design, Conflict, Power & Politics, Organizational Change, Forces of Change, Resistance to Change, Lewin's Three-Step Model.

Unit V: Stress Management

Stress Meaning & Nature; Characteristics; Types of stress, Stages and Models of Stress Stages of stress, Causes and symptoms of stress Consequences of stress Effect on behavior and personality; Effect of stress on performance; Strategies for stress management, Consequences and Coping strategies for stress.

Text Books:

1. Robbins S.P., Organizational Behaviour, New Delhi, PHI.
2. Luthans Fred: Organizational Behaviour, TMH New Delhi.
3. Davis Keith, Human Behaviour at Work, TMH, New Delhi.

Reference Books:

1. Nelson, Quick, Khandelwal, Organizational Behavior, Cengage Learning.
2. Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
3. Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai

CO-PO & PSO Correlation

Course Name: Organizational Behaviour												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3							2			2
CO2:					2			2		3		
CO3:	2			1			2					3
CO4:			3						3			
CO5:	2					2					2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Team building and Leadership	Course Code:	SOM-B-HRM-23-302
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: In this course, students will delve deeper into leadership theory and practice successful leadership models and will build teamwork skills as well. Although this course focuses on leaders, it provides anyone with more effective skills to succeed in life. So no matter what your role or position in life or at work, this course asks that you assess yourself honestly and become the best yourself.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Read about aspects of Group formation
CO2	Apply effective team building skills by collaborating in groups
CO3	Evaluate team performance by understanding external & internal factors
CO4	Explain the basics of leadership
CO5	Classify Traits and Essential skills

Syllabus:

UNIT I

Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.

UNIT II

Team Building Process: Overview of team; Difference between Groups and Teams. Types of Teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.

UNIT III

Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

UNIT IV

Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership, Types of Leadership.

UNIT V

Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams.

Text Books:

1. Leadership and Team Building, Uday Kumar Haldar, 1st Edition, Oxford University Press

Reference Books:

1. Leadership: Enhancing the lessons of experience by Hughes, R.L., Ginnett, R.C., &Curphy, G.J. (2019), 9th Edition, McGraw Hill Education, Chennai, India.

CO-PO & PSO Correlation

Course Name: Team building and Leadership												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2	1			3		1	2		3	
CO2:		3		2	1	3	1			3	2	2
CO3:	2		1		2	3		2	3	3		
CO4:	2	3		2		3	2	3				3
CO5:			1	2		3			3	2	3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Interpersonal Processes and Counselling Skills For Managers	Course Code:	SOM-B-HRM-23-303
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The aim of this paper is to develop a conceptual as well as practical understanding of Human Resources Planning, Deployment and Development in organizations

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the Managerial process and Interpersonal Dynamics
CO2	Apply effective Group Process skills by collaborating in groups
CO3	Create a forum for practicing the basic counselling skills
CO4	Develop interviewing and counselling skills
CO5	Develop alternative approach to deal with problem situations in organizations

Syllabus:

Unit I:

Managerial Process: Nature of Management, functions of managers, leadership and managerial effectiveness, Managerial conflict. Interpersonal Process: Interpersonal communication, Interpersonal feedback, Interpersonal behavior and influence relationships, Interpersonal style.

Unit II:

Group Process: An overview of group formation, Group development and effectiveness, formal and informal groups, reasons for formation of groups, theories of group, group behaviour. Group Dynamics: Managing group and inter-group dynamics, group cohesiveness, Managerial roles in group decision making process.

Unit III:

Introduction to Counseling, Definition & Need, Counseling, Psychotherapy and Instruction, Approaches to Counseling, Goals of Counseling, Counseling Process. Counseling Procedures: the Counseling Environment, Intake, Referral procedures, Guidelines for effective counseling, Advanced skills in Counseling, Action strategies.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV:

Counseling Skills, Verbal & Non- Verbal communication, Listening Barriers, Counselor's Qualities, Core conditions of Counselling. Role of Conflict in Counseling: Values of counseling, Counseling service, Manager counsellor. Organisational Application of Counseling Skills. Change management, Downsizing, Mentoring, Team Management/ Conflict Resolution, Crisis / Trauma.

Unit V:

Problem Subordinates: Identifying problem subordinates, Types of problem subordinates, dealing with problem subordinates. Ethics in Counseling: Ethical Principles, Common Ethical Violations

Text Books and Reference Books:

1. Rao T V, HR Audit, Response Books, New Delhi
2. Bhattacharya S K, Achieving Managerial Excellence, McMillan India, New Delhi
3. Luis R, Gomez Mejia, Managing Human Resource, Pearson Education
4. Michel V P, Human Resource Management & Relation, Himalaya Publication
5. Mc Nurlim, Information Systems management in Practice, Pearson Education
6. Khanka, S.S. Human Resource Management, S. Chand Publications

CO-PO & PSO Correlation

Course Name: Interpersonal Processes and Counselling Skills For Managers												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2		2		6		1	2		1	
CO2:	2		1		2	2			1	2		
CO3:		2			3	2		3		2		2
CO4:	2	3				2			2		2	
CO5:	3	2	1		2			2		3	1	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Digital and Social Media Marketing	Course Code:	SOM-B-DM-23-301
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Course Description: This course offers lectures and case studies to make the students understand the components of online medium of marketing. In addition to that it will explain about the application of all the elements of digital marketing. **Course Outcomes:** After completion of the course students will be able to:

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the concept of digital marketing. Develop skills required for digital marketing.
CO2	Develop and define Search engine optimization concept for online advertisement.
CO3	Apply the concepts of digital marketing to ensure sustainability in the competitive market through social media.
CO4	Adapt and build mobile marketing strategy and its application.

Syllabus:

Unit I: Introduction to Digital Marketing

Origin of digital marketing, traditional versus digital marketing, digital marketing strategy, digital marketing plans, skills required for digital marketing

Unit II: Search Engine Advertising

Concept of Display advertising, types of display advertising, buying models, understanding ad placement, understanding Adrank, Search engine, SEO phases, On page-Off page optimization.

Unit III: Social Media Marketing

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Concept of Social media marketing, Building a successful social media strategy, Website Marketing, Facebook marketing, LinkedIn marketing, Twitter marketing, Instagram marketing

Unit IV: Mobile Marketing

Mobile marketing, mobile usage, mobile advertising, mobile marketing toolkit, mobile marketing features, E-Wallet

Text Book:

Seema Gupta, Digital Marketing, McGraw Hill Publication, New Delhi

Reference Book:

Bandana Ahuja, Digital Marketing, Oxford University Press.

CO-PO & PSO Correlation

Course Name: Digital and Social Media Marketing												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	1	2	2	2		3		2		2	
CO2:	1		2	3	2			1			2	2
CO3:	2	2	2		2	2	2	2	2	2	3	2
CO4:	2	2		2	2		2	1	2		3	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Sales & Distribution Management	Course Code:	SOM-B-DM-23-302
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The aims of this course are to expose the students to get the knowledge of salesmanship and train them to face the challenge of sales. The students will learn the techniques of selling.

Course Outcomes: After completion of the course the students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concepts, objectives of sales management.
CO2	Analyze the functions and performance of sales forces.
CO3	Comprehend the distribution channels and its concepts.
CO4	Plan, design and manage distribution channels.
CO5	Apply the logistics and inventory management concepts decision making

Syllabus:

Unit I: Introduction to Sales Management

Concept of sales, evolution of sales department, objectives of sales management, selling process, Organising sales effort, sales territories, management of sales Quota.

Unit II: Sales Force Management

Recruitment and selection of sales force, training the sales force, sales forces motivation, sales force compensation, evaluating and controlling sales force.

Unit III: Introduction to Distribution Channel

Distribution channel management, evolution of marketing channels, Retailing, wholesaling, and measuring wholesale performance.

Unit IV: Channel Management

Channel design and planning, channel management, channel information system, logistics and SCM.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit V: Market logistics and supply chain management

Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, technology in logistics and SCM, channel information systems, distribution management in international markets.

Text Books:

1. R. R. Still, E. W. Cundiff & N.A.P. Govoni, Sales Management, Pearson, 5th Edition, 2014.
2. T. K. Panda & S. Sahadev, Sales and Distribution Management, Oxford, 2nd Edition, 2014.

Reference Book:

1. K. Havaldar & V. Cavale, Sales and Distribution Management, McGrawHill, 2011.

CO-PO & PSO Correlation

Course Name: Sales & Distribution Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1		3		1				3	
CO2:	1	3		2		3		2	3	2		2
CO3:			3	3	1		3			3	3	
CO4:	2		1			2		1			2	3
CO5	2			2		2		2	3	2		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Marketing Information System	Course Code:	SOM-B-DM-23-303
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The students will: ∞deepen their scientific writing skills ∞apply methods of virtual team learning for fulfilment of assignments in MKIS area get acquainted and acquire practical skills of marketing analytics by using cloud-based applications, intelligent computational tools, functional modules of the integrated systems, market games, applied software for marketing decision-making, planning and control.

Course Outcomes: After Completion of the course, Students will be able to:

CO Number	Course Outcome
CO1	Provide advanced interdisciplinary knowledge
CO2	Augment skills for creating enterprise information systems
CO3	Analyse needs for support of marketing management processes
CO4	Integrate business analytics to marketing
CO5	Enhance the performance of marketing management specialists by managing information

Syllabus

UNIT-I Introduction to MKIS

Definitions, functions, requirements for the marketing information systems (MKIS). The users of marketing information The user' requirements for the information content, inputs, retrieval and presentation. ∞Investigation of the theoretical and experimental research in MkIS area in the scientific literature.

UNIT-II Functions of MKIS

Types and functions of marketing information systems Their usage for the marketing purposes: operational, analytical, OLAP, expert, executive, decision-support systems. Applying ERP, business intelligence, integrated software for marketing tasks. Cloud based and open source solutions, Big Data issues.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

UNIT-III Marketing Information Analytics

Management processes of the marketing manager. Information supply for their performance: analytical and control applications: pivot tools, dashboards, computational intelligence methods for marketing

UNIT-IV Problems in Rural Entrepreneurship

Marketing planning, process modelling and decision making by using MKIS. Marketing models at the enterprise. Application of business simulation games for marketing

UNIT IV: Policies, Programs and Bodies (12 Lectures)

Creating MIS in the enterprise, Interrelationships with other computerized systems inside and outside the enterprise. Variety of concepts for structure and processes of the MIS models. ERP application for marketing.

Text Books:

- Berry, M.,J.A., Linoff, G.S. (2011), "Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management", (3rd ed.), Indianapolis: Wiley Publishing, Inc.
- Wood, M., B. (2005).
- The marketing plan handbook (2nd edition). Upper Saddle River, New Jersey: Pearson Education Inc. (Marketing Plan Pro 6.0 software embedded)

Reference Books:

- Ball, D., A., McCulloch, W., H., Frantz, P., L., Geringer, J., M., Minor, M., S.(2006)International business. The challenge of global competition. 10th edition.McGraw-Hill/ Irwin

CO-PO & PSO Correlation

Course Name: Marketing Information System												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1		2		1	2		3		2
CO2:		1		1		2					3	
CO3:	1	2			1		1			2		3
CO4:												
CO5:	2		3	1	2			3	3			2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Financial Accounting	Course Code:	SOM-B-FM-23-301
Credits:	4	No of Hours:	60 Hours
Max Marks:	100	LTP	3-2-0

Course Description: The basic objective of this course is to impart to students with the basic knowledge of accounting and understand the role of accounting in an organisation. Preparation of financial statements, and apply accounting rules in determining financial results.

Course Outcomes: After completion of the course the students will be able to:

CO No.	Course Outcomes
CO1	Understand the basic concepts of accounting involved in business transactions
CO2	Recording of business transactions in various books of accounts and evaluating the different types of errors in the trial balance
CO3	Prepare and analyse the financial statements of a business organization
CO4	Prepare and analyse the financial statements of a organisation not for profit
CO5	Apply the various accounting principle for the preparation and calculation of values of assets and analyses the bank reconciliation statement.

Syllabus:

Unit I: Introduction to Accounting

Meaning and Definition of accounting, Nature of accounting, Need of accounting, objectives of accounting, Users of accounting, Types of accounting, Limitations of accounting. Bases of Accounting: Cash, Accrual & Hybrid basis, Concepts and Conventions of accounting. Accounting standards: Indian Accounting standards and International Financial Reporting Standards [IFRS], Advantages of Accounting Standards. Accounting equation- Practical Problems.

Unit II: Recording Business Transactions

Journal: Meaning of Journal, Rules of Debit and Credit, Practical Problems Ledger: Meaning, features, Rules Regarding ledger Posting, practical problems Trial Balance: Meaning, objectives of preparing Trial balance, errors in Trial balance, Practical Problems.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Final Accounts

Meaning and Objectives of Final Accounts, difference between trial balance and final accounts, Trading Account, Profit and loss account and Balance Sheet. Treatment of Adjustments, Practical Problems.

Unit IV: Financial Statements of Not-for-Profit Organizations:

Significance of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet, Difference between Profit and Loss Account and Income and Expenditure Account. Preparation of Receipt and Payment Account, Income and Expenditure Account and Balance Sheet.

Unit V: Depreciation and Bank Reconciliation Statement

Depreciation: Meaning of Depreciation, Causes for Depreciation, methods of charging Depreciation –Straight-line Method and Written-down-value Method. Practical Problems Bank Reconciliation Statement: Meaning and Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation, Practical Problems.

Text Books:

1. Shukla, S.M. & Gupta, S.P.; “Advanced Accounting”, Vol. 1, Edition 2008, Sahitya Bhawan Publications, Agra.
2. Maheshwari, S.N. and S. K. Maheshwari; An Introduction to Accountancy, Eighth Edition, Vikas Publishing House, 2003
3. Financial Accounting: Fundamentals Sultan Chand Publishers, 2003. 4. Monga, J. R., An Introduction to Financial Accounting, First Edition, Mayoor Paper books, 2005.

Reference Books:

1. Maheshwari, S.N.: “Financial Accounting”, Sultan Chand, New Delhi
2. M.C. Shukla, T.S. Grewal, and S.C. Gupta, “Advanced Accountancy”; S Chand & Sons
3. A.N. Agarwala, “Higher Sciences of Accounting”, Kitab Mahal, Allahabad
4. R.L. Gupta & M. Radhaswamy, “Financial Accounting”, Sultan Chand, New Delhi
5. Hanif & Mukherjee, “Financial Accounting”, Tata McGraw Hill, New Delhi

CO-PO & PSO Correlation

Course Name: Financial Accounting												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		2		2		2	2		2	3	2
CO2	2	2							2			3
CO3	3			2	2					3	2	2
CO4	2	3		2		3		2	3		2	2
CO5	2	2		2		2	2	2	3	2	2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Indian Financial System	Course Code:	SOM-B-FM-23-302
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course offers lectures and case studies to impart teaching and learning to develop understanding about Indian Financial structure. Along with the basic understanding about institutions and related regulations for public and institutions.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the Concepts & Practical dynamics of the Indian Financial, System, Markets, Institution and Financial Services
CO2	Develop and identify thorough grasp of Money Market and its Instrument.
CO3	Understand the instruments and functioning of Capital Market.
CO4	Analyse, discover and survey merchant banking, Financial Market, Depository Receipt, hire purchase and leasing system and explain the credit rating process adopted by the various institution.
CO5	Demonstrate Mutual Fund works, synthesis and develop many idea of Investment like Depository Receipt, Venture Capitalist and Angel Investing.

Syllabus:

Unit I: Introducing various components of the Indian financial system

Financial markets, financial institutions, financial services. Classification of the Indian financial market, characteristics and functions of the financial market, introducing the money market and capital market. Introduction to primary market, functions of primary market, Underwriting, methods of floating new issue, Principal steps of a public issue, Issue pricing, Case on IPO, what is a stock exchange, recognition of stock exchanges, listing of stocks, registration of brokers, online trading system.

Unit II: Money Market

Money market – call money market, major characteristics of call money market, operations in the call money market, participants of call money market, purpose of call money market, Certificate of Deposits, features of CDs, RBI guidelines on CDs, format of CDs, payment of certificate, reporting, Commercial Bill, types of commercial bills, operations in bill market, New

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Bill Scheme 1970, Commercial Paper, features of Commercial Papers, RBI Guidelines on commercial papers, issuing and paying agent, Treasury Bills, types of treasury bills, operations and participants.

Unit III Capital Market

Concept, Structure and Functions of Capital Market; Primary Market- Instruments of Issue and Methods of Flotation; Secondary Market — Concept, Market Players, trading System and Settlement

Unit IV: Merchant Banking

Merchant Banking, Origin, merchant banking in India, scope of merchant banking, categories of merchant banks, services of merchant banks, Leasing, origin and development, classification, difference between Operating and Financial Lease, advantages & disadvantages of leasing, Hire Purchase, difference between leasing and hire-purchase, cases on leasing.

Unit V: Mutual Funds and Government Securities Market

Mutual Fund, History, classification, structural arrangement, Net Asset Value, Advantages of investing in mutual funds, Depository Receipts, ADRs and GDRs, mechanism, features of depository receipts, Features of government securities, terms and conditions applicable to government securities, types of government securities, repos, Primary Dealers, Retail Debt Market, Venture Capital, features, scope of venture capital, methods of venture financing in India, venture capital players in India, case on venture capitalism. Angel Investing.

Text Books:

1. Gordon and Natarajan – Financial Markets and Services, Himalaya Publications.
2. Bhole and Mahakud, Financial Institutions and Markets, McGraw Hill Publications.

Reference Book:

1. Jeff Madura – Financial Institutions and Markets, Cengage Publications.

CO-PO & PSO Correlation

Course Name: Indian Financial System												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3	2		1			2	2	2	2	3
CO2:	2	2	2	1				2			2	
CO3:		3				2	3	2	2	3		
CO4:		2		3		2	2	2		2	3	3
CO5		2	2				2	2	3	2		

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Personal Financial Planning	Course Code:	SOM-B-FM-23-303
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Personal Financial Planning will address many critical personal financial management topics in order to help prudent habits both while in school and throughout the lifetime.

Course outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the significance of personal finance in the daily routine of life.
CO2	Analyze and apply the importance of Taxes in managing liabilities to reduce the financial burden in an ethical way.
CO3	Understand the different ways by which one can enhance the financial security of a family by reducing unwanted risks in future.
CO4	Analyze and Evaluate various ways for increasing the return in future period of time by proper investment.

Syllabus:

Unit I: Understanding Personal Finance

Understanding Personal Finance, Path to financial security and time value of money. Financial Statements, Tools, and Budgets. Managing the flows of Income, Creating and Reviewing Financial Statements, and Analyzing Financial Statements.

Unit II: Managing Income Taxes

Managing Income Taxes, Understanding Income Taxes, Building and Maintaining Good Credit, Credit Basics and Debt Management, Credit Reports and Scores

Unit III: Managing Risk

Insurance Decision Making, Introduction to Risk Management, Investment Fundamentals, Saving and Investing, Owner or Lender, Rules of Investing.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: Investing Through Mutual Funds

Mutual funds and managed portfolios; create a personal investment plan, Personal Plan of Action, Putting Your Plan Together.

Text Book:

1. Family Business, Third Edition; Ernesto J. Poza by Cengage

Reference Book:

1. Governance of Family Firms by Rajesh Jain ; Macmillan Publication

CO-PO & PSO Correlation

Course Name: Personal Financial Planning												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2		1			1		2		2	3
CO2:		2	1						3	2		
CO3:	2			1		2		1		3		
CO4:	1		1		2		1	2	2		2	

Note: 1:Low 2.:Moderate 3:High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme :	BBA	Semester:	III
Name of the Course:	Entrepreneurial Marketing	Course Code:	SOM-B-ENT-23-301
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Entrepreneurial Marketing is a 3-credit course designed to equip students with the knowledge and skills necessary to develop effective marketing strategies for entrepreneurial ventures. The course focuses on the unique challenges faced by startups and small businesses and explores innovative marketing approaches to drive growth and success. Students will learn how to apply marketing concepts to real-world entrepreneurial situations and develop a comprehensive marketing plan.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the significance of Entrepreneurial Marketing Fundamentals.
CO2	Analyze and apply the importance of Crafting Effective Marketing Strategies .
CO3	Understand the Building Brand Identity and Awareness in an organization.
CO4	Analyze and Evaluate various ways for Customer Acquisition and Retention for success of business organization.
CO5	Understand and evaluate the Scaling and Growth Strategies .

Unit 1: Understanding Entrepreneurial Marketing Fundamentals

Introduction to Entrepreneurial Marketing: Definition, importance, and its role in business success. Identifying Market Opportunities: Conducting market research, understanding customer needs, and analyzing competitors. Defining Target Audience: Segmentation, targeting, and positioning strategies for startups and small businesses.

Developing Unique Selling Proposition (USP): Crafting a compelling value proposition that differentiates the business in the market. Selecting the Right Business Model: Examining different business models and choosing the most suitable one for the venture.

