

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad University
Sate, Pune - 412106



PCET's
**Pimpri
Chinchwad
University**

Learn | Grow | Achieve

Curriculum Structure
B.B.A. (General /Hons)
(Pattern 2025)
School of Management



Effective from Academic Year 2025-26

Program Structure

Preamble:

The Bachelor of Business Administration (BBA) degree is a three year (General) and four-year (Hons) undergraduate program designed to provide students with a comprehensive education in business principles and practices. The program aims to equip students with the skills and knowledge needed to succeed in a wide range of business roles and industries. Through a combination of theoretical coursework and practical experiences, BBA graduates develop a strong foundation in areas such as accounting, finance, marketing, management, and operations. Graduates are prepared to pursue a variety of careers in business or continue their education in graduate programs such as an MBA. The BBA degree provides students with the opportunity to develop critical thinking, problem-solving, communication, and leadership skills that are essential in the competitive and rapidly changing business world.

Vision and Mission of Program:

Vision Statement:

Our BBA program aims to be a leading program that prepares students to become innovative and ethical business leaders who make a positive impact on society.

Mission Statement:

Our mission is to provide a comprehensive education in business principles and practices that enables our students to think critically, communicate effectively, and lead responsibly. We strive to create a learning environment that fosters creativity, collaboration, and continuous improvement, and that prepares students to thrive in the dynamic and globalized business world.

Program Educational Objectives:

1. To prepare graduates to be knowledgeable and skilled business professionals who can apply theory to practice and make informed decisions.
2. To develop graduates who are effective communicators and collaborators, and who possess strong leadership and teamwork skills.
3. To prepare graduates to be ethical and socially responsible business leaders who make a positive impact on society.

Program Outcomes:

1. Students will be able to apply business concepts and theories to real-world problems and situations.
2. Students will be able to communicate effectively in written, oral, and interpersonal contexts.
3. Students will be able to work effectively in teams and demonstrate leadership skills.
4. Students will be able to analyze and evaluate ethical issues and make responsible decisions.
5. Students will be able to demonstrate a global perspective and an understanding of the diverse cultural and social contexts of business.
6. Students will be able to demonstrate proficiency in the use of relevant technology and information systems.
7. Students will be able to demonstrate an understanding of the importance of lifelong learning and continuous improvement.
8. Students will be able to identify and evaluate business opportunities, develop business plans, and create strategies for launching and growing new ventures.
9. Students will be prepared to enter the workforce as industry-ready professionals, with the skills and knowledge needed to succeed in a variety of business roles and industries.
10. Students will be able to adapt to the changing demands of the business world and respond to new challenges and opportunities with creativity, innovation, and agility.
11. Students will be able to demonstrate an entrepreneurial mindset and an ability to think outside the box, identify problems and opportunities, and develop innovative solutions.

Program Specific Outcomes (PSOs):

The Program Specific Outcomes (PSOs) for the BBA program are as follows:

1. Develop knowledge of business and corporate
2. Apply technology solutions to practical problems
3. Develop entrepreneurial skills
4. Analyze business data to make informed decisions:
5. Develop skills to become a good Manager

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| Sr. No. | Content | Pg. No. |
|----------------|--|--------------------|
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Curriculum Framework for BBA (Gen/ Hons)

| Sr. No. | Type of course | Abbreviations |
|----------------|----------------------------------|----------------------|
| 1 | Major | MAJM |
| 2 | Minor | MINE |
| 3 | Specialization Electives (Major) | SPL |
| 4 | Open Electives | OE |
| 5 | Value Added Courses | VAC |
| 6 | Ability Enhancement Courses | AEC |
| 7 | Skill Enhancement Courses | SEC |
| 8 | Indian Knowledge System | IKS |
| 9 | Co-Curricular Courses | CC |
| 10 | Project | PROJ |
| 11 | Summer Internship | INTR |
| 12 | Field Project | FP |