Unit 2: Crafting Effective Marketing Strategies

Creating a Marketing Plan: Formulating a comprehensive marketing plan that aligns with the business goals and objectives. Digital Marketing for Entrepreneurs: Leveraging digital platforms

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

for branding, customer acquisition, and online visibility. Content Marketing: Understanding the power of content to engage customers and build brand loyalty. Social Media Marketing: Utilizing social media channels effectively to reach the target audience and foster engagement. Search Engine Optimization (SEO): Implementing SEO techniques to improve the website's search engine rankings and organic traffic.

Unit 3: Building Brand Identity and Awareness

Branding for Startups: Building a strong brand identity, brand values, and brand positioning in the market. Brand Communication Strategies: Developing consistent brand messaging across all marketing channels. Building Brand Awareness: Leveraging various marketing tools to increase brand visibility and recognition. Public Relations and Media Outreach: Utilizing PR strategies to gain media coverage and create a positive brand image. *Measuring Brand Equity*: Understanding and tracking brand equity to assess the success of branding efforts.

Unit 4: Customer Acquisition and Retention

Customer Acquisition Strategies: Implementing effective marketing tactics to attract and convert potential customers. Customer Relationship Management (CRM): Managing customer interactions and building lasting relationships. Customer Retention Programs: Developing strategies to retain existing customers and encourage repeat business. Loyalty Programs: Implementing loyalty reward systems to enhance customer retention and brand advocacy. Customer Feedback and Satisfaction: Collecting feedback and using it to improve products/services and customer experience.

Unit 5: Scaling and Growth Strategies

Entrepreneurial Growth Challenges: Identifying common growth challenges and how to overcome them. Scalable Marketing Channels: Exploring marketing channels that support rapid business growth. International Marketing for Entrepreneurs: Expanding the business to global markets and navigating international marketing challenges. Assessing Marketing ROI: Analyzing marketing metrics and measuring the effectiveness of marketing efforts. Sustainable Growth: Planning for long-term sustainable growth while maintaining the entrepreneurial spirit.

Assessment Methods:

- Quizzes and in-class assessments to gauge understanding of key concepts.
- Individual or group assignments focusing on real-world marketing challenges faced by startups.
- Presentations on developing marketing plans for hypothetical entrepreneurial ventures.
- Participation in class discussions, sharing insights, and engaging with peers' ideas.
- A final project where students create a comprehensive marketing plan for an actual startup or a fictitious entrepreneurial venture.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Recommended books:

1. "The Lean Startup" by Eric Ries
2. "Traction: How Any Startup Can Achieve Explosive Customer Growth" by Gabriel Weinberg and Justin Mares
3. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk
4. "Contagious: Why Things Catch On" by Jonah Berger
5. "Influence: The Psychology of Persuasion" by Robert B. Cialdini
6. "Purple Cow: Transform Your Business by Being Remarkable" by Seth Godin.
7. "Positioning: The Battle for Your Mind" by Al Ries and Jack Trout.
8. "Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success" by Sean Ellis and Morgan Brown.

CO-PO & PSO Correlation

Course Name: Entrepreneurial Marketing												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2	3		2	3		3			
CO2:		3		3		3			2	3		
CO3:	2			2				3				3
CO4:		2			3		3			3	2	
CO5			3				2	3		3		

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Managing Finance in Family Businesses	Course Code:	SOM-B-ENT-23-302
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The basic aim of this course is to familiarize the students with the basics of family business and application of finance in family business.

Course Outcomes: After completion of the course, students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the basics concepts of Family business in India.
CO2	Describe and analyze the various theories of family business.
CO3	Develop managerial skills to understand the financial services and risk management in Family Business.
CO4	Develop Analytical skills to understand and evaluate the project in family business.
CO5	Develop the skills and abilities for managing Financial Institutions in family business.

Syllabus:

Unit I: Family Business in India

Introduction, Concept of Family business; Definition, Characteristics, and Types of Family Business, Role and Challenges of Family Business in India, Contemporary Role Models in Indian Family Business, Family Business Conflict; Reasons and Types of Family Business Conflict, Managing Family Business Conflict

Unit- II: Theories of Family Business

The System Theory, Agency Theory, Other Theories.

Unit III: Management of Financial Services in Family Business; Concept, Nature and Scope of financial Services; Regulatory Framework for Financial Services; Management of Risk in Financial Services

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit IV: Project Planning Analysis and Management in Family Business;

Generation and Screening of Project Idea, Market Demand and Situational Analysis; Technical Analysis; Financial Analysis; Analysis of Project Risk; Firm Risk; Market Risk; Social Cost Benefit Analysis: Multiple Projects and constraints

Unit V: Management of Financial Institutions in Family Business:

The Role and Importance of Financial Institutions, financial institutions in India like IFCI, ICICI, IDBI, UTI, LIC, Mutual funds, International aspects of financial institutions, Role of Development Banking in Industrial Financing in India.

Text Books:

1. Kelin E. Gersick, John A. Davis, Marion McCollom Hampton and Ivan Lansberg: Generation to generation – life cycles of the Family Businesses, Harvard Business School Press
2. Kavi Ramachandran: The 10 Commandments for Family Business, Sage Publication
3. Gordon and Natarajan – Financial Markets and Services, Himalaya Publications.
4. Bhole and Mahakud, Financial Institutions and Markets, McGraw Hill Publications.
5. Chandra P. – Financial Management, McGraw Hill Publications, New Delhi

Reference Books:

1. Peter Leach: Family Businesses-The Essentials, Profile Books
2. Peter Leach and Tatwamasi Dixit: Indian Family Business Mantras, Rupa Publications India
3. Jeff Madura – Financial Institutions and Markets, Cengage Publications.

CO-PO & PSO Correlation

Course Name: Managing Finance in Family Businesses												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:			3				2	3	3			
CO2:					2							2
CO3:												
CO4:		3								3		
CO5:	3										2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Entrepreneurship and Research	Course Code:	SOM-B-ENT-23-303
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The course will also bring forth the critical and comprehensive analysis of behavior shown by the consumer during purchase, use and disposal of products through digital market.

Course outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Students will be able to assess and hone their entrepreneurial orientation.
CO2	Students will be equipped with skills to identify the opportunity that they wish to choose for their entrepreneurial journey.
CO3	Students will be able to identify the critically evaluate opportunity that they wish to choose for their entrepreneurial journey.
CO4	Students will be able to defend their ideas against feasibility parameters.
CO5	Students will develop a persuasive start-up pitch and present it to prospective investors

Syllabus:

Unit I: Assess Your Entrepreneurial Orientation

Achievement orientation exercise; Evaluation of entrepreneurial traits; Assess your risk appetite; Fact finding and need analysis exercises.

Unit II: Idea Generation and Creativity Potential

Idea Generation Exercise; Exercise on Opportunity Identification; Identifying your idea; How to convert ideas into reality; Tools and techniques of opportunities identification.

Unit III: Opportunity Assessment of Your Entrepreneurial Ideas

Establishing the opportunity assessment parameters; Assess the opportunity identified; Feedback on the opportunity identified.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: Feasibility Analysis for the proposed venture

Product and market feasibility; Industry and organizational feasibility; Technical and financial feasibility; Models of feasibility.

Unit V: Developing the Business Pitch

Developing a persuasive start-up pitch; Taking your pitch to crowd-sourcing platforms; Presenting your business pitch

Text Books:

1. Entrepreneurship, Kuratko and T V Rao

Reference Books:

2. Entrepreneurship, Hisrich, 10e

CO-PO & PSO Correlation

Course Name: Entrepreneurship and Research												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	1		1			1		2		2	3
CO2:	1	2	1		2				2	2		
CO3:	2	1		1		2		1		3		
CO4:	1		1		2		1	2	2		2	
CO5:		1		2				2	3		3	3

Note: 1:Low 2:Moderate 3:High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Program:	BBA	Semester:	III
Name of the Course:	Fundamentals of Business Analytics	Course Code:	SOM-B-BA-23-301
Credits :	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description:

This course will present basic concepts of data analytics techniques as applied to business. It also focuses on learning practical business analysis skills that can be used in the workplace. This course attempts to add value in terms of specific use of statistical analysis packages in business analysis.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Have an understanding of concepts of Business Analytics
CO2	Apply skills for framing the business problems
CO3	Develop an analytical mind-set
CO4	Create viable solutions to decision making problems
CO5	Appreciate the conceptual foundation of Business Analytics

Syllabus:

Unit- I: Introduction

Introduction to Business Analytics, Why Analytics, Business Analytics : The Science of Data Driven Decision making ,Concept of Descriptive, Predictive and Prescriptive Analytics, Big Data Analytics, Web and Social Media Analytics, Framework, Challenges and Future of Data Driven Decision Making.

Unit- II: Descriptive analytics

Introduction to Descriptive Analytics, Data Types and Scales, Types of Data Measurement Scales, Population and Samples, Measures of Central Tendency, Percentile, Decile and Quartile;

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Measures of Variation: Range, IQD, Variance and SD, Measures of Shapes. Data Visualization: Histogram, Bar Chart, Pie Chart, Scatter Plot, Coxcomb Chart, Box Plot.

Unit- III: Introduction to Probability, Sampling and Estimation

Probability: Probability Theory, Terminology, Fundamental Concepts of Probability, Random Variable, Probability Distributions: Binomial, Poisson, Normal. Introduction to Sampling, Types of Sampling: Probabilistic and Non- Probability Sampling, Central Limit Theorem, Estimations of Population Parameters, Types of Estimations: Point and Interval.

Unit-IV: Regression Analysis

Simple Regression Analysis (SLR) : Introduction, SLR Model Building, Estimation of parameters using Ordinary Least Squares. Multiples Linear Regression (MLR) : Introduction, Ordinary Least Squares Estimation of MLR, MLR Model Building, Part Correlation and Regression Model Building, Interpretation of MLR Coefficients, Standardised Regression Co-efficients.

Unit-V: Prescriptive Analytics

Introduction to Prescriptive Analytics, Linear Programming (LP), LP Model Building, LPP Terminologies, Assumptions of LP, Sensitivity Analysis in LPP, Solving LPP by Graphical Method, Range of Optimality , Range of Shadow Price, Linear Integer Programming.

Text Books:

1. U.D. Kumar, Business Analytics: The Science of Data-driven Decision Making, Wiley India
2. R.N. Prasad & Seema Acharya, Fundamentals of Business Analytics, Wiley

Reference Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhima sankaram Pochiraju, Sridhar Seshadri, Springer
2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019

CO-PO & PSO Correlation

Course Name: Fundamentals of Business Analytics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2		3		2	3	2	
CO2:	2	3			2		2			2		3
CO3:	2	3			2	2	2			2	3	
CO4:	2	2			3		2			3	2	2
CO5:	3	2			2				2		2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Spreadsheet Applications in Analytics	Course Code:	SOM-B-BA-23-302
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course provides the knowledge base for understanding the workings of excel. The primary objective of the course is to familiarize the students with the basics of Microsoft excel. The course introduces the students to financial and statistical analysis, further the course also deals with practical application of Microsoft Excel in day-to-day business activities.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Fundamental knowledge of the use of computers in business
CO2	Exposure to the students on MS Office Excel
CO3	Application of MS excel functions in business
CO4	Analyze Data using MS Excel
CO5	Manage Data Using MS Excel

Syllabus:

Unit I: Introduction to Excel

Structure of an excel function, functions such as SUM (), MIN (), MAX (), AVERAGE (), COUNT (), AUTOSUM, AUTOFILL. Working with an Excel List: Understanding Excel List Structure, Sorting a List Using Single Level Sort, Sorting a List Using Multi-Level Sorts, Using Custom Sorts in an Excel List, Filter an Excel List Using the AutoFilter, Creating Subtotals in a List, Format a List as a Table, Using Conditional Formatting to Find Duplicates, Removing Duplicates. Excel Data Validation: Understanding the Need for Data Validation, Creating a Validation List, Adding a Custom Validation Error, Dynamic Formulas by Using Validation Technique

Unit II: Excel PivotTables

Understanding Excel PivotTables, Creating an Excel PivotTable, Modifying Excel PivotTable Calculations, Grouping PivotTable Data, Formatting PivotTable Data, Drilling Down into PivotTable Data, Creating Pivot Charts, Filtering PivotTable Data, Filtering with the Slicer Tool.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Conditional Functions and Working with Large Excel Data Sets

Conditional Functions: Working with Excel Name Ranges, Using Excel's IF () Function, Nesting Functions, Using Excel's COUNTIF () Function, Using Excel's SUMIF () Function, Using Excel's IFERROR () Function. Working with Large Sets of Excel Data: Using the Freeze Panes Tool, Grouping Data (Columns and/or Rows), Consolidating Data from Multiple Worksheets

Unit IV: Look Up and Text Based Function

Excel's Lookup Functions: Using Excel's VLOOKUP () Function, Using Excel's HLOOKUP () Function, Using Excel's INDEX () and MATCH () Functions. Excel's Text Based Functions: Using Excel's functions such as LEFT (), RIGHT () and MID (), LEN (), SEARCH (), CONCATENATE ().

Unit V: Finance Functions

Introduction to Finance: Time value of money - present value of money – concepts (Theory), Long term and short-term investment decisions - capital budgeting, Net present value, Internal rate of return (Theory) Financial Functions: Depreciation (DB, DDB, VDB), Simple Interest (PMT, NPER, INTRATE) - Present Value, Net Present Value, Future Value (PV, NPV, FV), Annuity, Internal Rate of Return (IRR).

Text Books and Reference Books:

1. Power excel 2016 with MsExcel: Master pivot tables, subtotals, charts, VLOOKUP, IF, data analysis in excel 20102013. Uniontown, PA: Holy Macro! Books, 2016.
2. C. Frye, Microsoft excel 2016 step by step. Redmond, WA: Microsoft Press, 2015.
3. K. N. Berk, Data analysis with Microsoft excel(tm): Updated for office 2007 (book only), 3rd ed. Belmont, CA: Wadsworth Publishing, 2009.

CO-PO & PSO Correlation

Course Name: Spreadsheet Applications in Analytics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2			3	3	3	2	2		
CO2:	2	2	3			3		3		2		
CO3:	2	3	2					3			3	
CO4:	2		3					3		3		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	III
Name of the Course:	Business Analytics and Decision Science	Course Code:	SOM-B-BA-23-303
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-0-4

Course Description: This comprehensive course delves into the powerful intersection of business analytics

and decision science. Students will learn the art of data-driven decision-making, exploring techniques for data collection, preprocessing, and analysis. Real-world applications in customer insights, inventory optimization, finance, and data-driven strategies equip students with invaluable skills for making informed and impactful business decisions. Hands-on practice with analytics tools strengthens their ability to extract valuable insights from data and drive organizational success.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	To grasp the role of data analysis in decision-making, explore real-world applications in diverse industries, understand data types, and create effective data visualizations.
CO2	To master EDA, descriptive analytics, predictive modeling, and decision science concepts for effective data-driven decision-making.
CO3	To gain proficiency in Excel data analysis, explore data visualization tools, learn basics of Python for analytics, and apply hands-on software practice.
CO4	To apply analytics for customer insights, optimize inventory management, analyze financial data, and make data-driven business decisions.

Unit 1: Introduction to Business Analytics

What is Business Analytics? Understanding the role of data analysis in decision-making.
Applications of Business Analytics: Real-world examples in various industries (e.g., retail,

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

finance, healthcare). Data Types and Sources: Learning about different data types and how data is collected. Data Visualization Basics: Introduction to charts and graphs for effective data representation.

Unit 2: Data Analysis Techniques

Exploratory Data Analysis (EDA): Techniques for understanding and summarizing data.

Descriptive Analytics: Measuring performance through key performance indicators (KPIs).

Predictive Analytics: Introduction to forecasting methods and predictive modeling.

Introduction to Decision Science: Understanding decision-making processes and models.

Unit 3: Tools and Software for Business Analytics

Excel for Data Analysis: Basic data manipulation and analysis using Excel.

Introduction to Data Visualization Tools: Exploring tools like Tableau or Google Data Studio.

Basics of Python for Data Analysis: Introduction to Python programming and its role in analytics.

Hands-on Practice: Using software to analyze data and create visualizations.

Unit 4: Application of Business Analytics and Decision Science

Customer Analytics: Analyzing customer behavior and preferences for better marketing decisions. Inventory Management: Applying analytics to optimize inventory levels and reduce costs. Business Intelligence in Finance: Understanding financial data analysis for investment decisions. Data-Driven Decision Making: Using analytics insights to make informed business decisions.

Text books

1. Practical Tableau: 100 Tips, Tutorials, and Strategies from a Tableau by Ryan Sleeper
2. The Hundred-Page Machine Learning Book by Andriy Burkov

Reference Books

1. The Pyramid Principle: Logic in Writing and Thinking by Barbara Minto
2. Scoring Points: How Tesco Continues to Win Customer Loyalty by Terry Hunt

CO-PO & PSO Correlation

Course Name: Business Analytics and Decision Science												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		2	2			2	2		2	3	2
CO2	2								2		3	
CO3				2	2					3	2	
CO4	2	3		2		3		2	3		2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

FOURTH SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-401	CC-10	Management Information System	3	2		20	30	50	100	4
2	SOM-B-BBA-23-402	CC-11	Production and Operations Management	3	2		20	30	50	100	4
3	SOM-B-BBA-23-403	GE-2	GE-2: Microsoft Office	3	2		20	30	50	100	4
4	SOM-B-BBA-23-404		Managing Self (MS)	2	-	-				50	2
5		DSE	Elective-3	3	2		20	30	50	100	4
6		DSE	Elective-4	3	2		20	30	50	100	4
				15	10		100	150	250	550	22

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

FOURTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
HRM-23-401	Human Resource Management	Performance & Compensation Management
HRM-23-402	Human Resource Management	Industrial Relations & Labour Laws
HRM-23-403	Human Resource Management	Industrial and Organizational Psychology
DM-23-401	Digital Marketing	Advertising and Brand Management
DM-23-402	Digital Marketing	International Business Management
DM-23-403	Digital Marketing	Rural Marketing
FM-23-401	Financial Management	Financial Management
FM-23-402	Financial Management	Cost & Management Accounting
FM-23-403	Financial Management	Business analysis and Valuation
ENT-23-401	Entrepreneurship	Management of Family-owned Business
ENT-23-402	Entrepreneurship	Entrepreneurship and New Venture
ENT-23-403	Entrepreneurship	Entrepreneurial Leadership
BA-23-401	Business Analytics	Computational Economics
BA-23-402	Business Analytics	Fundamentals of R Programming
BA-23-403	Business Analytics	Application of Analytics in Business

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Management Information System	Course Code:	SOM-B-BBA-23-401
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Information Systems (IS) enables new approaches to improve efficiency and efficacy of business models. This course will equip the students with understanding of role, advantages and components of an Information System. The objective of the course is to help students integrate their learning from functional areas, decision making process in an organization and role of Information Systems to have a vintage point in this competitive world.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand management information scope, Concept of MIS, Management process, System Approach.
CO2	Describe and analyze types of information systems, decisions and role of MIS in Business Intelligence.
CO3	Develop skills for Preparation and maintenance of MIS.
CO4	Apply the MIS to solve the management decision problems.

Syllabus:

Unit I: Basic Concepts of Information System

Role of data and information, Organization structures, Business Process, Systems Approach and introduction to Information Systems.

Unit II: Types of IS

Resources and components of Information System, integration and automation of business functions and developing business models. Role and advantages of Transaction Processing System, Management Information System, Expert Systems and Artificial Intelligence, Executive Support Systems and Strategic Information Systems.

Unit III: Architecture & Design of IS

Architecture, development and maintenance of Information Systems, Centralized and Decentralized Information Systems, Factors of success and failure, value and risk of IS.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: Decision Making Process

Programmed and Non- Programmed decisions, Decision Support Systems, Models and approaches to DSS.

Unit V: Introduction to Enterprise Management technologies& SAD

Business Process Reengineering, Total Quality Management and Enterprise Management System viz. ERP, SCM, CRM and Ecommerce, System Analysis and Design, Models and Approaches of Systems Development.

Text Books:

1. Management Information Systems, Effy OZ, Thomson Leaning/Vikas Publications
2. Management Information Systems, James A. O'Brein, Tata McGraw-Hill

Reference Books:

1. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.
2. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.
3. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.
4. MIS and Corporate Communications, Raj K. Wadwha, Jimmy Dawar, P. Bhaskara Rao, KanishkaPublishers.
5. MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education.

CO-PO & PSO Correlation

Course Name: Management Information System												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3					1	2	2	3			2
CO2:		2		1			1	2	2		2	
CO3:	2	1			2	1		2		3	2	2
CO4:	1	2	1		2		2			2	3	3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Program:	BBA	Semester:	IV
Name of the Course:	Production and Operations Management	Course Code:	SOM-B-BBA-23-402
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course will introduce concepts and fundamentals of basic operations management for decision making in business. These techniques include line balancing, facility layout, location planning, capacity planning, demand forecasting, and production strategy under aggregate planning, etc. Excel and Lingo tools will be extensively used.

Course outcomes: After completion of the course, students will be able to:

CO Number	Course Outcome
CO1	Understanding the fundamental concepts of production and operations management applied in the field of manufacturing and service organizations.
CO2	Planning and analyzing the production and operations activities in short, medium and long -term planning of manufacturing or services organizations.
CO3	Applying world-class manufacturing techniques in the operation environment.
CO4	Developing robust and agile systems for innovative products, processes and services to match with the new generation manufacturing enterprises.

Syllabus:

Unit I: Introduction of Operations Management

Define the terms operations management and supply chain. Identify similarities and differences between production and service operations. Explain the importance of learning about operations management. Identify the three major functional areas of organizations and describe how they interrelate. Describe the operations function and the nature of the operations manager's job. Explain the key aspects of operations management decision making.

Unit II: Operations Strategy and Productivity

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

List several ways that business organizations compete. Name several reasons that business organizations fail. Define the term productivity and explain why it is important to organizations and to countries. Describe several factors that affect productivity. Problems on productivity.

Unit III: Product and Service Design

Explain the strategic importance of product and service design. Describe what product and service design does. Name the key questions of product and service design. Identify some reasons for design or redesign. List some of the main sources of design ideas. Explain the importance of capacity planning. Describe ways of defining and measuring capacity. Name several determinants of effective capacity.

Unit IV: Process Selection and Facility Layout

Compare the four basic processing types. Explain the need for management of technology. Solve simple line-balancing problems. Develop simple process layouts. Explain why location decisions are important. Use the techniques presented to evaluate location alternatives. Problems based on selection of best locations. Describe the main functions of inventories. Explain periodic and perpetual review systems. Selective approach of Inventory Management.

Text Books:

1. Senthil. M, Production & Operations Management, Pearson Education.
2. Monks, Joseph G, Operations Management, McGraw Hill International.

Reference Book:

1. William J. Stevenson, Operations Management, McGraw Education.

CO-PO & PSO Correlation

Course Name: Production & Operations Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	2	3	2	3		3	2	2	2	3
CO2:	2		1		2				2			3
CO3:	3		1			3		3		2	3	
CO4:	1	2		3	2	2		3	2	2		3

Note: 1: Low, 2: Moderate, and 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Microsoft Office (full version)	Course Code:	SOM-B-BBA-23-403
Credits	04	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The Microsoft Office Full Version course is designed to provide students with a comprehensive understanding and practical skills in using the complete suite of Microsoft Office applications. This course covers the core applications, including Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, and Microsoft Access.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understanding the Microsoft Office suite and its applications.
CO2	Create, format, and edit professional-looking documents using Microsoft Word. Utilize advanced features of Microsoft Excel for data analysis, formulas, and functions.
CO3	Develop skills, design and deliver engaging presentations using Microsoft PowerPoint.
CO4	Apply time-saving techniques and productivity tools to enhance work efficiency.

Syllabus:

Unit I: Introduction to Microsoft Office Suite

Overview of Microsoft Office applications, Exploring the user interface and common features

Microsoft Word: Creating and formatting documents, working with tables, images, and styles, managing page layout and sections, Collaboration and reviewing tools

Microsoft Excel: Creating and formatting spreadsheets, Formulas, functions, and data analysis, Charts and visualizations, Data sorting, filtering, and conditional formatting

Unit II: Microsoft PowerPoint

Creating engaging presentations, Slide design and layouts, adding multimedia and animations, Presenting and delivering a slideshow

Unit III: Microsoft Outlook

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Managing emails and attachments, Calendar and meeting management, contact management and address book, Organizing tasks and notes

Unit IV: Microsoft Access

Creating and designing a database, data entry and manipulation, queries, forms, and reports, database maintenance and security

Unit V: Integration and Collaboration

Linking and embedding data across Office applications, sharing and collaborating on documents, version control and track changes

Advanced Tools and Productivity Tips

Customizing Office applications, macros and automation, time-saving techniques and shortcuts

Text Books:

1. "Microsoft Office 365 & Office 2019 Introductory" by Misty E. Vermaat
2. "Microsoft Office 2019 Step by Step" by Joan Lambert and Curtis Frye
3. "Microsoft Word 2019 Step by Step" by Joan Lambert
4. "Microsoft Excel 2019 Step by Step" by Curtis Frye

Reference Books:

1. "Microsoft Office 365 & Office 2019 Introductory" by Misty E. Vermaat, Cengage Learning.
2. "Microsoft Office 2019 Step by Step" by Joan Lambert and Curtis Frye, Microsoft Press.
3. "Microsoft Office 365 All-in-One for Dummies" by Peter Weverka, For Dummies.
4. "Microsoft Office Inside Out" by Joe Habraken, Microsoft Press.

CO-PO & PSO Correlation

Course Name: Microsoft Office full version												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3					1	2	2	3			2
CO2:		2		1			1	2	2		2	
CO3:	2	1			2	1		2		3	2	2
CO4:	1	2	1		2		2			2	3	3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Managing Self (MS)	Course Code:	SOM-B-BBA-23-404
Credits	2	No of Hours:	30
Max Marks:	100	L-T-P:	2-0-0

Course Description: This course will focus on concepts of 'Managing Self' like perception, positive attitude, right value and vision. Students will also learn goal setting, action planning, self-motivation and confidence building. Students will also be taught methods of becoming good and assertive communicators. This will enable them to perform better during job interviews and group discussions.

This course will also concentrate on techniques of Facing Interviews, Group Discussion and Resume building, etc.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Utilizing effective verbal and non-verbal communication techniques in formal and informal settings.
CO2	Understanding and analyzing self and devising a strategy for self-growth and development.
CO3	Adapting a positive mindset conducive to growth through optimism and constructive thinking.
CO4	Making appropriate and responsible decisions through various techniques like SWOT, Simulation and Decision Tree.
CO5	Formulating strategies of avoiding time wasters and preparing a to-do list to manage priorities and achieve SMART goals.

Syllabus:

Unit I:

Personal growth and improvement in personality, Perception, Positive attitude, Values and Morals, High self-motivation and confidence Grooming.

Unit II:

Goal setting and action planning, Effective and assertive communication, Decision making, Time management, Presentation Skills, Happiness, risk-taking and facing unknown.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III:

Resume Building/ Cover Letter, Occupational Research, Group discussion (GD) and Personal Interviews Concept and Practice.

Text Books:

1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18th ed., Pearson Education
2. Tracy, Brian, Time Management (2018), Manjul Publishing House
3. Hill, Napoleon, Think and grow rich (2014), Amazing Reads
4. Scott, S.J., SMART goals made simple (2014), Createspace Independent Pub

Reference Books:

1. <https://www.hloom.com/resumes/creative-templates/>
2. <https://www.mbauniverse.com/group-discussion/topic.php>
3. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan
4. Burne, Eric, Games People Play (2010), Penguin UK
5. <https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression>

CO-PO & PSO Correlation

Course Name: Managing Self												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:				3	3	2	1	2		2		2
CO2:	1	2	3		2	1			1	2		3
CO3:	1	1		3	2	3	2	2		2	3	
CO4:				3	3	2	2	1	1	2		2
CO5:	2	2	2	3	2	1			1		1	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Performance & Compensation Management	Course Code:	SOM-B-HRM-23-401
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course is designed to promote understanding of issues related to the performance management & compensation of human resources in the organizations and to impart skills in designing, analyzing and restructuring the performance & reward management systems, policies and strategies.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand Performance & Compensation System and its designing
CO2	Understand the strategic performance & compensation system applying various tools and techniques for effective decision making to achieve organizational objective
CO3	Gain skills and knowledge necessary to measure and manage the performance linked with compensation
CO4	Ability to correct failures in a performance & compensation system
CO5	Appraise the concepts of Performance management and its techniques

Syllabus:

Unit I: Overview of Performance

Concept, characteristic, role and significance of performance; performance appraisal performance management, process of performance management; performance management and strategic planning linkages.

Unit II: Overview of compensation

Meaning, Importance of compensation, Elements of compensation, Factors influencing Effective compensation, Compensation process, Designing Compensation System, Strategic Compensation System. Wage concepts: Minimum, Fair and Living wage; Differentials; Internal and External Equity in Compensation system Compensation Philosophies, Conceptual and theoretical understanding of economic theory.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Performance and compensation Management Framework

Definition and coverage, reason for undertaking PM, PM Process, Diagnosis and Bench marking, Setting Performance standards, Performance measurement, Review of performance, Rewarding Performance through Financial and Non- Financial aspects. Understanding different components of compensation packages like fringe benefits, perks, incentives and retirement plans.

Unit IV: Performance Appraisal Techniques

Objectives & Indicators, Methods of Appraisal, Performance Planning and goal setting, performance feedback coaching and counselling. Guiding, Coaching, Counselling, Pay for performance, Training & Development, Mentoring.

Unit V: Performance Management Techniques

Performance Management and development, Performance Management and Pay, Creating High Performance organization, Balanced Scorecard, Competency mapping, Key Result area.

Text Books:

1. Bhattacharya, Compensation Management, ISBN: 9780195698374, Oxford University Press.
2. Kanchan Bhatia, Compensation Management, Himalaya Publication House.
3. Dr. Surbhi Jain, Performance & Compensation Management, Arcler Education Inc

Reference Books:

1. Performance Appraisal and Compensation Management: A Modern Approach, Dewakar Goel, PHI.
2. Strategic Compensation: A Human Resource Management Approach, 6/e, Joe Martocchio, Pearson Education.
3. Compensation Management in a Knowledge - based World, 10/e, Richard I. Henderson, Pearson Education.

CO-PO & PSO Correlation

Course Name: Performance & Compensation Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3						1	2	2	2	3	
CO2:		2	2		2		2	2			2	3
CO3:	3			2		2		2	3			
CO4:		3	2		2	3	2	2		3	2	2
CO5	2			2		2			3	2		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Program:	BBA	Semester:	IV
Name of the Course:	Industrial Relations & Labour Laws	Course Code:	SOM-B-HRM-23-402
Credits :	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description:

The objective of this paper is to enable students appreciate the conceptual and practical aspects of Industrial Relations and Labour Laws at the macro and micro levels.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the conceptual knowledge of Industrial Relations & Labour Laws
CO2	Appraise the extent to which the workers can participate in management
CO3	Interpret the mechanism for resolving industrial disputes
CO4	Realize the provision for payment of wages
CO5	Appreciate the basic concepts of labour laws

Syllabus:

Unit– I: Concept of Industrial Relations

Aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives process, prerequisites of collective bargaining.

Unit– II: Workers Participation in Management

Levels & Mode of participation, Works Committee, Joint Management councils, Worker Director, Grievance Procedure, QC.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit- III: Trade Union Act 1926

Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes.

Unit-IV: Payment of Wages Act

Salient features, coverage of employees and employers, rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, The Payment of Bonus Act 1965.

Unit- V: The Factories Act 1948

Definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays.

Text Books:

1. C.B.Mamoria, Mamoria&Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd.
2. C.S. Venkat Rathnam, Industrial Relations, Oxford University Press, New Delhi

Reference Books:

1. Arun Monappa, IndustrialRelations, Tata McGraw Hill Publishing Company Limited
2. T N Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House

CO-PO & PSO Correlation

Course Name: Industrial Relations & Labour Laws												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	2		2	2			3	2		
CO2:	2	2	2	2	3	2		2	2	3	2	
CO3:		3	2		3	2	2		2	2	3	
CO4:	2	3	2		2	2	2	2		3		2
CO5:	2		2		3	2			2	3		

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Industrial and Organizational Psychology	Course Code:	SOM-B-HRM-23-403
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course will help Students to learn about various assessment tools and techniques used in I/O psychology and able to apply psychological theories.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the theoretical frameworks of psychology that can be applied to make an organization more effective and efficient
CO2	Acquire the necessary interpersonal, behavioural and technical skills for application in the work setting
CO3	Articulate core psychological competencies in the history of I/O psychology and its integration into the broader discipline
CO4	Utilize analytical and critical thinking skills so to apply their knowledge to solve organizational problems in a variety of settings
CO5	Appraise the concept of Psychology in Management

Syllabus:

Unit I:

Nature and Scope of Industrial and Organizational (I/O) Psychology: I/O psychology (Meaning, subject matter and functions of industrial psychology); Development of I/O Psychology.

Unit II:

Personnel Selection: Determining Job requirements (Uses and type of job information and job analysis); recruiting job applicants; Personal history assessment (Standard application blanks, bio data items, resume and letter of reference); Assessment of current behavior (Interviews, psychological testing and assessment centres)

Unit III:

Employee Training and Development: Training needs assessment, training design, techniques for training and skill, training program evaluation Evaluating Job performance: Uses of performance evaluation (Downsizing, fair employment, employment-at-will and seniority); Sources of evaluation (The evaluator and performance information); Appraisal rating systems

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

(Graphics rating scales and rating errors); Non-rating evaluation methods (Checklist and comparison methods).

Unit IV:

Motivation: What is work motivation; Need theories (McClelland, Herzberg); Cognitive Theories (Goal Setting theory, Self-efficacy theory); Using motivation theory at work. Job Satisfaction: Job satisfaction as an attitude; Components of job satisfaction (Satisfaction with work, with pay and with supervision); Measuring job satisfaction (Job descriptive Index, Need Satisfaction Questionnaire, Faces Scale); Relationship of job satisfaction to productivity and withdrawal behaviour.

Unit V:

Leadership: Meaning, nature and styles; Approaches to leadership (Human relations, Theory X and Theory Y); Fiedler's Contingency Model; Specific leader skills (Leadership through power, leadership through vision-Transactional and transformational, leadership through persuasion)

Text Books and Reference Books:

1. Berry, L.M. (1998), reprint 2010. Psychology at work: An introduction to Industrial and Organizational Psychology. N.Y.: McGraw-Hill International Editions.
2. Aamodt, M.G. (2007). Industrial and organizational psychology: An applied approach. US: Thomson• & Wadsworth.
3. Schultz, D. and Schultz, S. E. (2006). Psychology and work today. 8th ed. N.D.: Pearson Edu.
4. Robbins, S.P.; Judge, T.A.; and Sanghi, A. (2009). Organizational behaviour. N.D.: Pearson Prentice Hall.
5. Miner, J.B. (1992). Industrial-Organizational Psychology. N.Y.: McGraw-Hill
6. Luthans, F. (1995). Organizational behavior (7th ed). New York: McGraw- Hill, inc.

CO-PO & PSO Correlation

Course Name: Industrial and Organizational Psychology												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2			3			3		2		3
CO2:	2	2			2			3		2		3
CO3:	2				2			2	2		3	
CO4:	2				2			3	2			3
CO5:	3	2						2		2	3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Advertising and Brand Management	Course Code:	SOM-B-DM-23-401
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This paper appraises the students about the concepts, techniques for developing an effective advertising and sales promotion program keeping pace with the ever-changing consumer behavior.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the concept of. Advertising Agency: Developing skills required for the structure of modern agency,
CO2	Develop and define Advertising as communication.
CO3	Apply the concepts of product planning and development: New Product Development process, Research techniques used in the process,
CO4	Adapt and build Product lifecycle Management, Product Portfolio Analysis and Management.

Syllabus:

Unit I: Introduction

Definition, objectives, Functions and classification of advertising, Advertising Agency: Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

Unit II: Advertising as communication

Advertising versus other forms of mass communication, planning the communication program, the communication mix, building of advertising program: Creative Strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

Unit III: Brand Concept

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity, Value addition from Branding - Brand - customer Relationships, Brand Loyalty and Customer Loyalty.

Unit IV: Brand Positioning

Brand positioning concepts, Brand positioning and differential strategies, Brand repositioning, Celebrity endorsement, Brand extension strategies, Managing global brand.

Text Books:

1. Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
2. Varma Harsh. V, Brand Management, Excel Books.

Reference Books:

1. T. K. Panda-Building Brands in Indian Market-Excel
2. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI
3. Sengupta, Subroto, Brand Positioning-Strategies for Competitive Advantage, Tata McGraw

CO-PO & PSO Correlation

Course Name: Advertising and Brand Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	1	2	2	2				2		2	
CO2:	1		2					1	2	2		2
CO3:	2	2			2	2		2			3	2
CO4:	2	2	2	2	2		2	1	2	3	3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	International Business Management	Course Code:	SOM-B-DM-23-402
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Objectives: The objective of this course is to provide basic and broad knowledge in international business environment, strategies and management. Ability to apply concepts, principles and theories to simple business situations.

Course Outcome: The successful completion of this course shall enable the student:

CO Numbers	Course Outcomes
CO1	To explain the concepts in international business with respect to foreign trade/international business.
CO2	To apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.
CO3	To analyze the principle of international business and strategies adopted by firms to expand globally.
CO4	To understand the exchange rate determination.
CO5	To integrate concept in international business concepts with functioning of global trade.

Syllabus:

Unit I: Introduction to International Business

Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Internationalization Stages and Orientations. Modes of entry into international business. International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

Unit II: Theories of International Trade

Commercial Policy Instruments tariff and nontariff measures; Balance of payment account and its components. WTO – Its objectives, principles, organizational structure and functioning; WTO and Developing Countries; An overview of other organizations – UNCTAD, World Bank and IMF Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: International Financial Environment

International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market: forward rate, long and short forward positions, forward premium and discount. Arbitrage, hedging and speculation; Foreign investments - types and flows; Foreign investment in Indian perspective.

Unit IV: Exchange Rate Determination

Factors affecting exchange rate –Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect.

Unit V: Foreign Trade

Foreign Trade promotion measures and organizations in India: Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad

Text Book:

1. Sharan, (2010), International Business, 2nd edition, Pearson Education.

Reference books:

1. Tamer, Cavusgil, Gary, Knight, (2010), International Business: Strategy, Management and the New Realities, 1st Edition, Pearson Education.
2. Sinha P.K, (2008), International Business Management, Excel Books.
3. K. Aswathappa, (2008), International Business, McGraw Hill Education.

CO-PO & PSO Correlation

Course Name: International Business Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3			2			2	2		2	
CO2:				2		1	3		2	2		2
CO3:		3	2							3	3	
CO4:			2		3		1	3		3		
CO5		2					2		2		3	3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	4
Name of the Course:	Financial management	Course Code:	SOM-B-FM-23-401
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course helps students to learn the core concepts of financial management. It deals important topics like financial statement analysis, dividend policy, working capital management, capital structure, etc. It deals with financial decision making and financial analysis.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understanding and evaluating financial statement analysis.
CO2	Understanding capital structure theories and applications
CO3	Understand the concept of Cost of capital.
CO3	Evaluate dividend policies.
CO4	Analyse and evaluate working capital management

Syllabus:

Unit I

Financial Statement Analysis, Comparative Analysis, Ratio Analysis, Du-Pont Analysis.

Unit II

Capital structure, EBIT-EPS analysis, Modigliani and Miller Model, assumptions, MM propositions (with and without tax), Signalling theory, Agency cost of equity, Pecking order theory, factors affecting capital structure.

Unit III

Cost of Capital, cost of equity capital using CAPM, Dividend discount model, cost of debt, weighted average cost of capital.

Unit IV

Dividend Policy, types of payouts, process of cash dividend, price reaction to cash dividend in a perfect world, Irrelevance of dividend policy, stock repurchase vs dividend, taxes and dividend, firms with sufficient and insufficient cash, the Clientele effect, stock dividends.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit V

Working Capital Management, Gross and Net concept of working capital, operating cycle, conversion periods, turnover ratios, fixed and variable working capital, working capital financing policies: matching, conservative and aggressive approach, Cash management, Inventory management, Receivable and Payable Management

Text Books:

1. Prasanna Chandra–Financial Management, Mc Graw Hill Publication
2. Ross, Wester field, Jaffe –Corporate Finance, Mc Graw Hill Publication.