| BBA Curriculum Structure | | | | | | | | | | |
|--|-------------------------------|--------------------|------------------------|----------|----------|-----------|-----------|--------------------------|------------|------------|
| School of Management | | | | | | | | | | |
| Program Structure of Bachelor of Business Administration 2025-29 BBA (General / Hons) | | | | | | | | | | |
| WEF: A.Y. 2026-27 (Pattern 2025) | | | | | | | | | | |
| Semester III | | | | | | | | | | |
| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UBB201 | Marketing Management | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB202 | Human Resource Management | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-1 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-2 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor Specialization-1 | MINE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor-2 | MIN | 2 | 0 | 0 | 2 | 2 | 50 | 0 | 50 |
| UFL201 | Foreign Language-II | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UBB207 | Mini Project - Field Project | VAC | 1 | 1 | 0 | 2 | 3 | 50 | 0 | 50 |
| UBB203 | Management Information System | VAC | 1 | 1 | 0 | 2 | 3 | 50 | 0 | 50 |
| | TOTAL | | 21 | 2 | 0 | 21 | 25 | 400 | 300 | 700 |

| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
|------------------------------------|-------------------------------|--------------------|------------------------|------|-----|--------|-----|--------------------------|-----|-------|
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UFL201 Foreign Language -II | | | | | | | | | | |
| UFL201 A | Foreign Language-II: German | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UFL201 B | Foreign Language-II: Japanese | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |

| Semester IV | | | | | | | | | | |
|-------------|--|-------------|-----------------|----------|----------|-----------|-----------|-------------------|------------|------------|
| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UBB209 | Research Methodology | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB227 | Principles and Practices of Operation Management | MAJM | 2 | 0 | 1 | 3 | 3 | 40 | 60 | 100 |
| UBB226 | International Business | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-3 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-4 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor Specialization-2 | MINE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor-3 | MIN | 2 | 0 | 0 | 2 | 2 | 50 | 0 | 50 |
| UBB213 | Advance Excel | VAC | 1 | 1 | 0 | 2 | 3 | 50 | 0 | 50 |
| UFL202 | Foreign Language-III | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| | TOTAL | | 22 | 1 | 1 | 22 | 25 | 390 | 360 | 750 |

| UFL201 Foreign Language -III | | | | | | | | | | |
|------------------------------|--------------------------------|-------------|----|------|-----|--------|-----|-----|-----|-------|
| Course Code | Course Name | Course Type | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UFL202A | Foreign Language-III: German | VSC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UFL202 B | Foreign Language-III: Japanese | VSC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |

Exit Policy- UG Diploma in BBA: Students who opt to exit after completion of the second year and have scored required credits offered by the school in the program structure will be awarded a UG Diploma in BBA, provided they must earn requisite credits during the summer term / internship.

| Sem III Specialization | | | | | | | | | | |
|---|---------------------------------|-------------|-----------------|------|-----|--------|-----|-------------------|-----|-------|
| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| Finance | | | | | | | | | | |
| UBBFN201 | Corporate Finance and Valuation | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBFN202 | Financial Statement Analysis | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Digital Marketing and Media Management | | | | | | | | | | |
| UBBDM201 | Digital Marketing Fundamentals | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBDM202 | Content Creation & Curation | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Supply Chain Management and Logistics | | | | | | | | | | |
| UBBSC201 | Supply Chain Fundamentals | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBSC202 | Logistics & Transportation | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Marketing | | | | | | | | | | |
| UBBMK201 | Consumer Behavior | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBMK202 | Advertising & Sales Promotion | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Human Resource Management | | | | | | | | | | |
| UBBHR201 | Recruitment & Selection | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBHR202 | Training & Development | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |

| Business Analytics | | | | | | | | | | |
|--------------------|------------------------------------|-----|---|---|---|---|---|----|----|-----|
| UBBBA201 | Introduction to Business Analytics | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBBA202 | Basics of Python | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| FinTech | | | | | | | | | | |
| UBBFT201 | Introduction to FinTech | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBFT202 | Introduction to AI & ML | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |

| Sem IV Specialization | | | | | | | | | | |
|--|--------------------------------------|-------------|-----------------|------|-----|--------|-----|-------------------|-----|-------|
| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| Finance | | | | | | | | | | |
| UBBFN203 | Financial Markets and Services | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBFN204 | Banking and Insurance | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Digital Marketing and Media Management | | | | | | | | | | |
| UBBDM203 | Social Media Marketing | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBDM204 | SEO & SEM Strategies | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Supply Chain Management and Logistics | | | | | | | | | | |
| UBBSC203 | Inventory Management | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBSC204 | Procurement & Sourcing | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Marketing | | | | | | | | | | |
| UBBMK203 | Product & Brand Management | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBMK204 | Integrated marketing communication | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Human Resource Management | | | | | | | | | | |
| UBBHR203 | Compensation Management | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBHR204 | Industrial Relations | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Business Analytics | | | | | | | | | | |
| UBBBA203 | Applications of Business Analytics | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBBA204 | Big Data & Data Science | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| FinTech | | | | | | | | | | |
| UBBFT203 | Algorithmic & High Frequency Trading | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBFT204 | Forecasting with Financial Modelling | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |

SEMESTER III

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|-----------------------------|----------------------|---|--------------------------|--------------------|----------------------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Marketing Management | | Course Code/ Course Type | | UBB201/MAJM | |
| Course Pattern | | 2025 | | Version | | 1 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/ Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | - |
| Pre-Requisite | | | | | | | |
| Course Objectives (CO): | | | | <ol style="list-style-type: none"> 1. Understand the fundamental concepts of marketing, including consumer behavior and market dynamics. 2. Apply the concepts of market segmentation, targeting, and positioning in real-world scenarios. 3. Analyze and make decisions regarding the marketing mix including product, price, place, and promotion. 4. Develop and evaluate integrated marketing communication strategies and promotional techniques. 5. Formulate marketing strategies considering global trends, digital platforms, rural markets, and legal frameworks. | | | |
| Course Learning Outcomes (CLO): | | | | <ol style="list-style-type: none"> 1. Explain the role of marketing management and the differences between consumer and industrial buying behavior. 2. Identify appropriate market segments and formulate strategies for targeting and positioning based on market research. 3. Design effective product, pricing, and distribution strategies aligned with product lifecycle and market demand. 4. Create a promotional strategy using tools such as advertising, direct marketing, and public relations. 5. Evaluate and apply modern marketing practices such as CRM, B2B marketing, e-commerce, and rural marketing, while considering legal implications. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Nature and Scope of Marketing: Marketing management, consumer behaviour, consumer markets and industrial markets, buying behaviour, nature of demand in industrial markets | CLO 1 | 9 |
| UNIT II | | |
| Market Segmentation, Targeting & Positioning: Segmentation focus, Target market selection, nature importance and process of market research | CLO 2 | 9 |
| UNIT III | | |
| Marketing Mix Decisions: Product mix and product decisions, product mix decisions, new product development, product lifecycle & decision strategies, product differentiation strategies, pricing strategies and price setting, pricing | CLO 3 | 9 |

| | | |
|---|--------------|-----------|
| decisions and all parameters aligned, new product development, Channel selection & marketing | | |
| UNIT IV | | |
| Marketing Promotions: Developing Integrated Market Communication, Channel selection, Direct Marketing, Current Trends in Wholesaling & Retailing, Sales Promotion, Events and Public Relations | CLO 4 | 9 |
| UNIT V | | |
| Marketing Strategies: Global Trends, Emerging Issues, CRM, B2B, Ecommerce marketing, Legal Issues, Rural Marketing | CLO 5 | 9 |
| Total Hours: | | 45 |

Learning resources

Text Reading:

- Marketing management; Analysis, Planning, Implementation & Control, Philip Kotler
- Fundamentals of Marketing, Stanton William J.

References:

- Indian Cases in Marketing, Neelamegham S
- Marketing Management, A Strategic Planning Approach, Bull Victor S

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|----------------------------------|----------------------|--|--------------------------|--------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Human Resource Management | | Course Code/ Course Type | | UBB202 / MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Pre-Requisite: | | | | | | | |
| Course Objectives (CO): | | | | <ol style="list-style-type: none"> 1. Understand the fundamental concepts, theories, and models of human resource management. 2. Analyze the role of human resource management in achieving organizational goals and objectives. 3. Develop skills in recruiting, selecting, and retaining talent within an organization. 4. Evaluate the legal and ethical implications of human resource management practices. 5. Apply strategic human resource management techniques to address challenges in a dynamic business environment. | | | |
| Course Learning Outcomes (CLO): | | | | <ol style="list-style-type: none"> 1. Students will be able to recall and define key concepts and principles of human resource management. 2. Students will demonstrate understanding of HRM theories and their applications in organizational contexts. 3. Students will apply HRM techniques and strategies to solve real-world HRM challenges. 4. Students will analyze HRM practices and their impact on organizational effectiveness. 5. Students will evaluate HRM strategies in terms of their legal, ethical, and strategic implications. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|------------|--------------|
| UNIT I | | |
| Foundations of Human Resource Management Definition, Nature, Objectives, and Scope of HRM. Structure of the HR Department and Core Functions. Evolution of HRM. Differences between Personnel Management and HRM. Introduction to Strategic Human Resource Management (SHRM). Significance and Nature of SHRM | 1 | 9 |
| UNIT II | | |
| Human Resource Planning, Recruitment, and Career Management Definition, Need, and Objectives of Human Resource Planning (HRP). Process and Steps of HRP. Job Analysis: Process and Importance. Job Description vs Job Specification. Recruitment: Sources and Methods. Recruitment vs Selection. Introduction to Career Planning. Concept of Career Anchors. Process and Objectives of Career Planning. Roles of | 2 | 9 |