Reference Books:

1. Brealey, Myers–Principles of Corporate Finance, Mc Graw Hill Publication.

CO-PO & PSO Correlation

Course Name: Financial Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	1	1	2	2	3	2	3	2	3
CO2:	3	2			1	1		1	3	2	3	2
CO3:	3	2	1			2	2	2	3	2	2	3
CO4:	3	2		1		2		1	3	2	2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Cost & Management Accounting	Course Code:	SOM-B-FM-23-402
Credits	4	No of Hours:	40
Max Marks:	100	L-T-P:	3-2-0

Course Description: The basic objective of this course is to acquaint students with basic concepts and tools of Cost and Management Accounting and its applications for decision making. To aware as to cost consciousness and the various methods and techniques of costing

Course outcomes: After Completion of the course the students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the several cost concepts involved in business
CO2	Identify different elements of cost and demonstrate the ability to create the cost sheet
CO3	Apply the different methods of cost volume and profit analysis and its implication on cost for a better industrial performance
CO4	Recognize the importance of management accounting

Syllabus:

Unit I- Introduction of Cost Accounting

Meaning, Definition of cost accounting , Objectives , Advantages of Cost accounting , classifications of cost, Methods of Costing, Cost units , Cost centre, Comparison between Cost Control, and Cost Reduction

Unit II- Elements of Cost and Cost Sheet

Elements of cost , Types of cost , Meaning and definition of cost sheet, objectives of cost sheet and methods of cost sheet preparation, Components of total Cost, Conversion Cost, Cost Ascertainment, Preparation of Cost Sheet- Practical Problems

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Cost Volume Profit Analysis and Standard Costing

Cost-Volume-Profit Analysis: Fixed cost, Variable cost, Contribution, Profit-Volume Ratio, Margin of safety, Breakeven Point, Key Break-even Analysis for Decision Making: Pricing, Product Profitability, Make or Buy, key factors, Shut down vs. Continue Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages and Applications; Material and labour Variances

Unit IV Management Accounting

Management Accounting: Meaning, nature, functions, Objectives, Scope of management accounting, Comparison of Management Accounting with Cost Accounting and Financial Accounting

Text Books:

1. Cost Accounting – Theory and Problems Maheshwari, S. N. and Mittal, S. N. (2019), 22nd Revised Edition, Shri Mahavir Book Depot.
2. Cost Accounting, Rajasekaran, (2018), 1st edition, Pearson Education.
3. Cost Accounting - Principle Practices Dutta, Mahesh, (2016), 1st edition, Pearson Education.

Reference Books:

1. Ravi M Kishore: Cost and Management accounting, Taxmann's Publications
2. Debarshi Bhattacharyya, Cost and Management, Pearson
3. Dr. S.N. Maheswari : Management Accounting, Vikash Publishing
4. S.P.Jain , K.L.Narang : Cost Accounting, Kalyani Publishers
5. Sharma and Shahi K Gupta : Management Accounting, Kalyani Publishers.

CO-PO & PSO Correlation

Course Name: Cost & Management Accounting												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1			1		3		2	
CO2:	2	2			2				2	2		
CO3:	1		2	2		2		1	2	3	2	2
CO4:	1	2						2	1		2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Business Analysis and Valuation	Course Code:	SOM-B-FM-23-403
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The aim of this paper is to provide a student an in-depth knowledge of the analysis and valuation of a business enterprise

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the Financial Statement Analysis
CO2	To study the Business evaluation with the help of Financial analysis
CO3	To evaluate the equity and Securities
CO4	To understand the role of Business restructuring by mergers and Acquisition

Syllabus:

Unit I:

Framework for business analysis and valuation using financial statements, Strategy and competitive analysis, accounting analysis, implementing accounting analysis.

Unit II:

Financial analysis, Prospective analysis: business valuation – approaches and methods.

Unit III:

Equity security analysis, Credit analysis and distress prediction.

Unit IV:

Business restructuring: mergers and acquisition, Corporate financing and rewarding policies, Real option valuation

Text Books and Reference Books:

1. Palepu, Healy & Bernard, Business Analysis & Valuation - Using Financial Statements, Text & Cases, Cengage Learning Publisher, Third Edition

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

2. Damodaran A, Damodaran on Valuation

CO-PO & PSO Correlation

Course Name: Business Analysis and Valuation												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3						3		3		2	
CO2:		3		3		2		2	2	3		
CO3:	3			2			3			3		
CO4:		3	2					2				3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Management of Family-owned Business	Course Code:	SOM-B-ENT-23-401
Credits	04	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description- Designing a comprehensive syllabus for the management of a family-owned business involves considering various aspects related to both management and family dynamics.

Course outcomes: After Completion of the course the students will be able to:

CO Number	Course Outcome
1	Understand the unique characteristics and dynamics of family-owned businesses.
2	Analyse the advantages and disadvantages of family businesses and their impact on decision-making.
3	Evaluate the role of family dynamics in business operations and develop strategies to manage potential conflicts.
4	Apply governance principles and practices to establish effective structures for family businesses

Syllabus:

Unit1: Introduction to Family Business Management

Definition and characteristics of family-owned businesses Advantages and disadvantages of family businesses Understanding the family-business system the role of family dynamics in business decision-making

Unit 2: Governance and Succession Planning

Family governance structures and processes Establishing a family constitution and family council Succession planning and leadership development Conflict resolution and managing family dynamics

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit 3: Strategic Management in Family Businesses

Formulating and implementing a family business strategy Balancing family and business goals
 Managing growth and diversification innovating within a family business context

Unit 4: Financial Management for Family Businesses

Financial analysis and performance measurement Capital structure and financing options
 Wealth management and family office considerations Estate planning and wealth transfer strategies.

Text books:

1. "Family Business" by Ernesto J. Poza
2. "Family Business Succession: The Final Test of Greatness" by Craig E. Aronoff, John L. Ward, and Stephen L. McClure
3. "The Family Business Handbook" by Josh Baron and Rob Lachenauer
4. "Strategic Planning for the Family Business: Parallel Planning to Unify the Family and Business" by Randel S. Carlock and John L. Ward

Reference Books:

1. "The Family Business Handbook" by Josh Baron and Rob Lachenauer
2. "Strategic Planning for the Family Business: Parallel Planning to Unify the Family and Business" by Randel S. Carlock and John L. Ward
3. "Generation to Generation: Life Cycles of the Family Business" by Kelin E. Gersick, John A.

CO-PO & PSO Correlation

Course Name: Management of Family-Owned Business												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	1					2		2			3
CO2:		2		1		1			2	2		
CO3:		2	1				1			2		3
CO4:			2	2				2		2	3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Entrepreneurship and New Venture	Course Code:	SOM-B-ENT-23-402
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: To enable recognition and shaping of various opportunities for new venture. To develop a credible business plan for real life situations

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concept of entrepreneurship, Identify the characteristics and Types of entrepreneurial approaches.
CO2	Analyze the important skills required to become successful entrepreneur. Also determine the entrepreneurial decision process
CO3	Evaluate and execute the business ideas by proper application of feasibility analysis.
CO4	Estimate the required resources through Industry & competition analysis, environment analysis and financial feasibility analysis.
CO5	Create and start the business plan in synchronization with Marketing, Organizational, Financial and Operations Plans.

Syllabus:

Unit I: Introduction to Entrepreneurship

Concept of entrepreneurship, entrepreneur's role, task and personality, theoretical perspective of entrepreneurship, entrepreneurial intention, entrepreneurial orientation, type of entrepreneurship, Understanding the entrepreneurial perspective in individuals, developing creativity and understanding innovation, Importance of entrepreneurship.

Unit II: Evaluating Entrepreneurial Options and Startup Opportunities

Understanding the idea and an opportunity. The opportunity creating, shaping, recognizing and seizing. Screening venture opportunities, gathering information and analyzing. Evaluating venture opportunities and develop startup strategy. Feasibility analysis and risk taking ability.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Understanding Startup Finances, Capital & Other Requirement

An overview of startup finance and sources of finance. Understanding the business model and financial projections—how to forecast expenses and revenue. Gathering the resources, developing entrepreneurial marketing and operational plan. Role of government institutions.

Unit IV: Developing Team and Presenting Business Plan

The importance of team, forming and building team. Examining sample business plans and writing business plan. Understanding the investor's perspective and presenting the business plan. Valuation of business plan and the elevator pitch.

Unit V: Emerging trends, Technologies and Practices in new venture creation

Technology-enabled trends that will help shape businesses and the economy, Technical intelligence in business- understanding technology threats and opportunities, Technology Business Incubators, emergence and growth of new technology-based companies.

Text Books:

1. Holt H. David(2005), Entrepreneurship New Venture Creation, Prentice-Hall
2. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston: Pearson.

Reference Books:

1. Agrawal, R. and Mehra, Y. S. (2017). Project Appraisal and Management. New Delhi. Taxmann Publications
2. Suhail Abidi and Manoj Joshi, The VUCA Company, 2016, Jaico Publishing India

CO-PO & PSO Correlation

Course Name: Entrepreneurship and New Venture												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2		2		2	2		2		2	
CO2:	2		1	2	2			2		3		2
CO3:		2					2			2	2	3
CO4:	2	1					2	2	2			
CO5:	2	2			2	2	1	1		2		3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Entrepreneurial Leadership	Course Code:	SOM-B-ENT-23-403
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Students will study leadership theories, skills, and practices necessary for effectiveness in varied entrepreneurial settings, including private businesses, corporations, not-for profit organizations, and social movements.

Course outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Describe the behaviors of effective leaders in a variety of situations.
CO2	Discover the personal, behavioral and situational factors in a leadership situation that lead to success or failure.
CO3	Use self-assessment tools to evaluate their own level of leadership development; and Identify the skills of effective leaders.
CO4	Discuss the leadership strategies of leaders depicted in popular culture and the media.
CO5	Create a leadership product that demonstrates the level of the student's awareness of entrepreneurial leadership principles.

Syllabus:

Unit I: Images of Entrepreneurial Leadership

Images of Entrepreneurial Leadership, Leadership Traits, Characteristics and Motives. Entrepreneurial Dreams and Aspirations, Charismatic and Transformational Leaders; Leadership Styles.

Unit II: Types of Entrepreneurs

Types of Entrepreneurs and their Challenges; Situational Leadership and Social Responsibility. Influence, Power, Politics and Ethics for Leadership.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Motivation and Coaching Skills

Motivation and Coaching Skills of the Entrepreneurial Leader, The Creative, Innovative Leader, Communicating, negotiating and Resolving Conflict.

Unit IV: Strategic Leadership

Strategic Leadership, Leadership in a Diverse World, Developing Leaders and Planning Succession, Leadership Issue for Future Entrepreneurs.

Text Books:

1. Leadership: Research Findings, Practice and Skills (7th edition) by Andrew J. DuBrin, published by South-Western – Cengage Learning, 2012.

Reference Books:

1. Entrepreneurship, Hisrich, 10e.

CO-PO & PSO Correlation

Course Name: Entrepreneurial Leadership												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2		2			2		3			2
CO2:		2	2		3				3	3		
CO3:	3	2		2		3		2		2		
CO4:	2		2		2		2		3		3	

Note: 1: Low 2: Moderate 3:High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Fundamentals of Computational Economics	Course Code:	SOM-B-BA-23-401
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-0-4

Course Description: The course "Fundamentals of Computational Economics" provides students with a comprehensive understanding of the application of computational techniques in the field of economics. It explores the fundamental concepts, methodologies, and tools used in computational economics to model, simulate, and analyze economic systems. Students will gain hands-on experience with programming languages and computational tools commonly used in economic research and policy analysis.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Apply mathematical and computational techniques to model economic systems.
CO2	Develop skills in using programming languages to simulate economic scenarios.
CO3	Cultivate critical thinking and problem-solving abilities in an economic context.
CO4	Ability to interpret and analyze computational economic models.

Syllabus:

Unit 1: Introduction to Computational Economics

What is Computational Economics? The role of computational methods in economic analysis, Applications and importance of Computational Economics; Mathematical Foundations: Review of mathematical concepts relevant to Computational Economics; Functions, equations, and optimization techniques; Differential equations and their applications in economic models.

Unit 2: Introduction to Python

Overview of Python programming language; Basic syntax, data types, and control structures. Writing and executing Python code; Economic Modeling with Python: Building microeconomic models using Python; Simulating consumer choice and utility maximization; Solving producer behavior and profit maximization problems.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit 3: Agent-Based Modeling

Introduction to agent-based modeling (ABM) in economics; Designing and implementing ABM using Python; Analyzing emergent properties of economic systems through ABM

Unit 4: Dynamic Economic Models

Understanding dynamic economic models; Solving difference and differential equation models; Simulating economic growth and business cycle models; Model Validation and Sensitivity Analysis: Evaluating model accuracy and validation techniques; Conducting sensitivity analysis to assess model robustness; Small student Project and Viva-Vice

Text Book:

Computational Economics by David A. Kendrick, P. Ruben Mercado, and Hans M. Amman

CO-PO & PSO Correlation

Course Name: Fundamentals of Computational Economics												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		2		2			2		2	3	
CO2	2	2							2			3
CO3	2			2	2					3	2	2
CO4	2	3		2		3		2	3		2	

Note: 1: Low 2: Moderate 3:High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Fundamentals of R Programming	Course Code:	SOM-B-BA-23-402
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-0-4

Course Description: This undergraduate course is designed to provide students with a solid foundation in the fundamentals of R programming language. R is a popular open-source statistical programming language widely used for data analysis, visualization, and statistical modeling. The course will cover essential concepts, syntax, and techniques in R programming, enabling students to effectively manipulate data, perform statistical analysis, and generate visualizations using R.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Aims to provide an understanding of the history and features of R as a statistical programming language.
CO2	Aims to provide students with the necessary skills to work with data in various formats.
CO3	Aims to provide students with a solid foundation in statistical modeling techniques.
CO4	Aims to enhance students' skills in creating visually appealing and informative plots using the ggplot2 package.

Syllabus:

Unit 1: Introduction to R Programming

Overview of R programming language History and features of R as a statistical programming language Installing and setting up R Downloading and installing R Installing R Studio (integrated development environment for R) Configuring R and R Studio Basic operations and data types Arithmetic operations in R Variables and assignments Basic data types: numeric, character, logical Data structures: vectors, matrices, lists, data frames Control structures and functions Conditional statements: if-else, switch Looping structures: for, while, repeat User-defined functions in R R packages and libraries Introduction to R packages Installing and loading packages Using functions from packages

Unit 2: Data Manipulation and Analysis

Importing and exporting data Reading data from different file formats: CSV, Excel, text files Writing data to files Data manipulation with dplyr Introduction to the dplyr package Selecting, filtering, and arranging data Grouping and summarizing data Combining data frames Data

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

cleaning and preprocessing Handling missing values Data transformation: scaling, normalization
Data aggregation and reshaping Exploratory data analysis Descriptive statistics Data
visualization: scatter plots, histograms, box plots Summary statistics and inference

Unit 3: Statistical Modeling and Analysis

Introduction to statistical modeling Principles of statistical modeling Hypothesis testing and p-values Model building and evaluation Regression analysis Simple linear regression Multiple linear regression Assessing model fit and interpretation Classification techniques Logistic regression Decision trees Random forests Cluster analysis K-means clustering Hierarchical clustering Evaluating clustering results

Unit 4: Advanced Topics and Applications

Advanced data visualization with ggplot2 Introduction to the ggplot2 package Creating various types of plots: scatter plots, bar plots, line plots Customizing plots with themes and aesthetics Web scraping and text mining Extracting data from websites using R Basic text processing and analysis Introduction to Shiny Building interactive web applications with Shiny Creating user interfaces and reactive elements Case studies and applications Real-world examples and applications of R programming Practical projects and assignments

Textbook:

1. R for Data Science, Hadley Wickham, 1st edition, O'Reilly
2. The Book of R, Tilman M. Davies, 1st edition, No Starch Press

Reference Book:

1. R For Dummies, Andrie de Vries, 2nd edition, John Wiley & Sons
2. Discovering Statistics Using R, Andy Field, 1st edition, SAGE Publications Ltd
3. The Art of R Programming, Norman Matloff, 1st edition, No Starch Press

CO-PO & PSO Correlation

Course Name: Fundamentals of R Programming												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		2		2		2	2		2	3	2
CO2	2								2			3
CO3				2	2					3	2	
CO4	2	3		2		3		2	3		2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Application of Analytics in Business	Course Code:	SOM-B-BA-23-403
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-0-4

Course Description: This course equips students with essential skills in data analysis for business decision-making. Students will learn to harness the power of analytics to gain insights into customer behavior, optimize inventory, and make data-driven choices. With a focus on real-world applications, this course empowers students to transform raw data into actionable intelligence for strategic business success.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	To comprehend business analytics, its significance in decision-making, various analytics types, and real-life applications through case studies.
CO2	To comprehend business analytics, its significance in decision-making, various analytics types, and real-life applications through case studies.
CO3	To comprehend business analytics, its significance in decision-making, various analytics types, and real-life applications through case studies.
CO4	aims to enhance students' skills in creating visually appealing and informative plots using the ggplot2 package.

Syllabus:

Unit 1: Introduction to Business Analytics

What is Business Analytics? Understanding the definition and scope. Importance of Data in Business: How data drives decision-making and business strategies. Types of Business Analytics: Overview of descriptive, diagnostic, predictive, and prescriptive analytics. Real-life Business Analytics Examples: Case studies and success stories.

Unit 2: Data Collection and Preprocessing

Data Sources and Collection Methods: Understanding different data sources, primary vs. secondary data. Data Cleaning and Preparation: Techniques to handle missing data, duplicates,

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

and outliers. Data Visualization: Introduction to charts and graphs for data representation. Basic Excel for Business Analytics: Data manipulation and analysis using Excel.

Unit 3: Business Analytics Techniques

Descriptive Analytics: Summarizing data, key performance indicators (KPIs), and data dashboards. Predictive Analytics: Introduction to forecasting methods and predictive modeling. Introduction to Machine Learning: Understanding supervised and unsupervised learning. Using Tools for Business Analytics: An overview of popular analytics tools like Tableau, Power BI, or Google Analytics.

Unit 4: Application of Analytics in Business

Customer Analytics: Using data to understand customer behavior and preferences. Marketing Analytics: Analyzing marketing campaigns and measuring their effectiveness. Inventory and Supply Chain Analytics: Optimizing inventory levels and supply chain operations. Making Data-Driven Decisions: How analytics influences decision-making in different business areas.

Text books

1. Microsoft Excel Data Analysis and Business Modeling by Wayne L. Winston
2. Naked Statistics: Stripping the Dread from the Data by Charles Wheelan
3. Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython by Wes McKinney

Reference Books

1. SQL in 10 Minutes a Day by Ben Forta
2. Storytelling with Data: A Data Visualization Guide for Business Professionals by Cole Nussbaumer Knaflic

CO-PO & PSO Correlation

Course Name: Application of Analytics in Business												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		2		2		2	2		2	3	2
CO2					3				2		3	3
CO3	3		3	2	2					3	2	
CO4	2	3		2		3		2	3		2	2

Note: 1: Low 2: Moderate 3:High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

FIFTH SEMESTER

S N	Subjec t Code	Cours e Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/ 2
				L	T	P	PRE		ESE	Total Mark s	
							Mid Se m	TA			
1	SOM- B-BBA- 23-501	CC-12	Strategic Management(JPR)	3	2	-	20	30	50	100	4
2	SOM- B-BBA- 23-502	CC-13	Innovation & Entrepreneurship(SKS)	3	2	-	20	30	50	100	4
3	SOM- B-BBA- 23-503		Summer Internship Project(GKR)		4	4		50	50	100	4
4		DSE	Elective 5	3	2	-	20	30	50	100	4
5		DSE	Elective 6	3	2	-	20	30	50	100	4
				1 2	1 2	4	80	17 0	25 0	500	20

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

FIFTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
SOM-B-HRM-23-501	Human Resource Management	Strategic Human Resource Management
SOM-B-HRM-23-502	Human Resource Management	International Human Resource Management
SOM-B-HRM-23-503	Human Resource Management	Performance and Compensation Management
SOM-B-DM-23-501	Digital Marketing	Services Marketing
SOM-B-DM-23-502	Digital Marketing	Consumer Behaviour in Digital Marketing
SOM-B-DM-23-503	Digital Marketing	Supply Chain Management
SOM-B-FM-23-501	Financial Management	Investment Management
SOM-B-FM-23-502	Financial Management	Working Capital Management
SOM-B-FM-23-503	Financial Management	Banking and Insurance
SOM-B-ENT-23-501	Entrepreneurship	Rural Entrepreneurship
SOM-B-ENT-23-502	Entrepreneurship	E-Business and Entrepreneurship
SOM-B-ENT-23-503	Entrepreneurship	Family Business
SOM-B-BA-23-501	Business Analytics	Data Analysis with Python
SOM-B-BA-23-502	Business Analytics	Data Visualization
SOM-B-BA-23-503	Business Analytics	Marketing Analytics

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Strategic Management	Course Code:	BBA-B-BBA-23-501
Credits:	3	No of Hours:	45
Max Marks:	100	L-T-P:	3-0-0

Course Description: This course is to make the students understand how managers coordinate different functional areas, resources, and systems inside a company and align them with the external environment to enhance overall performance. The students will gain knowledge of strategic management tools and frameworks and apply them to real business.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concepts of various schools of thought for the formulation of strategies and their importance in the corporate world.
CO2	Analyze the process of strategy formulation by applying various tools Of strategy making.
CO3	Demonstrate how to pursue strategies.
CO4	Implementing strategy according to the strategic intents.
CO5	Evaluate various strategies and create strategies independently for Companies to gain a competitive advantage over competitors.