| | | |
|--|----------|-----------|
| Employer and Employee in Career Management. Succession Planning: Concept and Process. | | |
| UNIT III | | |
| Performance Management and Training & Development Definition and Objectives of Performance Appraisal. Process and Methods of Performance Appraisal. Concept and Purpose of Potential Appraisal. Definition and Need for Training. Training Process and Methods (On-the-job & Off-the-job). Difference between Training and Development. Introduction to Assessment Centers. Tools and Measures Used in Assessment Centers. Evaluating Training Effectiveness: Kirkpatrick Model | 3 | 9 |
| UNIT IV | | |
| Compensation and Employee Welfare Concept and Objectives of Compensation Management. Components and Forms of Compensation. Theories of Compensation (Basic Overview). Compensation Administration Process. Factors Influencing Employee Remuneration. Fringe Benefits and Fringe Benefits Tax (FBT). Concept of Incentives, Bonus, and Employee Stock Options (ESOPs). Concepts of Retirement, Termination, and Voluntary. Retirement Scheme (VRS). Golden Handshake and Suspension. Grievance Redressal Procedure in Indian Industry. | 4 | 9 |
| UNIT V | | |
| Human Resource Development and Technology Integration Meaning, Objectives, and Scope of Human Resource Development (HRD). Functions and Process of HRD. Integration of Technology in HRD. Use of E-learning and Virtual Training Platforms. Digital Transformation: Challenges and Opportunities in HR. Reskilling and Upskilling Initiatives for Employees. Leveraging Digital Tools for Learning and Development. | 5 | 9 |
| Total Hours : | | 45 |

Learning resources

Textbooks:

- "Human Resource Management" by Gary Dessler
https://www.google.co.in/books/edition/HUMAN_RESOURCE_MANAGEMENT_Sixth_Edition/Lif4DwAAQBAJ?hl=en&gbpv=1&dq=Human+Resource+Management&printsec=frontcover
- "Fundamentals of Human Resource Management" by David A. DeCenzo and Stephen P. Robbins
https://www.google.co.in/books/edition/Fundamentals_of_Human_Resource_Managemen/-V4BCgAAQBAJ?hl=en&gbpv=1&dq=Fundamentals+of+Human+Resource+Management%22+by+David+A.+DeCenzo+and+Stephen+P.+Robbins&printsec=frontcover

Reference Books:

- "Managing Human Resources" by Luis R. Gomez-Mejia, David B. Balkin, and Robert L. Cardy
https://www.google.co.in/books/edition/Managing_Human_Resources/qVRwtwAACAAJ?hl=en

Online Resources/E-Learning Resources

- "Human Resource Management: Gaining a Competitive Advantage" by Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright
https://www.google.co.in/books/edition/Human_Resource_Management/_VtczwEACAAJ?hl=en

3. "HR Analytics: Using Data to Drive Results" on LinkedIn Learning by Josh Bersin
https://www.researchgate.net/publication/317119630_The_rise_and_fall_of_HR_analytics_A_study_in_to_the_future_application_value_structure_and_system_support
4. "Predictive HR Analytics Masterclass" on Udemy by Benji Decker
5. https://jbc.joshbersin.com/wp-content/uploads/2023/01/WT-23_01-HR-Predictions-2023-Report.pdf

Functional Specialization Finance

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|------------------|---------------------------------|----------------------|---|--------------------------|---------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Corporate Finance and Valuation | | Course Code/ Course Type | | UBBFN201/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Course Objectives (CO): | | | | <ol style="list-style-type: none"> CO1: To develop a comprehensive understanding of corporate finance principles. CO2: To introduce tools and techniques used in financial decision-making. CO3: To equip students with knowledge on valuation methods for financial assets and companies. CO4: To enable students to interpret financial statements for valuation purposes. CO5: To foster analytical skills for evaluating investment, financing, and dividend decisions. | | | |
| Course Learning Outcomes (CLO): | | | | <ol style="list-style-type: none"> CLO1: Comprehend the scope and significance of corporate finance in business operations. CLO2: Apply techniques for time value of money, capital budgeting, and financial decision-making. CLO3: Analyze financial statements to determine company performance and valuation. CLO4: Evaluate different methods of business and asset valuation. CLO5: Make informed financial decisions regarding capital structure, cost of capital, and dividend policy. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|------------|--------------|
| UNIT I | | |
| Introduction to Corporate Finance. Nature and scope of corporate finance – Financial goals – Role of finance manager – Financial environment – Corporate governance – Forms of financing: Equity, debt, preference capital. | 1 | 9 |
| UNIT II | | |
| Time Value of Money and Capital Budgeting Concept of present value and future value – Compounding and discounting – Capital budgeting techniques (NPV, IRR, Payback, Profitability Index) – Risk analysis in capital budgeting. | 2 | 9 |
| UNIT III | | |
| Financial Statement Analysis Reading and analyzing financial statements – Ratio analysis – Common-size statements – Trend analysis – Cash flow and fund flow analysis – Financial health assessment. | 3 | 9 |
| UNIT IV | | |
| Valuation Techniques | 4 | 9 |

| | | |
|---|----------|-----------|
| Equity valuation (DDM, PE Ratio, NAV) – Bond valuation – Valuation of startups and private firms – Enterprise value – Discounted Cash Flow (DCF) model – Relative valuation. | | |
| UNIT V | | |
| Capital Structure and Dividend Decisions Cost of capital – WACC – Capital structure theories – Leverage analysis – Dividend policy theories – Factors affecting dividend decisions – Retained earnings and shareholder value. Comprehensive Case study/Numerical | 5 | 9 |
| Total Hours : | | 45 |

Learning resources

Textbooks:

- I .M. Pandey – *Financial Management*
- Prasanna Chandra – *Corporate Finance*

Reference Books:

- Richard Brealey & Stewart Myers – *Principles of Corporate Finance*
- Damodaran Aswath – *Investment Valuation*
- Khan & Jain – *Financial Management: Text, Problems and Cases*

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|--|----------------------|---------------------------------|--------------------------|---------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Financial Statement Analysis | | Course Code/ Course Type | | UBBFN202/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Course Objectives (CO): | | <p>CO1: To develop the ability to understand, interpret, and analyze financial statements of companies.</p> <p>CO2: To equip students with tools for evaluating the financial health and performance of firms.</p> <p>CO3: To enable learners to assess profitability, liquidity, solvency, and efficiency using ratio and trend analysis.</p> <p>CO4: To interpret cash flows and understand their significance in financial analysis and decision-making.</p> <p>CO5: To apply financial statement analysis in valuation, credit assessment, investment decisions, and strategic planning.</p> | | | | | |
| Course Learning Outcomes (CLO): | | <p>CLO1: Explain the components and linkages among financial statements and accounting principles.</p> <p>CLO2: Perform detailed ratio, vertical, and horizontal analyses to evaluate a firm's performance.</p> <p>CLO3: Analyze cash flow statements and assess a firm's liquidity and financing decisions.</p> <p>CLO4: Identify signs of earnings management and financial manipulation.</p> <p>CLO5: Apply analytical techniques to support decisions related to equity valuation, lending, and corporate strategy.</p> | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|------------|--------------|
| UNIT I | | |
| Introduction to Financial Statements and Accounting Framework Overview of Financial Statements: Balance Sheet, Income Statement, Cash Flow Statement, and Statement of Changes in Equity. The Accounting Process and GAAP/IFRS Framework. Understanding the Notes to Financial Statements. Limitations of Financial Statements. Interrelationship among Financial Statements | 1 | 9 |
| UNIT II | | |
| Financial Ratio Analysis Categories of Ratios: Liquidity, Profitability, Solvency, Activity, and Market Ratios. DuPont Analysis. Comparative and Common-Size Analysis (Vertical and Horizontal Analysis). Trend Analysis and Industry Comparison. Interpreting Ratios in Decision- | 2 | 9 |