Syllabus:

Unit I: Introduction to Strategic Management

The Importance of Strategic Management, Schools of thought in Strategic Management, Strategic Intent, Process and Roles, The Fit Concept and the Configurational Perspective in Strategic Management, Dimensions and Levels of Strategy.

Unit II: Environmental Analysis

Environmental Analysis, Internal Analysis, Long-term Objectives and Goals, Strategic Choice.

Unit III: Formulation of Strategy

Five Forces that Shape Strategy, Generic Strategies, Generic Strategies and the

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Value Chain, The Motive for Diversification, Related and Unrelated Diversification, Business Portfolio Analysis.

Unit IV: Implementation of Strategy

Methods of Pursuing Strategy, Strategic Analysis and Choice, Structure, Systems and People, The 7S Framework.

Unit V: Strategy Evaluation and Strategy Control

Strategic evaluation frame work/process; Purpose of evaluation; Need for evaluation; Requirements of effective strategic evaluation; Levels of strategy evaluation; Importance of strategy evaluation; Strategic Control: Definition; need; premise control; implementation control; surveillance control; special alert control.

Text Books:

1. Strategic Management by Azhar Kazmi & Adela Kazmi, Fourth Edition, Tata-Mcgraw-Hill.
2. Strategic Management by A. Nag, First Edition, Vikash Publishing.

Reference Books:

1. Strategic Management- The Indian Context by R. Srinivasan, PHI.
2. Business Policy & Strategic Management by P. Subha Rao, Himalaya Publishing.

CO-PO & PSO Correlation

Course Name: Strategic Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		3		1	2	2		3	3		3
CO2:	2			1	2	1		2	3	3	2	
CO3:		1	1				3				2	3
CO4:	1	2			2	1	2		2	3	1	
CO5:		3		1	2	3		1		3	2	3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	IV
Name of the Course:	Innovation & Entrepreneurship	Course Code:	BBA-B-BBA-23-502
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Entrepreneurship has become one of the most powerful and influential forces of change in the world. Technological innovation driven by scientific research has led to radical social and economic changes. This subject expose student to the objectives, challenges, and requirements for effectively managing own business and enhance entrepreneurial skills.

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Understand the concept of entrepreneurship, Identify the characteristics and skills required to become successful entrepreneur.
CO2	Understand and execute the Innovation and creativity by proper application of entrepreneurial processes.
CO3	Estimate the required resources through Industry & competition analysis, environment analysis and financial feasibility analysis.
CO4	Create and start the business plan in synchronization with Marketing, Organizational, Financial and Operations Plans.

Syllabus:

Unit I: Innovation and Creativity

Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking.

Unit II: Introduction to Entrepreneurship

Definition and concept of entrepreneur, characteristics of an entrepreneur, classification of entrepreneurs, women entrepreneurs, nature and importance of entrepreneurs. Entrepreneurship, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III: Entrepreneurship Development

Idea Generation & Evaluation - Sources of business ideas, how to find & assess ideas;
Feasibility Analysis - Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

Unit-IV: The Business Plan & the Start-up

The Business Plan: Creating and Starting the Venture, The Marketing Plan, The Organizational Plan, The Financial Plan, and The Operations Plan. Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators- Business Vs Technology, Managing Investor for Innovation, Future markets and Innovation needs for India.

Text Books:

1. Vasant Desai, the Dynamic of Entrepreneurial Development and Management, Himalaya Publishing House, 2017 Edition.
2. 8 Steps To Innovation: Going From Jugaad To Excellence- Book by Rishikesh T. Krishnan and Vinay Dabholkar

Reference Book:

1. Rajeev Roy, Entrepreneurship, Oxford Higher Education, 2018 Edition

CO-PO & PSO Correlation

Course Name: Innovation & Entrepreneurship												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2		2		2	2		2		2	
CO2:	2		1	2	2			2		3		2
CO3:		2					2			2		3
CO4:	2	1					2	2	2		2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Summer Internship Project	Course Code:	BBA-B-BBA-23-
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	0-4-4

Course Description: The objective of the summer internship is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

Course Outcomes: After completion of the course, students will be able to:

CO Numbers	Course Outcomes
CO1	Identify the problems in the organization.
CO2	Analyze and suggest solutions to a live problem
CO3	Implement the theoretical knowledge in practical field
CO4	Create a report based on research findings in an effective manner.

Guidelines:

At the end of the fourth semester examination, it is mandatory for every student of BBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration.

During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem.

During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.

The student, after the completion of training will present the work to his / her faculty guide / mentor. Guide will assess student's contribution and will award internal marks out of 50. There after students will submit a report to the department head which will form part of the fifth semester examination.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Text Book:

1. C.R. Kothari, Research Methodology, New Age International, NewDelhi

Reference Book:

1. Malhotra, Naresh ; Market Research, Prentice Hall of India

CO-PO & PSO Correlation

Course Name: Summer Internship Project												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	2	3	4	5	6	7	8	1	2	3	4
CO2:	1		1			3	2		2		2	2
CO3:	2	2		2	2				2	2		
CO4:		2						1	3		3	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Strategic Human Resource Management	Course Code:	BBA-B-HRM-23-501
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Define next-gen talent management strategy to enable business transformation
CO2	Understand to effectively acquire & retain talent
CO3	Evaluate employee performance and align compensation to performance
CO4	Assess training need and implement development strategies
CO5	Understand strategies for smooth exit of employees

Syllabus:

Unit I: Introduction to Strategic HRM

Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies; Developing Strategic HR plans and policies, Strategic Human Resource Environment.

Unit II: Talent Acquisition & Retention Strategies

Flexi Work Arrangements; Quality of work life; Work – life balance; Employee empowerment; Employee involvement; Virtual Organization, Creating a learning organization.

Unit III: Performance & Compensation Management Strategies

Defining key result areas (KRA); Result based performance Linking performance to pay; Merit based promotions; Performance based pay; Skill based pay; Team based pay, Broad banding; Profit sharing; Executive Compensation; Variable pay.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit IV: Training and Development Strategies

Training need assessment, Competency mapping; Multi-Skilling Succession planning; Cross cultural training.

Unit V: Retrenchment Strategies

Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early retirement plans; Project based employment.

Text Books:

1. Agarawala Tanuja, Strategic Human Resource Management Oxford University Press.
2. Armstrong Michael, Strategic Human Resource Management: Strategy and Action, Kogan Page

Reference Books:

1. Mahey C and Salman G., Strategic Human Resource Management, Oxford Blackwell.
2. Mello Jeffrey A., Strategic Human Resource Management, Thompson Press Publishing.
3. Srinivas R. Kandula, Strategic Human Resource Development, Prentice Hall of India.

CO-PO & PSO Correlation

Course Name: Strategic Human Resource Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1		1			3		3	
CO2:		1	2		2	1	1	2		2		3
CO3:	2		2	2	1		1		2	2	3	
CO4:		3				3				3		2
CO5:	2		3	2			2	1	2		3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	International Human Resource Management	Course Code:	BBA-B-HRM-23-502
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The objective of this paper is to enable students to develop a conceptual as well as practical understanding of Human Resources Management in a Global Environment.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concepts of International Human Resource Management
CO2	Describe various staffing activities in an International Context
CO3	Design effective compensation structure for international assignments
CO4	Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs
CO5	Sustain HRM practices at international level

Syllabus:

Unit I: Introduction to International HRM

Concepts of International Management, Defining International HRM, Issues in International HRM, Barriers to effective International HRM, Expanding the role of HRM in International Firms. Early stages of Internationalization, New Types of Multinational Structure.

Unit II: International Staffing

Nature of International HRM, Net HR requirements, International Labour Market, Executive Nationality Staffing Policy.

Unit III: International Compensation & Benefits

Designing Compensation Program, Approaches to International Compensation, Incentives & Corporate Commitment, Performance Management in International Organization.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit IV: Understanding Culture

Organisation culture & National culture, Cross culture Theories, Cross Culture Business Communication & Behaviour, Cross Cultural Organizations, Cross Cultural Training & its types, Cultural Assimilators, Transferability across Cultures.

Unit V: Sustaining International Business Operations & Managing People

Transferring Staff for International Business Activities, Role of Corporate HR Function, International Joint Ventures, Managing People in International Context.

Text Books:

1. P. L. Rao, International Human Resource Management – Text and Cases, Excel Books.
2. Peter Dowling and Denise Welch, International Human Resource Management, Cengage Learning.

Reference Books:

1. Gary. P. Ferraro, The Cultural Dimension of International Business, Pearson Education.
2. Arvind. V. Phatak, Pabi. S. Bhagat and Roger. J. Kashlak, International Management, TMH.

CO-PO & PSO Correlation

Course Name: International Human Resource Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	3	1	1		3	1		3	2		
CO2:			2	3		2		1	2		3	2
CO3:	2	2				1	2	2		2	3	
CO4:		2	2	2			2	1	2		2	
CO5:	1		1			1		1	3	3		3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Human Resources Planning and Development	Course Code:	BBA-B-HRM-23-503
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The aim of this paper is to develop a conceptual as well as practical understanding of Human Resources Planning, Deployment and Development in organizations

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand and develop career planning & development related activities in the organization
CO2	Apply the basic concepts of HRD, different approaches to HRD, HRD styles, Structure, and competencies for the growth of an organization
CO3	Examine and apply human resource planning in an organization
CO4	Develop organization culture by implementing HRD techniques in Organizations

Syllabus:

Unit I:

Human Resource Management: Meaning, Benefits, Strategic planning and HR planning. Manpower Planning: Definition Objectives, benefits, limitations and problems. Linkage of HR planning with other HR function; Factors Influencing human resource planning. Work Measurement, method, work study.

Unit II:

Human Resource Planning: tools, methods and techniques, Skill in verifying manpower inventory qualitative and quantitative aspects. HR Demand and Supply forecasting (. Job Analysis: Meaning, Purpose, Process, Methods of Collecting Data. Recruitment: Meaning, Modern Techniques of Recruitment; Sources- Internet Based, Placement Agencies)

Unit III:

Human Resource Development: Overview, philosophy and goals of HRD, HRD culture, climate, HRD sub systems / process mechanisms, task analysis, motivational aspects of HRD, development supervision, counseling and mentoring.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV:

Organizing for HRD, HRD for workers, HRD overview in Govt. and Private systems, HRD for health and family welfare, HRD in defense , police , voluntary organizations , manufacturing organization and infrastructure , and HRD in service industries (Banking , Hospital , event etc), HRD audit. Changing environment of HRD: Internal and external factors, Internal factors: HR of country and changing demands of employers

Text Books

1. Gary Dessler, "Human Resource Management", Pearson Education
2. Gerard V McMohan, "Recruitment and Selection", Prentice Hall of India
3. C.R. Greer, "Strategic Human Resource Management", Pearson Education
4. Human Resource Development, Haldar, ISBN: 9780195698718, Oxford University Press

Reference Books:

1. Recent Experiences in HRD, Rao, T.V., New Delhi. Oxford & IBH
2. Human resource development & management 1ed, Ghosh Biswanath, Vikas Publication house Pvt Ltd
3. Evaluation of HRD, Pareek, Udai, Jaipur, Rawat Publications
4. S.S.Khanka, "Human Resource Management". S. Chand & Company Ltd

CO-PO & PSO Correlation

Course Name: Human Resources Planning and Development												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2						3		2			2
CO2:	2	2		2			1			2		
CO3:		2	1			2		2	2		2	
CO4:			2		1		2			2		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Services Marketing	Course Code:	BBA-B-DM-23-501
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course aims at enabling students to apply service marketing concepts and principles to the unique challenges and opportunities of services to create customer value.

Course outcomes: After completion of the course the students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the nature of services marketing
CO2	Identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes.
CO3	Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence.
CO4	Evaluate the various service marketing concepts in contemporary perspective
CO5	Apply knowledge of various aspects of managerial decision making related to service marketing strategy and tactics.

Syllabus:

Unit I: Introduction to Services Marketing

Understanding Services, Differences in Goods versus Services, Characteristics of Services, Classification of Services, Service Marketing Mix- 7Ps.

Unit II: Service Market Segmentation, Targeting & Positioning

Process of market segmentation, Targeting and Positioning service, value addition to the service product. The three-stage model of service consumption and The Consumer Decision Process.

Unit III: Designing and Managing Service Processes

Customer service process, Employees' role in service delivery, Service Triangle, Consumers' role in service delivery. Managing Relationships and building Loyalty: Relationship Marketing, The Wheel of Loyalty, Building foundation for Loyalty.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: Focus on Consumer

Service Expectations: Types and Factors influencing Expectations and The Zone of Tolerance.
 Defining and Measuring Service Quality (Servqual) GAPs Model of service quality.

Unit V: Customer perception of services

Factors that influence customer perception of service, Service Encounters and Complaint Handling and Service Recovery, Defining and Measuring Customer Satisfaction, Strategies for influencing customer perception.

Text Book:

1. Valarie A. Zeithaml & Mary Jo Bitner et.al. - Services Marketing: Integrating Customer Focus across the Firm, Tata McGraw-Hill Publishing Company Ltd, 6th Edition, 2017.

Reference Book:

1. Christopher H. Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing: People, Technology, Strategy (A South Asian Perspective) 7th Edition; Pearson Education, Latest.

CO-PO & PSO Correlation

Course Name: Services Marketing												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1	1	1			2		3	2	
CO2:	2	2			1		2	1	3		3	2
CO3:		2	1						3	2	2	3
CO4:		2			1		2	1	2		3	2
CO5:	3	3		1				1		3		

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Consumer Behavior in Digital Marketing	Course Code:	BBA-B-DM-23-502
Credits	3	No of Hours:	45
Max Marks:	100	L-T-P:	3-0-0

Course Description: The course will also bring forth the critical and comprehensive analysis of behavior shown by the consumer during purchase, use and disposal of products through digital market.

Course outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the basics concepts of Consumer Behavior and digital marketing
CO2	Describe and analyze the various dimensions of digital marketing
CO3	Develop managerial skills to understand and evaluate the contemporary issues in the field of Digital Market positioning and consumer learning.
CO4	Apply the various principles and theories to solve the complex marketing problems about influential factors of CB in digital marketing
CO5	Applications of factors influencing consumer behavior in digital marketing

Syllabus:

Unit I: Introduction to Digital Marketing

Evolution of digital marketing; nature and scope of digital marketing; Digital marketing types; tools and techniques of digital marketing; digital marketing strategies.

Unit II: Introduction to Consumer Behaviour

Nature & Scope of Consumer Behaviour, Application of Consumer Behaviour principles to strategic marketing, Characteristics of worldwide customers, Special characteristics of Indian Consumers.

Unit III: Consumer Behaviour Research in Digital Marketing

Relevance of Market Research with Consumer Behavior and its application in digital marketing, Approaches to Consumer Behavior Research, Digital Marketing Research Perspectives on Consumer Behavior, Research Paradigms in Consumer Behavior in Digital Market.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: Consumer Decision-Making in Digital Market

Market Segmentation and Positioning in Digital Market, The Consumer Decision Making Process in Digital Market, Models of Consumers, Psychological Influences on Consumer Decision Making, Consumer's Needs & Motivation, Emotions and Mood, Consumer Involvement, Consumers Learning, Personality, Self-Concept with reference to Digital Marketing.

Unit V: Consumer Behavior Influencing Factors

Factors influencing consumer purchase decision making: Sociological Factors; Psychological Factors; Demographic Factors etc. Consumer Groups, Consumer Reference Groups Family and Family Life Cycle, Social Class and Mobility, Lifestyle Analysis, Culture, Sub-Culture and Cross Culture Consumer Behavior.

Text Books:

2. Engel, James F.; Blackwell, Roger D.; Miniard, Paul W., Consumer Behavior, 6th edition Chicago.
3. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.

Reference Books:

2. Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
3. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
4. Wells W.D. and Prentsky, D. Consumer Behavior, 1996, John Wiley & sons, Inc.

CO-PO & PSO Correlation

Course Name: Consumer Behavior in Digital Marketing												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	1		1			1		2		2	3
CO2:	1	2	1		2				2	2		
CO3:	2	1		1		2		1		3		
CO4:	1		1		2		1	2	2		2	
CO5:		1		2				2	3		3	3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Supply Chain Management	Course Code:	BBA-B-DM-23-503
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The basic objective is to make the student familiarize with the concepts of supply chain management which reduces cost while maintaining quality and timely management through the involvement of different business firm. Main objectives of supply chain management are to improve the overall organizational performance and customer satisfaction by improving product and service delivery to customer.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand components and configurations of Supply Chains
CO2	Planning and analysing supply chain strategies for different products and markets.
CO3	Applying new techniques and technologies in the supply chains
CO4	Developing skills and abilities for managing agile supply chains

Syllabus:

Unit I:

Building a strategic framework to analyse supply chains. Understanding the Supply Chain: What Is a Supply Chain? The Objective of a Supply Chain, The Importance of Supply Chain Decisions, Decision Phases in a Supply Chain, Process View of a Supply Chain, Cases of Supply Chains.

Unit II:

Supply Chain Performance. Competitive and Supply Chain Strategies, Achieving Strategic Fit, Expanding Strategic Scope. Supply Chain Drivers and Metrics: Drivers of Supply Chain Performance, Framework for Structuring Drivers, Facilities, Inventory, Transportation, Information, Sourcing, Pricing, Obstacles to Achieving.

Unit III:

Network Design in the Supply Chain. The Role of Network Design in the Supply Chain, Factors Influencing Network Design. Decisions, Framework for Network Design Decisions. Models for

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Facility Location and Capacity Allocation, The Role of IT in Network Design, Making Network Design Decisions.

Text Books

1. SUPPLY CHAIN MANAGEMENT Strategy, Planning, and Operation by Sunil Chopra.
2. Logistics & Supply Chain Management by Martin Christopher

Reference Books:

1. Donald J. Bowersox & David J. Closs, Logistical Management, Tata McGraw Hill Editions, New Delhi

CO-PO & PSO Correlation

Course Name: Supply Chain Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1		2			1	3			2
CO2:	1	2		1	2	1	2	2	2	2	3	
CO3:		1	1	1		1	2			3		2
CO4:	1	2		1	1			1	2			3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Investment management	Course Code:	BBA-B-FM-23 501
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: To familiarize the students with the concepts of Investment Management

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand basics of investment management-risk and return.
CO2	Understand risk and its types
CO3	Calculate measures of risk.
CO4	Analysing methods of creating a portfolio.
CO5	Create own optimal portfolio and understand diversification.

Syllabus:

Unit I

Introduction to Investment Management, Financial assets, Risk and return, holding period return, Average returns: arithmetic, geometric and dollar-weighted, effective annual return, return over a time period, return under different scenarios,

Unit II

Risk and types systematic risk, unsystematic risk, efficient frontier, Capital Asset Pricing Model, Beta, Market risk premium.

Unit III

Measures of risk, Normal distribution and its importance, standardized returns, Value at Risk, risk premium, risk a version, investor's degree of risk a version, Sharpe ratio, inflation and interest rates, nominal and real interest rates.

Unit IV

Risk and return of a portfolio, capital allocation line, diversification and portfolio risk, systematic and unsystematic risk, three rules of two risky assets portfolio, mean-variance

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

criterion, portfolio optimization, Markowitz model, efficient frontier, optimal portfolio with a risk-free asset.

Unit V

Efficient diversification with many risky assets, the preferred complete portfolio and these parathion property, Index model, security characteristic line.

Text Books:

1. Bodie, Kane & Marcus –Investments, McGraw-Hill Publications.
2. Reilly& Brown- Investment Analysis and Portfolio Management– Cengage Publications

Reference Books:

1. Sharpe, Alexander & Bailey–Investments-Prentice Hall of India

CO-PO & PSO Correlation

Course Name: Investment management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	1	1	2	2	3	2	3	2	3
CO2:	3	2			1	1		1	3	2	3	2
CO3:	3	2	1			2	2	2	3	2	2	3
CO4:	3	2		1		2		1	3	2	2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Working Capital Management	Course Code:	BBA-B-FM-23 502
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course provides an understanding on how to manage Current Assets, working capital financing policies, increasing profits through working capital management and how to properly fund working capital. The course also discusses the cash conversion cycle, Cash budgeting and credit policy and credit variables. Students are expected to be familiar with the Current Asset Management policy of any Organization. They are expected to get hands on experience on any Organisation.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Develop basic understanding of a company's working capital structure and how proper management of working capital increase profits.
CO2	Establish knowledge of working capital in the budgeting process and credit policy.
CO3	Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.
CO4	Formulate appropriate working capital management policies to achieve corporate objectives
CO5	Understand application of corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.

Syllabus:

Unit I: Introduction to working capital management

Concept and Importance of Working Capital, types of working capital, Determinants of working capital, principles of working capital management policy, estimating working capital requirement.