| | | |
|--|----------|-----------|
| Making | | |
| UNIT III | | |
| Cash Flow Statement Analysis Importance of Cash Flows in Financial Analysis. Classification of Cash Flows: Operating, Investing, Financing. Indirect vs Direct Method. Free Cash Flow and its Relevance. Evaluating Liquidity, Solvency, and Earnings Quality from Cash Flow Statements | 3 | 9 |
| UNIT IV | | |
| Earnings Quality and Red Flags in Financial Reporting Concepts of Earnings Quality and Persistence. Red Flags in Financial Statements: Revenue Recognition Issues, Inventory Manipulation, Off-Balance Sheet Items. Creative Accounting and Window Dressing. Tools for Detecting Financial Manipulation (e.g., Beneish M-Score, Altman Z-Score). Role of Auditors and Analysts | 4 | 9 |
| UNIT V | | |
| Applications of Financial Statement Analysis Equity Valuation Models using Financial Statements. Credit Analysis and Loan Evaluation. Assessing M&A Candidates and Strategic Investments. Financial Forecasting and Pro Forma Analysis. Using FSA in ESG and Sustainability Metrics. | 5 | 9 |
| Total Hours: | | 45 |

Learning resources

Textbooks:

- "**Financial Statement Analysis**" by K.R. Subramanyam: McGraw Hill Education, Eleventh Edition, 2020.
- "**Financial Statement Analysis and Security Valuation**" by Stephen H. Penman: McGraw Hill, Sixth Edition, 2018.
- "**Analysis of Financial Statements**" by Leopold A. Bernstein and John J. Wild: McGraw Hill, Fifth Edition, 2000.
- "**Accounting for Management**" by S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: Vikas Publishing House, Third Edition, 2015.
- "**Financial Reporting and Analysis**" by Charles H. Gibson: Cengage Learning, Thirteenth Edition, 2013.

Reference Books:

- "**Financial Statements: Analysis and Interpretation**" by K. R. Chandrasekaran: Vikas Publishing House, Second Edition, 2012.
- "**Corporate Financial Reporting and Analysis**" by S. David Young and Jacob Cohen: Wiley India, Second Edition, 2014.
- "**Accounting for Managers**" by T.S. Grewal and S.C. Gupta: Sultan Chand & Sons, Revised Edition, 2018.
- "**The Interpretation of Financial Statements**" by Benjamin Graham and Spencer B. Meredith: Harper Business, Revised Edition, 1998.
- "**Practical Financial Statement Analysis**" by C. Paramasivan and T. Subramanian: New Age International Publishers, First Edition, 2009.

Functional Specialization Digital Marketing and Media Management

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|--------------------------------|----------------------|--|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Digital Marketing Fundamentals | | Course Code/ Course Type | | UBBDM201/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Marketing basics or fundamentals | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: <ol style="list-style-type: none"> 1. To prepare students understand customer psyche 2. To develop Strategic Digital Marketing Skills, 3. To leverage Advanced Technologies 4. To foster Innovation through Design Thinking 5. To excel into various evolving roles relevant to digital marketing | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ol style="list-style-type: none"> 1. To gain knowledge of digital consumer behavior 2. To develop digital marketing plans 3. To determine relevant metrics to measure and boost business growth 4. To learn and apply emerging technologies 5. To acquire a comprehensive understanding of popular digital tools and technologies | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Digital Marketing – Meaning and scope – Evolution from traditional to digital marketing – Digital marketing ecosystem – Key channels (search, social, email, mobile) – Advantages and limitations – Role of digital marketing in business strategy – Consumer journey in digital space | CLO 1 | 9 |
| UNIT II | | |
| Search Engine Marketing (SEO & SEM) – Search engine basics – On-page and off-page SEO – Keyword research and optimization – Technical SEO fundamentals – Paid search advertising (SEM) – Google Ads overview – Ad formats and bidding strategies – Performance metrics (CTR, CPC, Quality Score) – Introduction to Google Ads | CLO 2 | 9 |
| UNIT III | | |
| Content and Social Media Marketing – Content marketing strategy – Types of content (blogs, videos, infographics) – Content planning and storytelling – Social media platforms like Instagram, Facebook, YouTube, and LinkedIn – Social media campaigns – Influencer marketing basics – Community engagement and brand building | CLO 3 | 9 |
| UNIT IV | | |
| Web Analytics and Campaign Measurement – Introduction to web | CLO 4 | 9 |