Unit II: Accounts receivables management

Meaning, cost of maintain receivables, factors influencing size of receivables. Formation and Execution of Credit Policy (credit standard, credit period, cash discount, collection efforts)

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III: Management of Cash

Motives of holding Cash, Managing cash Flows, Cash Management Models. Investment of Surplus Funds, Calculating operating cycle

Unit IV: Inventory Management

Meaning and Nature of Inventory, Purpose and Benefits of Holding Inventory, Inventory Management Techniques-Determining Stock levels and safety stocks, EOQ. VED, and ABC Analysis. Just In Time Inventory. Classification & codification and valuation of Inventories.

Unit V: Working Capital Financing

Sources of working capital finance, determining the working capital Financing Mix, New Trends in Financing of Working Capital by Banks

Text Book:

1. Working Capital Management & Finance: A Hand Book For Bankers And Finance Managers
 Kindle Edition By Himanshu Gupta R.K.Gupta (Author).

Reference Book:

1. Working Capital Management: Strategies and Techniques by H Bhattacharya.

CO-PO & PSO Correlation

Course Name: Working Capital Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2		3		2	2		2	3		
CO2:	2							2			2	2
CO3:			3	2	3		2		2	2		
CO4:	3					2		3			3	
CO5		2					2		2		3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Banking and Insurance	Course Code:	BBA-B-FM-23-503
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The aim of this paper is to make students understand various banking institutions and insurance policies and products in the market. The student will also learn various issues involved in these sectors

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	To understand the basics of Indian Financial System
CO2	To analyze the various techniques of life Insurance
CO3	To evaluate the general insurance policies
CO4	To develop the fundamental of Banking System
CO5	To determine the various methods and Basics of Banking Issues

Syllabus:

Unit I:

Overview of Indian financial systems and markets: Constituents and functioning, developments since 1991, recent trends, various financial intermediaries. Reserve bank of India (RBI): Role, functioning, regulation of money and credit, monetary and fiscal policies. Overview of financial services: Introduction, nature, scope and uses, regulatory framework in financial services

Unit II:

Life Insurance: Concept and significance, insurance terminology (term insurance endowment, pensions, and annuities), various insurance schemes (life and non life), general principles of insurance, insurance application and acceptance procedure. Insurance Pricing; Governmental Regulation of Insurance.

Unit III:

General Insurance: Principles, products (Fire, Marine, Motor vehicles, public liability, third party insurance, medi-claim and health policies, group insurance, burglary insurance).

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV:

Banking industry: Banking structure in India, Commercial, rural and cooperative banks (Role and significance), capital adequacy norms for banks, SLR, CRR, CAR. Recent development: Universal banking, E-Banking, mobile banking. Analyzing bank performance: Commercial banks' balance sheet and income statement, return on equity model, important ratios used in balance sheet, CAMELS rating

Unit V:

Basic issues in banking: Non-performing Assets (Debt Securitization and forfeiting, Methods of recovery), factoring for failing and bill discounting. Merchant Banking Services: Managing of issues shares and bonds, Mobilising of fixed deposits, intercorporate loans, venture capital.

Text Books

1. Rejda, G.E., "Principles of Risk Management and Insurance", Pearson Education, 2009, 10th ed (or Latest ed. Available in India.)
2. Harrington scott E. & Niehaus Gregory "Risk Management and Insurance" Tata McGraw-Hill, Second ed.2004
3. Mishkin, Frederic S and Stanley G Eakins, "Financial Markets and Institutions, Pearson Education, Fifth Edition, 2006.
4. Gomez, Banking and Finance: Theory, Law and Practice, ISBN: 978-81-203-4237-8, PHI

Reference Books:

1. Paul Jastin and Padmalatha Suresh, "Management of Banking and Financial Services", Pearson Education, First Edition, 2007
2. Mishkin Frederic S, "The Economics of Money, Banking and Financial Markets", Pearson Education (AW), Seventh Edition, 2004
3. Williams, Jr, M.L.Smith & Peter G. Young "Risk Management and Insurance" Mc Graw-Hill International, Eighth ed.1998

CO-PO & PSO Correlation

Course Name: Banking and Insurance												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2						2	2		1	
CO2:	2			2			2		1	2		
CO3:	2			2			2				2	2
CO4:		2	1		2			2	2	2		
CO5:	2		2	2			2				2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Rural Entrepreneurship	Course Code:	BBA-B-ENT-23-501
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Familiarize the students about Rural Entrepreneurship, and the institutional facilities available to a rural entrepreneur in India. Course also helps to understand the opportunities and challenges faced by a rural entrepreneur in India

Course Outcomes: After Completion of the course, Students will be able to:

CO Number	Course Outcome
CO1	Understand the market of rural India
CO2	Develop and in-depth knowledge about industrialization related to rural areas
CO3	Develop a conceptual understanding of Rural entrepreneurship
CO4	Apply the knowledge to solve the problems related with rural entrepreneurship.
CO5	Learn about policies, program and professional bodies related to rural entrepreneurship

Syllabus

UNIT-I Introduction to Rural Market

Concept of Rural Market, Characteristics of Indian Rural Market, Rural Market Environment: Population, Occupation pattern, Expenditure pattern & Infrastructural facilities, Institutional Arrangements of Rural marketing, Challenges of Rural Marketing

UNIT-II Introduction to Rural Industrialization

Rural Industrialization: Concept of Rural Industrialization, Importance of Rural Industrialization for Rural Development, Gandhian Approach to Rural Industrialization, Appropriate Technology for Rural Industries, Strategies for Improving Rural Industrialization, Rural Industrialization through Technology-Based Entrepreneurship

UNIT-III Introduction to Rural Entrepreneurship

Rural Entrepreneurship globalization effects-productivity & efficiency effect, economic growth effect, Technological effect, Distributional effect, Policy-Opportunities of Rural Entrepreneurship-Rural Entrepreneurship Challenges-Family, Social, Technological, Policies.

UNIT-IV Problems in Rural Entrepreneurship

Rural Entrepreneurship Problems-Financial problems, Marketing Problems-Marketing strategy for rural entrepreneurship, Management problems, Human resource Problems-Life cycle of an

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

entrepreneurial venture-patent - Registration of trademark - copy right – Protection of Intellectual property.

UNIT V: Policies, Programs and Bodies

Policies and programs for the Rural Entrepreneurship-Industrial Policy Resolution-Five year plans-Khadi and Village Commission-Objectives-Field level Organizations-District Industries Centre[DIC]-National Institute for Small Industries Extension and Training(NISIET), Small Industry Development Organisation (SIDO)-Small Industries Service Institutions- Consultancy Organizations.

Text Books:

1. Bneerjee G. D, Srijeet (2012) ,Rural Entrepreneurship Development Programme in India ,An Impact Assessment, Abhijeet publication
2. Ahirrao Jitendra, Entrepreneurship and Rural Women in India, New Century, NewDelhi, 2013
3. Nandan H,(2013): “ Fundamentals of Entrepreneurship” ,Prentice Hall India Learning Private Limited; Third edition

Reference Books:

1. Donald L. Sexton & Raymond W.Smilor, THE ART AND SCIENCE OF ENTREPRENEURSHIP, Ballinger
2. Ahmed, Jaynal Ud-Din (2015) “Entrepreneurship Development: Issues & Perspectives” New Century Publications
3. Roy Rajeev (2011) “Entrepreneurship” Oxford University Press; Second Edition
4. Pradeep Kashyap & Siddhartha Raut, The Rural Marketing Book, Biztantra Publications, New Delhi

CO-PO & PSO Correlation

Course Name: Rural Entrepreneurship												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1		2		1	2		3		2
CO2:		1		1		2					3	
CO3:	1	2			1		1			2		3
CO4:												
CO5:	2		3	1	2			3	3			2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	V
Name of the Course:	E Business and Entrepreneurship	Course Code:	BBA-B-ENT-23-502
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This course will provide overview of e-business and entrepreneurship and their related issues. It covers many topics in e-business, including basic knowledge of e-business and the related information technology, e-business models etc. Further, students will learn about the future of digitally-enabled entrepreneurship and commerce, by designing and launching your own digital business.

Course outcomes: After completion of the course the students will be able to:

CO Numbers	Course Outcomes
CO1:	Understand the basic concepts of e-business and entrepreneurship
CO2:	Identify critical issues related to e-business and entrepreneurship
CO3:	Analyse the process of innovation and industry disruption
CO4:	Categorise different online business models.
CO5:	Apply the e-business and entrepreneurship strategies for start up

Syllabus:

Unit I: Introduction to e-Business:

Understand the definition, classification, development and the economic influence of the E-business, Internet Marketing and e-Tailing

Unit II: E-Business Models:

Concept, Elements of e-Business Models, Classification to e-Business, E-Marketplace: concepts, Functions, e-Marketplace types and their features.

Unit III

The Impact of E-Business on Different Fields and Industries: E-Tourism, Online Real Estate, Banking and Personal Finance Online. On-Demand Delivery Systems and E-Grocers.

Unit IV: Digital Entrepreneurship:

Definition, Characteristics, New Opportunities and Challenges of digital entrepreneurship, the changing nature of careers as a result of disruption, digital innovation and opportunity, entrepreneurial competition.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit V: Launching Online Business Projects:

Understand the requirements for starting an online business from different perspectives, Describe the funding options available to startup, businesses, Understand the processes associated with managing Web site development, Know the techniques of search engine optimization, Evaluate Web sites on design criteria.

Text Book:

- Jonathan R. J. E-Business A management perspective, Oxford University Press, New Delhi.

Reference Book:

- Kulkarni, P., Jahirabadkar, S. and Chande, P. E-Business. Oxford University Press, New Delhi.
- Allen, J. P. (2019). Digital entrepreneurship. Routledge, New York

CO-PO & PSO Correlation

Course Name: E Business and Entrepreneurship												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1	1	1			2		3	2	
CO2:	2	2			1		2	1	2		3	2
CO3:		2	1						3	2	2	3
CO4:	3	3		1				1		3		
CO5:	2	3		1				1	2	3		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Family Business	Course Code:	BBA-B-ENT-23-503
Credits	3	No of Hours:	45
Max Marks:	100	L-T-P:	3-0-0

Course Description: This course is designed to particularly those students who wants to enter into the management of family Businesses, either their own family's or someone else's, and also the students who will do businesses with family firms, consult to them, or will work with them.

Course outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Describe and demonstrate the knowledge of the various issues and aspects relating to the Management of Family enterprises.
CO2	Understand and explain the uniqueness of Family Business enterprises along-with the various dynamics of family business enterprises.
CO3	Understand and apply the knowledge of Family Business models and management learning to resolve issues relating to the management and growth of Family Business enterprises.
CO4	Analyze and Evaluate various factors relating to family business conflicts, succession of family enterprises, and governance of family business enterprises.
CO5	Evaluate, Point out and address the various issues relating to the family business management.

Syllabus:

Unit I: Introduction to Family Business

Understanding and constituents of a family business An overview of family business; The Unique Nature & Characteristics of Family Business The Family firm advantages; Family businesses in India

Unit II: Family Business Dynamics

Family Business Ownership and Governance- Issues and Conflicts; Family vs Non-Family Firms- How are they different; Understanding the Family Business Dynamics; The Three Circle Model of Family business Managing and balancing the interest of various stakeholders; Managing and

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

balancing the interest of various stakeholders

Unit III: Management Issues in Family Businesses

Handling Family Business Conflicts; Building Trust and Commitment; Issues relating to the compensation; When Family Members Leave the Family Business; Estate Planning; Practicing entrepreneurship in family firms Case Study

Unit IV: Growth and Succession Planning in Family Businesses

Family growth vs. Business growth; Balancing the family and business growth; Preparing for changing culture, marketplace, and family dynamics; Succession Issues in Family Business; The succession models for a family business; Understanding the Profile of a Successful Successors; Constraints and challenges to growing family businesses Internationalization of Family firms; Case Study

Unit V: Governance of Family Firms

Issues relating to Governance of Family Firms; Role of the family in different stages of the business; Listing on the stock exchange, ownership, and board structure; Advisory board and board of directors; Role and Significance of the Family Council and family meetings.

Text Book:

1. Family Business, Third Edition; Ernesto J. Poza by Cengage

Reference Book:

1. Governance of Family Firms by Rajesh Jain ; Macmillan Publication

CO-PO & PSO Correlation

Course Name: Family Business												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2		1			1		2		2	3
CO2:		2	1						3	2		
CO3:	2			1		2		1		3		
CO4:	1		1		2		1	2	2		2	
CO5:		1		2				2			3	3

Note: 1: Low 2.:Moderate 3:High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Data Analysis with python	Course Code:	BBA-B-BA-23-501
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Familiarize the students about Rural Entrepreneurship, and the institutional facilities available to a rural entrepreneur in India. Course also helps to understand the opportunities and challenges faced by a rural entrepreneur in India

Course Outcomes: After completion of the course students will be able to:

CO Number	Course Outcome
CO1	Able to illustrate the fundamentals of Data Science, Python and its development environment.
CO2	Able to show Python programs using python code and libraries
CO3	Able to make use of statistical concepts and apply meaningful data visualizations on the data.
CO4	Examine relationship among the variables, evaluate the Regression model.
CO5	Draw meaningful inferences after analysis and report preparation

UNIT-I: Introductory Concepts

Introduction to Data Analytics: Understanding Data Science Ecosystem, Introduction to Data Analytics, Difference between Data Science Machine Learning and Artificial Intelligence, Python Fundamentals: Evolution and purpose of Python, understanding development environment (Anaconda navigator, Jupyter Notebook, Spyder, Google Colabs).

UNIT-II: Python fundamentals

Data types, Variables, lists, array, slicing, tuples, dictionary, Control flow statements: conditional and loops, functions, Python Libraries for data handling and manipulation, Introduction to scientific libraries in Python: NumPy and Pandas, Import library

UNIT-III: Handling Data with Python

Importing and exporting data in Python, basic insights from datasets, cleaning and preparing data, Data Visualization using Metplotlib and Seaborne, Summarizing Data Frame: descriptive statistics, basic of grouping, ANOVA, Correlation

UNIT-IV: Summarization Data Frame

Summarizing Data Frame: descriptive statistics, basic of grouping, ANOVA, Correlation, Model development and model evaluation: Simple and Multiple Linear Regression

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

UNIT-V: Visualization and report preparation

Model evaluation using Visualization, R-squared and MSE for In-Sample Evaluation, Prediction and Decision Making, Over-fitting, Under-fitting and Model Selection, Model refinement, Interpretation of data, report formation

Text Books:

1. Learning Python, 5th Edition by Mark Lutz, O'reilly
2. Mastering Apache Spark 2.x - Second Edition, by Romeo Kienzler, Packt Publishing Ltd.
3. Python Programming for the Absolute Beginner By Michael Dawson, 2nd Edition, Premier Press, 2003

Reference Books:

1. First Python, 2nd Edition by Paul Barry, Publisher: O'Reilly Media
2. Python Distilled, 1st Edition by David Beazley, Publisher: Pearson

CO-PO & PSO Correlation

Course Name: Data Analysis with python												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1		2		1	2		3		2
CO2:		1		1		2					3	
CO3:	1	2			1		1			2		3
CO4:		3		2		2			1		2	
CO5:	2		3	1	2			3	3			2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	V
Name of the Course:	Data Visualization	Course Code:	BBA-B-BA-23-502
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-0-4

Course Description: This undergraduate course aims to equip students with the skills to effectively visualize and communicate data using popular data visualization tools. The course offers three tracks focusing on data visualization with R, Python, or Tableau. Students will learn the fundamental principles of data visualization, explore various visualization techniques, and gain hands-on experience in creating compelling visualizations using their chosen tool. The course will emphasize best practices in data visualization and the effective communication of insights.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Proficiently use data visualization to explore and analyze datasets effectively. Create interactive visualizations, apply design principles, and prepare dashboards using Excel.
CO2	Effectively use R and ggplot2 for data visualization. Create and customize a variety of visualizations, including heat maps, box plots, and more.
CO3	Understand context, audience focus, design principles, and storytelling techniques.
CO4	Effectively communicate with data through appropriate displays, clarity, and storytelling techniques. Apply design principles and analyze case studies.

Syllabus

Unit 1: Introduction to Data Visualization

Introduction to data visualization Importance and benefits of data visualization Principles and goals of effective visualization Overview of R for data visualization Data types and visual encodings Categorical, ordinal, and quantitative data Visual encodings: position, color, size, shape Selecting appropriate encodings for different data types, Preparation of Dashboard using Excel

Unit 2: Data Visualization with R

Data Visualization with R Introduction to R and data visualization packages Overview of R programming language Introduction to ggplot2 and other R packages for visualization Exploring data with ggplot2 Creating basic visualizations: scatter plots, bar plots, line plots Customizing

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

plots: aesthetics, scales, and themes Faceting and layering for advanced visualizations
 Advanced visualizations with ggplot2 Heatmaps, tree maps, and circular plots Box plots, violin plots, and density plots

Unit 3: Data Storytelling and Communication I (Based on Storytelling with Data: A Data Visualization Guide for Business Professionals)

The importance of context (Exploratory vs. explanatory analysis), choosing an effective visual clutter is your enemy!, focus your audience's attention, think like a designer, dissecting model visuals, lessons in storytelling

Unit 4: Data Storytelling and Communication II (Based on Storytelling with Data: A Data Visualization Guide for Business Professionals)

Pulling it all together, understand the context, choose an appropriate display, eliminate clutter, draw attention where you want your audience to focus, think like a designer, tell a story, case studies and final thoughts

Textbook:

1. "Storytelling with Data: A Data Visualization Guide for Business Professionals" by Cole Nussbaumer Knafl
2. "The Big Book of Dashboards" by Steve Wexler, Jeffrey Shaffer, and Andy Cotgreave
3. "Information Dashboard Design" by Stephen Few

Reference Books:

1. "The Wall Street Journal Guide to Information Graphics" by Dona M. Wong
2. "Information Visualization: Perception for Design" by Colin Ware
3. "Data Visualization: A Practical Introduction" by Kieran Healy
4. "Information Graphics: A Comprehensive Illustrated Reference" by Robert L. Harris
5. "The Truthful Art: Data, Charts, and Maps for Communication" by Alberto Cairo
6. "Visual Explanations: Images and Quantities, Evidence and Narrative" by Edward R. Tufte

CO-PO & PSO Correlation

Course Name: Data Visualization												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	1		2	3	2		2	2		2	3	
CO2	3	2		2					2			3
CO3				3	2					3	2	
CO4		3		2		3		2	3		2	

Note: 1: Low 2: Moderate 3: High.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

SIXTH SEMESTER

SN	Subject Code	Course Type	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+(T+P)/2
				L	T	P	PRE		ESE	Total Marks	
							Mid Sem	TA			
1	SOM-B-BBA-23-601	CC-14	Corporate Governance & Corporate Social Responsibility	3	2		20	30	50	100	4
2	SOM-B-BBA-23-602	SEC-2	Managing work & others (MWO)	2	-		10	15	25	50	2
3	SOM-B-BBA-23-603		Dissertation		8	4		75	75	150	6
4		DSE	Elective 7	3	2		20	30	50	100	4
5		DSE	Elective 8	3	2		20	30	50	100	4
				11	14	4	70	180	250	500	20

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

SIXTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
SOM-B-HRM-23-601	Human Resource Management	Emerging Issues in Human Resource Management
SOM-B-HRM-23-602	Human Resource Management	Cross-cultural Dynamics of Human Resources
SOM-B-HRM-23-603	Human Resource Management	Leadership Lesson from Global Leaders
SOM-B-DM-23-601	Digital Marketing	E-Commerce
SOM-B-DM-23-602	Digital Marketing	Digital transformation Strategy
SOM-B-DM-23-603	Digital Marketing	Retail Marketing
SOM-B-FM-23-601	Financial Management	International Financial Management
SOM-B-FM-23-602	Financial Management	Financial Derivatives
SOM-B-FM-23-603	Financial Management	International Accounting
SOM-B-ENT-23-601	Entrepreneurship	Design Thinking
SOM-B-ENT-23-602	Entrepreneurship	Social Entrepreneurship
SOM-B-ENT-23-603	Entrepreneurship	IPR Management
SOM-B-BA-23-601	Business Analytics	Web Analytics
SOM-B-BA-23-602	Business Analytics	Fundamentals of Machine Learning
SOM-B-BA-23-603	Business Analytics	HR Analytics

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Corporate Governance and Corporate Social Responsibility	Course Code:	SOM-B-BBA-23-601
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This undergraduate course explores the principles, practices, and challenges of corporate governance and corporate social responsibility (CSR) in modern business organizations. The course covers the importance of ethical decision-making, accountability, transparency, and stakeholder engagement in corporate governance. It also examines the role of corporations in addressing social and environmental concerns through CSR initiatives. Students will develop a comprehensive understanding of the theories, frameworks, and practical applications of corporate governance and CSR.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	To understand and navigate the complexities of corporate governance in organizations.
CO2	Understanding of internal control, risk management, and the legal and regulatory landscape governing corporate governance.
CO3	To understand and implement CSR practices effectively.
CO4	To navigate the complexities of corporate governance in multinational corporations and effectively address governance challenges in global business environments.

Syllabus

Unit 1: Introduction to Corporate Governance

Introduction to corporate governance Definition and importance of corporate governance
 Historical perspectives on corporate governance Principles and models of corporate governance
 Roles and responsibilities of boards of directors Structure and composition of boards
 Board committees and their functions Director independence and board effectiveness
 Shareholders and stakeholders in corporate governance Shareholder rights and responsibilities
 Stakeholder theory and engagement Balancing interests and maximizing stakeholder value
 Ethics and corporate governance Ethical decision-making in organizations Corporate codes of ethics and conduct
 Corporate governance and social responsibility

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit 2: Corporate Governance Mechanisms

Internal control and risk management Internal control systems and their components Risk assessment and management frameworks Audit committees and external audits Executive compensation and incentives Designing executive compensation packages Incentive mechanisms and performance metrics Say-on-pay and shareholder activism Board effectiveness and evaluation Board performance evaluation methods Director qualifications and board diversity Board leadership and CEO succession planning Legal and regulatory frameworks Corporate governance regulations and standards Compliance and disclosure requirements International perspectives on corporate governance

Unit 3: Corporate Social Responsibility (CSR)

Introduction to corporate social responsibility Definitions and principles of CSR. The business case for CSR Stakeholder perspectives on CSR CSR strategies and frameworks Triple bottom line approach: people, planet, profit Sustainability reporting and standards (e.g., GRI, SASB) Creating shared value and sustainable business models CSR implementation and impact CSR governance structures and processes CSR in supply chain management Assessing and measuring CSR performance CSR and stakeholder engagement Engaging with internal and external stakeholders Community development and philanthropy Collaboration and partnerships for CSR initiatives

Unit 4: Emerging Trends and Challenges

Corporate governance in multinational corporations Governance challenges in global business environments Cross-cultural perspectives on corporate governance Managing ethical and social issues in international contexts Sustainable finance and responsible investing Environmental, Social, and Governance (ESG) criteria Impact investing and socially responsible investing (SRI) Integrating ESG considerations into investment decisions Technology, innovation, and corporate governance Digital transformation and its impact on governance Cyber security and data privacy considerations Ethical use of emerging technologies in corporate governance Corporate governance in crisis and corporate scandals Corporate governance failures and their consequences Lessons learned from major corporate scandals Crisis management and rebuilding trust

Textbook:

1. Title: "Corporate Governance: Principles, Policies, and Practices" Author: R. I. Tricker

Additional Resources:

1. "Corporate Social Responsibility: Definition, Core Issues, and Recent Developments" by Andrew Crane and Dirk Matten

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

2. Relevant articles, case studies, and reports on corporate governance and CSR
International corporate governance codes and guidelines

CO-PO & PSO Correlation

Course Name: Corporate Governance and Corporate Social Responsibility												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		2		2		2	2		2	3	2
CO2	2	2							2			3
CO3	3			2	2					3	2	2
CO4	2	3		2		3		2	3		2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Managing work & others (MWO)	Course Code:	SOM-B-BBA-23-602
Credits	2	No of Hours:	30
Max Marks:	50	L-T-P:	2-0-0

Course Description: In this course (Managing Work and Others-MWO), students will be taught to develop and become team players for creativity and innovation in the organization they work in. Students will be taught methods to develop cordial relations using the “Johari Window”, which will help them in managing change in their organizations. Since they would be entering the world of work, special emphasis will also be given to manners, etiquettes, negotiation, stress and conflict management. Finally, students will be rigorously prepared for facing various selection tools like – GD, PI and resume preparation.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Communicating effectively in a variety of public and interpersonal settings.
CO2	Applying concepts of change management for growth and development by understanding the inertia of change and mastering the Laws of change.
CO3	Analysing scenarios, synthesizing alternatives and thinking critically to negotiate, resolve conflicts and develop cordial interpersonal relationships.
CO4	Functioning in a team and enabling other people to act while encouraging growth and creating mutual respect and trust.
CO 5	HaHandling difficult situations with grace, style, and professionalism.

Syllabus:

Unit I:

Creativity and Innovation- Concept & Theory, Creativity and Innovation- Activity, Understanding self and others (Johari window) - Concept & Theory, Understanding self and others (Johari window) – Activity, Stress Management and Managing Change for competitive success.

Unit II:

Handling feedback and criticism- Models & Theory, Handling feedback and criticism- Activity, Conflict management -Models & Theory, Conflict management- Case study and Activity.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit III:

Development of cordial interpersonal relations at all levels, Negotiation, Importance of working in teams in modern organisations, Manners, etiquette and net etiquette.

Unit IV:

Job Seeking Process and Tools, Occupational Research- Assignment & Presentation, Group discussion (GD)- Concept, Group discussion (GD)- Practice, Personal Interview- Concept, Frequently asked questions (FAQ's), and Personal Interview- Practice.

Text Books:

1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behavior (2018), 18th ed., Pearson Education.
2. Burne, Eric, Games People Play (2010), Penguin UK
3. Carnegie, Dale, How to Win Friends and Influence People (2004), RHUK
4. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan.

Reference Books:

1. Steinburg, Scott, Netiquette Essentials (2013), Lulu.com
2. <https://www.hloom.com/resumes/creative-templates/>
3. <https://www.mbauniverse.com/group-discussion/topic.php>

CO-PO & PSO Correlation

Course Name: Managing work & others (MWO)												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:				3	3	2	1	2		2		2
CO2:	1	2	3		2	1			1	2		3
CO3:	1	1		3	2	3	2	2		2	3	
CO4:				3	3	2	2	1	1	2		2
CO5:	2	2	2	3	2	1			1		1	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Dissertation work	Course Code:	SOM-B-BBA-23-603
Credits	6	No of Hours:	
Max Marks:	100	L-T-P:	0-6-6

Course Description: The aim of this course is to conduct field research by students on diversified topics in management which will enrich their research acumen.

Course Outcomes: After completion of the course, students will be able to:

CO Numbers	Course Outcomes
CO1	Identify areas of interlink between theoretical and practical knowledge.
CO2	Analyse the research problems and suggest the effective solution.
CO3	Implement the theoretical knowledge in practical field
CO4	Create a report based on the finding of research work in an effective manner.

Guidelines:

- In the six semester every student shall carry out dissertation work under the overall supervision of a supervisor (allotted).
- Each student has also to prepare a report on the topic related to management under guidance of a faculty by collecting data from primary or secondary sources and submit two copies of the dissertation to the department at the end of the six semesters.
- The evaluation of the dissertation and viva voce will be conducted by a panel consisting of internal faculties and external subject experts appointed by the University.

Text Book:

1. C.R. Kothari, Research Methodology, New Age International, NewDelhi

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Reference Book:

1. Malhotra, Naresh; Market Research, Prentice Hall of India

CO-PO & PSO Correlation

Course Name: Dissertation work												
	Program Outcomes								PSO			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1			3	2		2		2	2
CO2:	2	2			2				2	2		
CO3:		2						1	3		3	2
CO4:			3			2				3	3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Emerging Issues in HR Management	Course Code:	SOM-B-HRM-23-601
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: In this course, students will delve deeper into contemporary challenges and trends in the field of human resource management (HRM). The course goes beyond traditional HRM concepts and focuses on the latest developments and issues that HR professionals encounter in the modern workplace.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concept of emerging issues in HR Management
CO2	Demonstrate competence in development and problem-solving in the area of HR Management
CO3	Provide innovative solutions to problems in the fields of HRM
CO4	Critically assess existing theory and practice in the field of HRM
CO5	Appraise the function of Human Resource & Performance Appraisal

Syllabus:

Unit I:

Changing Environment Human Resource Management, Changing Role of HRM, New practice in International Human Resource Management, Perspective of International HRM.

Unit II:

Managing Human Resource in Virtual Organization: Types of Virtual Organizations, Difference between traditional and virtual organization, Advantages and disadvantages. Human Resource Audit-components, process, benefits and scope in Globalization

Unit III:

Human Resource Accounting- Meaning and Objectives, Advantages, Limitations, Methods of Valuation of Human Resource, Controlling Cost of Human Resources.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV:

Human Resource Information System-Need for HRIS, Advantages of HRIS, Uses of HRIS, designing of HRIS, Computerized HRIS, Limitations of HRIS.

Unit V:

Evaluation of Performance for Development: Competency Mapping, 360 Degree Concept, Six Sigma Practices, Flexi Work and Benefit to Organization, Induction Programme and its importance in Globalized Era.

Text Books and Reference Books:

1. Luis R, Gomez Mejia, Managing Human Resource, Pearson Education
2. Michel V P, Human Resource Management & Relation, Himalaya Publication
3. Punnett, International Perspectives on Organizational Behavior and Human Resource Management, ISBN: 978-81-203-2615-6, PHI
4. Rao T V, HRD Instruments, Response Books, New Delhi
5. Subba Rao P, Essential of HRM and Industrial Relation, Himalaya Publication
6. Wayne Mondy, Human Resource Management, Pearson Education
7. Satish Pai Ed., "HRD Skills for Organizational Excellence", Bombay, Himalaya

CO-PO & PSO Correlation

Course Name: Emerging Issues in HR Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3				3		2	3	2		2
CO2:	3	2	2			3	2		3			
CO3:		3		2			2		2	3		
CO4:	3	2									3	
CO5:	3		2	2				3		2		

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Program:	BBA	Semester:	VI
Name of the Course:	Cross Cultural Dynamics of Human Resource	Course Code:	SOM-B-HRM-23-602
Credits :	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The course will provide an understanding of the impact of culture on human resource management practices across the globe and ways to manage cross cultural issues for MNCs and other organizations operating beyond their home markets.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand different meanings and dimensions of culture
CO2	Apply various concepts of Cross cultural management with respect to HR
CO3	Analyze the impact of culture on HR practices
CO4	Appreciate the role of global manager
CO5	Develop strategies for managing cultural issues in global organizations

Syllabus:

Unit– I: Introduction to Cross Cultural Management

Understanding Culture, Culture Dimensions, Significance and Impact of Cross Culture on Organisations, Role of Culture in Strategic Decision- Making. Influence of National Culture on Organisational Culture. Shift in Culture: Significance of Shift in Culture, Influence of Economic Factors and Foreign Intervention on Shifts in Local Cultures

Unit– II: Comparing Culture

Cultural and Behavioral Differences in Different Countries, Various Models for Comparing Cultural-Hofstede, Edward T Hall Study, GLOBE, Kluchohm&Stoodbeck, Cultural Adaptation

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.

Unit- III: Cross Cultural Human Resources Management

Staffing and Training for Global Operations. Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, Managing and Motivating Multi Culture Teams. Cross –Cultural Negotiation & Decision Making: Culture and Dispute, Resolution of Conflicts and Disputes in Cross Culture Context.

Unit-IV: Managing Global Team

Global Business Teams, Process of Group Development, The Fit between Teamwork and National Culture, Team Strategies and the Influence of Culture, Task Strategies and Culture, Process Strategies, Challenges faced by Global Teams.

Unit-V: Global Manager

Introduction to Global Manager, Competencies for Global Manager, Developing Competencies for Global Manager, Ethics and the Global Manager.

Text Books:

1. Dr. Saroj Kumar, Mr. Vikrant Verma, Cross Cultural Human Resource Management, Thakur Publication.
2. Shobhana Madhvan, Cross Cultural Management: Concepts & Cases, Oxford University Press, New Delhi

Reference Books:

1. Bhattacharya, Mausami S. and Sengupta, Nilanjan, International Human Resource Management, Excel Books
2. Dowling P.J., Festing, M. and Engle Sr., A.D., International Human Resource Management, Cengage Learning

CO-PO&PSO Correlation

Course Name: Cross Cultural Dimensions of Human Resource												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	1	3		2				3	2		
CO2:	2	2	2	2	2	3		2	2	2	3	
CO3:		3	2		3	2	2		2		3	
CO4:	2		3			2				2	3	
CO5:	2	3			2	2	2	2		3		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Leadership Lesson for Global Leaders	Course Code:	SOM-B-HRM-23-602
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The Leaders in Global Development course will strengthen leadership skills for development by exploring key leadership theory, and offering practical tools and strategies for engaging in leadership. In addition to important general leadership concepts, it will focus on leadership roles and styles that are highly relevant for leaders in global development such as ‘adaptive leadership’ and boundary spanning leadership.’ The course will develop an individual leadership plan, which causes to continue leadership development journey.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the nature of leadership in the development sector
CO2	Engage in self-leadership, by building self-awareness about strengths and weaknesses as a leader in the context of global development.
CO3	Understand different forms of leadership that are relevant to the development sector (e.g. adaptive leadership), and keys to successfully engaging in these forms of leadership.
CO4	Learn techniques to ethically build power (the potential to influence) and design influence strategies.
CO5	Understand some of the keys to leading across boundaries (e.g. boundaries relating to organizations, communities, the ‘insider’/ ‘outsider’ stakeholder groups, etc.).

Syllabus:

Unit I: Introduction to Leadership & Self-Leadership

Introduction to the concept of leadership in the context of global development, and the differences between leadership and management. Meaning, significance and importance of self-leadership and provide guidance on, engaging in.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit II: Team, Transformational and Authentic Leadership

Introduction to three leadership theories - team leadership, transformational leadership, and authentic leadership.

Wise Leadership- Introduction to wise leadership, including understanding how wisdom is theorized in contemporary times. Own wisdom potential and recognise the relationship between acting wisely and psychological well-being.

Unit III: Leadership Contexts, Roles and Style

Introduction to different leadership roles and styles, and highlights the importance of context.

Adaptive Leadership to Address Complex Challenges- Exploration of the relevance of adaptive leadership in global development.

Unit IV: Power, Legitimacy, Politics and Influence

Discussion of the different types of power a leader may need to access, and how to maintain legitimacy in context of International Exposure.

Unit V: Leading Across Boundaries

Exploration of how to be a successful leader across geographical, cultural, organisational and disciplinary boundaries. **Principles and Methods of Leadership Development-**Provides guidance on the different principles and methods to develop leadership skills.

Text Books:

1. Leadership and Team Building, Uday Kumar Haldar, 1st Edition, Oxford University Press.
2. Peter Dowling and Denice Welch, International Human Resource Management, Cengage Learning.

Reference Books:

1. Leadership: Enhancing the lessons of experience by Hughes, R.L., Ginnett, R.C., &Curphy, G.J. (2019), 9th Edition, McGraw Hill Education, Chennai, India.
2. Gary. P. Ferraro, The Cultural Dimension of International Business, Pearson Education.
3. Arvind. V. Phatak, Pabi. S. Bhagat and Roger. J. Kashlak, International Management, TMH.

CO-PO & PSO Correlation

Course Name: Leadership Lesson for Global Leaders												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			2		3		3	3			
CO2:		3		3		3					2	3
CO3:	3			2	2		2	3		2		
CO4:	2		3			2			2			
CO5:		2	2		3		3	2			3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	E-Commerce	Course Code:	SOM-B-DM-23-601
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This module aims to provide the students with the theoretical background of e-commerce and its applications in business.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the core concept, trends and prospects of e-commerce
CO2	Evaluate the various model of e-commerce
CO3	Understand to design an ecommerce web site, Security and payment
CO4	Evaluate E-commerce marketing concepts, Online retailing and services
CO5	Identify various Social networks, auctions, and portals.

Syllabus:

Unit I: Introduction to Ecommerce

E-commerce: The revolution is just beginning, Ecommerce: A Brief History, Understanding E-commerce: organizing Themes

Unit II: E-commerce business models and concepts, The internet and World Wide Web: Ecommerce infrastructure

E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web : Features

Unit III: Building an ecommerce web site, Security and payment

Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: E-commerce marketing concepts, Online retailing and services

Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing. The service sector: offline and online, Online financial services, Online Travel Services, Online career services.

Unit V: Social networks, auctions, and portals

Social networks and online communities, Online auctions, E-commerce portals.

Text Books:

1. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI

Reference Books:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley

CO-PO & PSO Correlation

Course Name: E-Commerce												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2		2		3		2	
CO2:		3		2		1			2	3	2	
CO3:	3				2	2	2		2			2
CO4:	3		2	3				2			2	2
CO5:	2			2				2		3	3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Digital Transformation Strategy	Course Code:	SOM-B-DM-23-602
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The course will deepen the student's comprehension of the digital transformation that is pervading society and will examine the process that contributes to the transitions to a digital society and economy.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the basics concepts of emerging digital trends and the importance of the digital revolution.
CO2	Describe and analyse a clear vision of the importance, from a managerial, legal and sustainable prospective
CO3	Develop and Understand related and emergent digital technologies
CO4	Apply a way of thinking that takes in consideration the opportunities that digitalization offers.

Syllabus:

Unit I: Introduction

Meaning, Nature & Significance of digitalization and digital transformation changing environment, defining the relations that the new technologies, it's impact on the natural, social and organizational ecosystems. Pillars of the digitalization and digital transformation

Unit II: Digital Technology

Importance of data storage and elaboration, role in defining a new paradigm. data supporting typologies, applications and the regulatory system, introduction to the new digital technologies Machine Learning and Artificial Intelligence

Unit III: Data Management

Data management and of new digital tools, roles in problem-solving process in different fields. basics of quantitative methods, role in the digital analysis of reality.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit IV: Digitalisation and Transformation.

Digitalization transformation its role in shaping organizations, new role of digital tools within the organizations, important role that digital tools and the new professions, strategy and daily activities of organizations.

Text Books:

1. Rogers, David L. The digital transformation playbook: Rethink your business for the digital age. Columbia University Press, 2016.
2. Matt, Christian, Thomas Hess, and Alexander Benlian. "Digital transformation strategies." Business & Information Systems Engineering

Reference Books:

1. Kane, Gerald C., et al. "Strategy, not technology, drives digital transformation." MIT Sloan Management Review and Deloitte University Press (2015)
2. Westerman, George, Didier Bonnet, and Andrew McAfee. "The nine elements of digital transformation." MIT Sloan Management Review
3. Pappas, Ilias O., et al. "Big data and business analytics ecosystems: paving the way towards digital transformation and sustainable societies." (2018)

CO-PO & PSO Correlation

Course Name: Digital Transformation Strategy												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1				2	3		2	3
CO2:	2	2			2				2	2		
CO3:	1			2		2		1		3	2	3
CO4:	1	2						2	2		2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Retail Marketing	Course Code:	SOM-B-DM-23-603
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The primary objective of the course is to develop fundamental competencies in retail management. The course is designed to prepare students for positions in the FMCG/Pharmaceutical/ Electronics/Consumer Durable/Fashion/Apparel retail businesses or positions in the real estate companies with additional interest in mall management. The course also benefit students interested in starting their own entrepreneurial retail operation. Additionally this course aims at familiarizing students with emergence of malls as a new format of market with emphasis on mall management principles and practices.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	To understand the concept, process and management of retail business
CO2	To develop an understanding of the retail strategy and planning process.
CO3	To have an understanding of merchandise process
CO4	Develop and Understand related and emergent Store Operations
CO5	Apply a way of thinking that takes in consideration the opportunities that Mall Management offers.

Syllabus:

Unit I: Introduction to Retailing

Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Indian vs. Global Scenario, Difference between organized and unorganized retailing, Issues and challenges of retailing in India

Unit II: Store Planning, Design and Layout

Store Planning- Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection,

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Location Based Retail Strategies Store Design- Atmospheric, Retailing Image Mix, Space mix.
 Store Layout- Effective retail space management based on Store Layout

Unit III: Retail Merchandise Management

Retail Merchandising: Introduction, Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process Private Branding in Retail- Introduction, Difference between a Store/Private Brand and a National Brand, Growth Drivers of Private Label, Advantages of Private Label, Disadvantages of Private Label

Unit IV: Store Operations

POS (Point of Sale) / Cash process, Customer service and accommodation, Retail selling process, Retail floor and shelf management, Retail accounting and cash management, Merchandise and category management. Visual merchandising and displays, Retail technology and retail automation,

Unit V: Mall Management

Introduction – Defining the shopping mall, Difference between Shopping Mall and other retail formats, Shopping Centre / Mall Location: Existing mall traffic, Clean environment, Designated parking area, Medium to high rental cost, Strengths and Weaknesses of the Mall format; Licenses and Permits for mall operations, Positioning & Zoning of mall – formulating the right tenant mix and its placement in a mall, Facility management – Infrastructure, Traffic and ambience management, Finance management, Lifestyle centers and their management, Indian scenario of mall management practices.

Text & References:

- Michael Levy, Barton A Weitz and Ajay Pandit, (2008), Retailing Management, Tata McGraw Hill
- R Vedamani & Gibbson, (2008), Retail Management: Functional Principals and Practices, Jaico publications
- Patrick M. Dunne & Robert F Lusch, (2002), Retail Management, Cengage Learning

CO-PO & PSO Correlation

Course Name: Retail Marketing												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1				2	3		2	3
CO2:	2	2			2				2	2		
CO3:	1			2		2		1		3	2	3
CO4:	1	2						2	2		2	
CO5:	2		3		2		3		3		2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	International Financial management	Course Code:	SOM-B-FIN-B 601
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Students will understand international capital and foreign exchange market and how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand international capital and foreign exchange market
CO2	Identify and appraise investment opportunities in the international environment.
CO3	Understand International monetary system
CO4	Identify risk relating to exchange rate fluctuations and develop strategies to deal with them
CO5	Undertakes an in-depth examination of international financial markets and instruments, foreign exchange regimes and exchange.

Syllabus:

Unit-I:

International financial Environment: Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system. Multilateral financial institution

Unit II

International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU)

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit-III:

International flow of funds and International Monetary system: International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate international flows. BOP, Equilibrium & Disequilibrium. Trade deficits. Capital account convertibility (problems on BOP)

Unit-IV:

Foreign Exchange Market: Function and Structure of the Forex markets, foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Nominal, Real and Effective exchange rates, Determination of Exchange rates in Spot markets. Exchange rates determinations in Forward markets. Exchange rate behaviour-Cross Rates - Arbitrage profit in foreign exchange markets, Swift Mechanism. Triangular and locational arbitrage.

Unit-V:

International Financial Markets and Instruments: Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Money Markets International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements

Text Books:

1. International Financial Management – MadhuVij, Excel BOOKS, 2010.
- 2 International Financial Management – Apte P. G, 6/e, TMH, 2011

Reference Books:

1. International Finance – ImadMoosa, 3/e, Tata McGraw Hill, 2011.

CO-PO & PSO Correlation

Course Name: International Financial Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	1	1	2	2	3	2	3	2	3
CO2:	3	2			1	1		1	3	2	3	2
CO3:	3	2	1			2	2	2	3	2	2	3
CO4:	3	2		1		2		1	3	2	2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Financial Derivatives	Course Code:	SOM-B-FM-23-602
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: The objective of this course is to make students efficient in the area of Financial Derivatives, giving them the knowledge of basics in Financial Derivatives, Future Markets, Option Strategies, etc

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the use of financial derivatives instruments to reduce the risk.
CO2	To know the regulatory framework for Derivatives Market in India
CO3	To know how forward contracts, futures contracts, swaps and options work, how they are used and how they are priced
CO4	Analyse the option pricing model to calculate the real option upfront premium.
CO5	To decide which securities to use for hedging and/or speculative purposes

Syllabus:

Unit I: Introduction

Introduction of Financial Derivatives, economic benefits of derivatives - Types of financial derivatives - Features of derivatives market - Factors contributing to the growth of derivatives - functions of derivative markets - Exchange traded versus OTC derivatives - traders in derivatives markets - Derivatives market in India

Unit II: Future and Forward Market

Structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures. Determination of Forward and future prices - Interest rate futures, Currency futures and Forwards

Unit III: Options

Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholars Merton Model.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: Basic Option Strategies

Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options.

Unit V: Swaps

Concept and Nature, Evolution of Swap Market, Features of Swaps, Major Types of Swaps - Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.

Suggested Readings:

- Financial Derivatives and Risk Management, OP Agarwal, HPH
- Commodities and Financial Derivatives, Kevin, PHI
- Fundamentals of Financial Derivatives, Swain.P.K, HPH
- Financial Derivatives, Mishra: Excel.
- Risk Management & Derivatives, Stulz, Cengage.
- Derivatives and Risk Management, Jayanth Rama Varma: TMH.
- Financial Derivatives, Gupta, 1st Edition, PHI.
- Fundamentals of futures and options market, John C Hull: Pearson Education.
- Risk Management Insurance and Derivatives, G. Koteswarar: Himalaya.

CO-PO & PSO Correlation

Course Name: Financial Derivatives												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			2				2	2		2	
CO2:		2				1			2	3		3
CO3:		2	2							2	3	
CO4:	3						1	3		2		2
CO5		2					2		2		3	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	International Accounting	Course Code:	SOM-B-FM-23-603
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: This subject aims to develop skill and competencies of various related practices. A comparative perspective of the accounting standards and practices across the different countries will be taught in the course.

Course Outcomes: After Completion of the course Students will be able to:

CO Numbers	Course Outcomes
CO1	Examine the international dimension of accounting, financial reporting and analysis.
CO2	Explain major differences between countries in their approaches to financial reporting
CO3	Understand the accounting effects of multinational companies.
CO4	To know of the development of accounting in the global economy.
CO5	Analyse foreign currency transactions and how to record it.

Syllabus:

Unit I: Global accounting standard

Meaning, needs, Benefits of accounting standards, Types of accounting standards, Argument for and against Global accounting standards, Concept of harmonization and convergence, Obstacles in harmonization and convergence, Suggestions for increased convergence and harmonization

Unit II: International Accounting Standard Committee (IASC)

Objectives, working, Composition of IASC, Reasons of failure of IASC, IAS – I (Presentation of financial statements), Process of developing international accounting standards

Unit III: International Accounting Standard Board (IASB)

Creation of IASB, Organizational structure, Standard setting procedures, Enforcement powers of IASB and achievements of IASB

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit IV: International Financial Reporting Standards (IFRS)

Main feature, Uses and objectives of IFRS, IFRS issued by IASB, Principle based vs rule based standards, Fair value accounting (FVA), Public sector and IFRS

Unit V: A comparative perspective of accounting

Accounting standards and practices in Europe, USA, Asia and UK, Reporting and disclosure practices across countries, Global accounting standards and International convergence

Textbooks and References:

- International Accounting – Frederick, D.S. Choi and G. Mueller
- International Accounting and Multinational Enterprises – Radebaugh, Lee H., Gray, Sidney J, & Black, Ervin L.
- Quality financial reporting – Miller Paul B.W and Bahnson, Paul R.
- Oscar – International Accounting and Reportin – Evans, Thomas G., Taylor, Martin E. and Holzman
- International Accounting – Rathore, Shirin.

CO-PO & PSO Correlation

Course Name: International Accounting												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	2	2		2	2	2		3	2	3
CO2:	3	2			2	3			2			
CO3:	3		2			2	2		3	2	2	
CO4:	3	3		2	2			2		2	2	3
CO5		2	2		2	2		2		2		3

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Design Thinking	Course Code:	SOM-B-ENT-23-601
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description: Design Thinking is about approaching things differently with a strong user orientation and fast iterations with multidisciplinary teams to solve complex problems. Design thinking adopts human empathy approach to identify problems or market needs, and then find solutions through creative brainstorming. Design Thinking is a structured method of developing and delivering products, services and experiences that address the unsaid human needs. The structured approach and the use of empathy to innovate, (re)solves many critical business problems and deliver products and services that delight customers. The importance is increasing with the growth of automation and digitalization, as it focuses on the actual human response to a product or service and identifies how to improve customer satisfaction. Design-led Business takes advantage in building higher competitiveness with due focus on values and virtues governed by design thinking using the concepts of systematic vision, concern for human, believe in teamwork, innovative spirit and rational thinking. Design thinking creates a collaborative, interconnected work environment where decisions are made quickly through research, prototyping, and testing. This is a business game-changer eventually in times of crisis and transformations.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understanding the human behaviour towards a product/process/service/system with a user's perspective.
CO2	Analysing the users' requirement and define the problem.
CO3	Developing ideas and solutions through brainstorming and design iterations to solve the users' problem.
CO4	Applying the ideas to develop a prototype or solution based on the concept and analysis like a sample.
CO5	Evaluating the effectiveness of the prototype or solution through user-centric tests and soliciting satisfactory feedback.

Syllabus:

Unit-I: EMPATHY

Introduction to Design Thinking as an Art; Need, Expectation and Appreciation; Design Thinking as a Process; Design Thinking vs Traditional Thinking; Design Thinking vs Critical Thinking; Creative Thinking vs Innovative Thinking; Principles of Design Thinking - Human-centricity,

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Social Entrepreneurship	Course Code:	SOM-B-ENT-23-602
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Note: 1: Low 2: Moderate 3: High

Course Description: This course will involve integrating concepts from entrepreneurship, social impact, and sustainable development

Course Outcomes: After Completion of the course Students will be able to:

Co no	Course Out Come
1	Understand the unique characteristics and dynamics of family-owned businesses.
2	Analyze the advantages and disadvantages of family businesses and their impact on decision-making.
3	Evaluate the role of family dynamics in business operations and develop strategies to manage potential conflicts.
4	Apply governance principles and practices to establish effective structures for family businesses

Syllabus:

Unit-I: Introduction to Social Entrepreneurship

Definition and characteristics of social entrepreneurship, Historical overview and evolution of the field Understanding social impact and sustainability Identifying social and environmental challenges

Unit II: Social Innovation and Ideation

Conceptualizing social innovation and its role in entrepreneurship Methods for generating and evaluating social enterprise ideas Design thinking and human-centered design approaches Identifying target beneficiaries and understanding their needs

Unit III: Business Models for Social Enterprises

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Social enterprise business models and revenue generation strategies Financial sustainability and impact measurement Hybrid business models and the role of partnerships Legal structures and considerations for social enterprises

Unit IV: Social Entrepreneurship and Sustainable Development Goals (SDGs)

Overview of the United Nations SDGs and their relevance to social entrepreneurship Aligning social enterprises with specific SDGs Leveraging partnerships and collaborations to achieve SDGs Monitoring and evaluating social impact

Text books:

1. "The Power of Social Innovation: How Civic Entrepreneurs Ignite Community Networks for Good" by Stephen Goldsmith
2. "India Social Entrepreneurship: A Complete Guide to Start and Scale Impactful Social Enterprises" by Madhukar Shukla and Rohit Prakash
3. "Creating a Better World: An Introduction to Social Entrepreneurship in India" by Kanika Sinha

Reference Books:

1. "Social Entrepreneurship: What Everyone Needs to Know" by David Bornstein and Susan Davis
2. "The Social Entrepreneur's Playbook: Pressure Test, Plan, Launch and Scale Your Social Enterprise" by Ian C. MacMillan and James D. Thompson
3. "Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World" by Jill Kickul and Thomas S. Lyons

CO-PO & PSO Correlation

Course Name: Social Entrepreneurship												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1				2		2			3
CO2:			2	1		1			2			
CO3:		2	1				2			2		3
CO4:	1			2				2			3	

Note 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	IPR Management	Course Code:	SOM-B-ENT-23-603
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P	3-2-0

Course Description: The course aims to provide basic knowledge, concepts, and principles, of Intellectual Property Rights. As a Management Perspective it provides a deep understanding of the competitive and strategic advantages that can be harnessed by enterprises by using Intellectual Property Rights.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Remember and comprehend basic IPR concepts.
CO2	Understand The various types of IPR Laws and Regulations.
CO3	Explore the methods of IPR Commercialization
CO4	Identify & evaluate IPR Management Strategies
CO5	Apply and develop the various approaches of IPR Valuation

Syllabus:

Unit I: Understanding and Overview of the IPR Regime:

Induction, types of intellectual property- Industrial property, Need for IPRs, Rationale and impact of IPR on development, IPR in India- Genesis and development, World Intellectual Property Organization.

Unit II: Types of Intellectual Property

Categorization, characteristic and differentiation of major Intellectual Properties: Patent, Trademark, Copyright, Geographical Indications

Unit III: Commercialization of Intellectual Property:

Traditional IP and Evolving IP - Assignment – Licensing – Cross License – Patent Pool – Negotiations – Defensive Publications – Technical Disclosures – Patent Pooling – Patent Trolling - Brand Management- Brand and Pricing Strategies – Patent Mining – Patent Landscaping and Patent Mapping.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit IV: Strategic Management of Intellectual Property:

Defensive & Offensive Strategies – Intellectual Asset Management - Intellectual Property Audit – Identification & Grouping of Intangible Assets into Bundles - Intangible Asset Management Plan – Value Maximization Strategies – Value Extraction Strategies – Licensing Process and Management

Unit V: Valuation of Intellectual Property:

Need for IP Valuation – Approaches of IP Valuation – Cost Approach – Income Approach – Market Approach – Methods of IP Valuation – "25% Rule" Method - Industry Standards Methods - Ranking Method - Surrogate Methods - Disaggregation Methods - Monte Carlo Method - Real Options Methods - The CAV Method - Market Value Method -Collateralization of IPA

Text Books:

1. Sunita K. Sreedhararn , An Introduction to Intellectual Asset Management.
2. Gordon V. Smith and Russell L. Parr, Valuation of Intellectual Property and Intangible Assets, 3rd Edition.

Reference Books:

1. Patrick H. Sullivan, Profiting from Intellectual Capital: Extracting Value from Innovation
3. Tulika Rastogi, IP Audit: Your Way to Healthy Organisation
3. Bruce Berman, From Assets to Profits: Competing for IP Value and Return (Intellectual Property-General, Law, Accounting & Finance, Management, Licensing, Special Topics).
4. Loganathan, E.T. "IPR" (IPRS), TPIPS Agreement and Indian Laws.

CO-PO & PSO Correlation

Course Name: IPR Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	2	1			2	2	3		3
CO2:	3				2				3		3	2
CO3:		2	1				2		3		2	
CO4:	3			1		2		2	3	2	2	2
CO5:	3		1			2		2	2	3	2	

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Program:	BBA	Semester:	VI
Name of the Course:	Web Analytics	Course Code:	SOM-B-BA-23-601
Credits :	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-2-0

Course Description:

This course will present basic concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective. It examines a variety of digital tools, definitions, techniques and properties that can be applied across various channels including Google Analytics web platform.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Have an understanding of Web Analytics
CO2	Identify, define and interpret commonly used web metrics and KPIs
CO3	Develop an analytical mind-set
CO4	Apply various analytical tools
CO5	Make informed decision

Syllabus:

Unit- I: Introduction

The digital media: owned, earned and paid media, Web Analytics platforms overview, Web analytics evolution, Need for web analytics, Data Collection Methods in Web Analytics, Advantages, Limitations.

Unit- II: Fundamentals of Web analytics

Capturing data: Web logs or JavaScripts tags, Separate data serving and data capture, Type and size of data, Innovation, Integration, Selecting optimal web analytic tool, Understanding click stream data quality, Identifying unique page definition, Using cookies, Link coding issues.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Unit- III: Web Metrics

Common metrics: Hits, Page views, Visits, Unique visitors, Unique page views, Bounce, Bounce rate, Page/visit, Average time on site, New visits; Optimization(e-commerce, non-e-commerce sites): Improving bounce rates, Optimizing AdWords campaigns; Real time report, Audience report, Traffic source report, Custom campaigns, Content report, Google analytics, Introduction to KPI, characteristics, Need for KPI, Perspective of KPI, Uses of KPI.

Unit-IV: Web Analytics 2.0

Web analytics 1.0, Limitations of web analytics 1.0, Introduction to analytic 2.0, Competitive intelligence analysis : CI data sources, Toolbar data, Panel data ,ISP data, Search engine data, Hybrid data, Website traffic analysis: Comparing long term traffic trends, Analyzing competitive site overlap and opportunities.

Unit-V: Google Analytics

Brief introduction and working, Adwords, Benchmarking, Categories of traffic: Organic traffic, Paid traffic; Google website optimizer, Implementation technology, Limitations, Performance concerns, Privacy issues.

Text Books:

1. Kaushik A., Web Analytics 2.0 The Art of Online Accountability and Science of Customer Centricity, Wiley Publishing, Inc. (2010),1st ed.
2. Clifton B., Advanced Web Metrics with Google Analytics, Wiley Publishing, Inc. (2010), 2nd ed

Reference Books:

1. Sterne J., Web Metrics:Proven methods for measuring web site success, John Wiley and Sons (2002),1sted
2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019

CO-PO&PSO Correlation

Course Name: Web Analytics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2		3		2	3	2	
CO2:	3	2			2		2			2		3
CO3:	2	3			3		2			3	3	
CO4	2	2								2		
CO5:	2	2			3		3			3	2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	Fundamentals of Machine Learning	Course Code:	SOM-B-BA-23-602
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-0-4

Course Description: This undergraduate course aims to provide students with a comprehensive understanding of the fundamental concepts, algorithms, and techniques in machine learning. The course will cover key topics such as supervised learning, unsupervised learning, and model evaluation. Students will gain hands-on experience with popular machine learning algorithms and learn how to apply them to real-world problems. The course will also emphasize the ethical considerations and challenges associated with machine learning.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Comprehend learning fundamentals, hypothesis space, inductive bias, and model evaluation. Implement linear regression and decision trees while avoiding overfitting.
CO2	Master instance-based learning, feature reduction, collaborative filtering for recommendation, and probability-based Bayes learning for data analysis and decision-making.
CO3	Proficiently apply Logistic Regression, Support Vector Machine, and Kernel SVM. Implement neural networks (Perceptron, multilayer network) using back propagation and explore deep neural networks.
CO4	Apply k-means, adaptive hierarchical clustering, and Gaussian mixture model for clustering tasks.

Syllabus:

Unit I

Introduction: Basic definitions, types of learning, hypothesis space and inductive bias, evaluation, cross-validation linear regression, Decision trees, overfitting

Unit II

Instance based learning, Feature reduction, Collaborative filtering based recommendation
Probability and Bayes learning

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit III

Logistic Regression, Support Vector Machine, Kernel function and Kernel SVM Neural network:
Perceptron, multilayer network, backpropagation, introduction to deep neural network

Unit IV

Computational learning theory, PAC learning model, Sample complexity, VC Dimension,
Ensemble learning Clustering: k-means, adaptive hierarchical clustering, Gaussian mixture
model

Textbook:

1. Machine Learning. Tom Mitchell. First Edition, McGraw- Hill, 1997.
2. Introduction to Machine Learning Edition 2, by Ethem Alpaydin

Additional Resources:

1. "Pattern Recognition and Machine Learning" by Christopher M. Bishop

CO-PO&PSO Correlation

Course Name: Fundamentals of Machine Learning												
CO	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		2		2		2	2		2	3	2
CO2	2	2		2		2	2	2	3	2	2	3
CO3	3			2	2					3	2	2
CO4	2	3		2		3		2	3		2	2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
 School of Management

Programme:	BBA	Semester:	VI
Name of the Course:	HR Analytics	Course Code:	SOM-B-BA-23-603
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-0-4

Course Description: This course helps students to develop students with data gathering, analyzing, and reporting HR related information for effective decision making. HR Analytics deals with people analysis and applying analytical processes to the human capital within an organization. The overall objective is to improve employee performance and reduce employee attrition / increase employee satisfaction. It enables organization.

Course Outcomes: After completion of the course students will be able to:

CO Numbers	Course Outcomes
CO1	Understand and discuss the value of human resource analytics concepts.
CO2	Understand and discuss the value of methodological concepts relevant to analytics of HR.
CO3	Demonstrate skills in implementing analytics
CO4	Persuasively communicate appropriate (i.e., theoretically sound and practical) recommendations.
CO5	Create new results by planning, designing and actual application

Syllabus:

Unit I- Introduction to HR Analytics: Meaning & Importance of HR Analytics; Types of HR functions metrics; HR Metrics Overview - Concepts, Objectives, Historical evolution of HR metrics, Designing effective Metrics, HR Metrics Dashboard; Analytical Approaches and Tools

Unit- II: Talent Acquisition Metrics: Workforce Deployment Metrics; Recruitment Planning, Recruitment Metrics, Employee Gamification; Selection Metrics, Competency based Interview, Competency based Interview Models.

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109
School of Management

Unit- III: Compensation & Performance Management Metrics: HR KPI Scorecard, KPI Dashboard; HR Alignment with Strategy and Stakeholders; Designing & Implementing HR Balanced Scorecard

Unit- IV: Training & Development Metrics: People Capability Maturity Model (PCMM); Competency Mapping; Talent Analytics Maturity Model

Unit- V: Talent Retention Metrics: HCM - HCM 21 Framework, LAMP Framework; Career Progression Metrics; Diversity Metrics; HR Cost Benefit Metrics; Analytics for Decision Making

Text Books:

1. Tracey Smith, HR Analytics: The What, Why and How, Create space Independent Pub
2. Dipak Kumar Bhattacharyya, HR Analytics: Understanding Theories and Applications, Sage Publications.
3. Ramesh Soundararajan, Winning on HR Analytics: Leveraging Data for Competitive Advantage, Himalaya Publishing House.

Reference Book:

1. Ramesh Soundararajan & Kuldeep Singh, winning on HR Analytics: Leveraging Data for Competitive Advantage, Sage Publications

CO-PO & PSO Correlation

Course Name: HR Analytics												
Course Outcome	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2	3			1	3		2		3	2	
CO2			1				1					2
CO3		2		2		1		1	3			
CO4	2										3	2
CO5		1	3		2	2		2	2	3	3	3

Note: 1: Low 2: Moderate 3: High