| | | |
|--|--------------|-----------|
| analytics – Metrics (traffic, bounce rate, conversion rate) – Campaign tracking and reporting – Goal setting and KPI measurement – A/B testing – Dashboard creation – Use of tools like Google Analytics – Data-driven decision-making | | |
| UNIT V | | |
| Emerging Trends and Ethical Issues – Mobile marketing and app-based marketing – Email marketing fundamentals – Marketing automation – AI and chatbots in marketing – Privacy and data protection – Ethical issues in digital marketing – Future trends (voice search, AR/VR, personalization) | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Foundations in Digital Marketing, Rochelle Grayson
2. Digital Marketing Strategy, Pierre-Yann Dolbec, Concordia University Research
3. eMarketing: The Essential Guide to Marketing in a Digital World - 7th Edition, Dionne Solomons, Tania Kliphuis, Michelle Wadley

Reference Books:

1. Digital Marketing, Dave Chaffey, Fiona Ellis-Chadwick
2. Digital Marketing Essentials You Always Wanted to Know, Self-Learning Management Series
3. Digital Marketing for Dummies, Ryan Deiss and Russ Henneberry

Online Resources/E-Learning Resources:

1. The complete digital marketing course- 12 courses in 1; https://www.udemy.com/course/learn-digital-marketing-course/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_Keyword_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=Keyword&topic=Digital_Marketing&priority=Beta&utm_content=deal4584&utm_term=.ag_1316117806683955_.ad_.kw_Digital+Marketing+books_.de_c_.dm_.pl_.ti_kwd-82258483891032%3Aloc-90_.li_149333_.pd_.&matchtype=e&msclkid=8f5cb7e7160a1a300fd7d0151b975e75&couponCode=IND21PM
2. Foundations of Digital Marketing and E-commerce; <https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce>
3. Fundamentals of Digital Marketing; <https://www.reliablesoft.net/best-digital-marketing-courses/#google-fundamentals>

COURSE CURRICULUM

| | | | |
|-----------------------------|-----------------------------|---------------------------------|------------------|
| Name of the Program: | BBA | Semester: III | Level: UG |
| Course Name | Content Creation & Curation | Course Code/ Course Type | UBBDM202/SPL |
| Course Pattern | 2025 | Version | 1.0 |
| Teaching Scheme | Assessment Scheme | | |

| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
|---|-----------|----------|---------------|--|-----|-----|----------------|
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Computer literacy and familiarity with self-installed WordPress and Photoshop | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: | | | |
| | | | | <ol style="list-style-type: none"> 1. To introduce learners to the basic concepts of content development & creative writing skills. 2. To make them understand the writing process. 3. To sensitize them to the various styles and techniques of writing and editing 4. To hone learners' imagination 5. To nourish their creative and critical faculty | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: | | | |
| | | | | <ol style="list-style-type: none"> 1. To deconstruct and modify a WordPress theme 2. To integrate content curation technologies into a WordPress environment 3. To organize text for effective reading on screen 4. To understand components of and importance of style guides 5. To use project management skills to manage assets, allocate resources, and meet deadlines | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Introduction to Content Creation and Curation – Meaning and scope – Role of content in digital marketing – Types of content (text, image, video, audio) – Owned, earned, and paid media – Content lifecycle – Basics of storytelling and branding – Importance of content strategy | CLO 1 | 9 |
| UNIT II | | |
| Content Creation Techniques and Tools – Writing for digital platforms (blogs, captions, scripts) – Visual content creation (images, infographics) – Video content basics (short-form, long-form) – Tools like Canva and Adobe Photoshop – Basics of video editing tools – Content formatting and optimization | CLO 2 | 9 |
| UNIT III | | |
| Content Strategy and Planning – Content calendar and editorial planning – Audience research and persona development – Keyword research and SEO-based content – Platform-specific strategies for Instagram, YouTube, LinkedIn – Brand voice and tone – Content distribution strategies | CLO 3 | 9 |
| UNIT IV | | |
| Content Curation and Performance Analysis – Meaning and importance of content curation – Sources and tools for curation – User-generated content (UGC) – Content performance metrics (engagement, reach, shares) – Use of analytics tools – Optimization strategies – A/B testing of content | CLO 4 | 9 |
| UNIT V | | |
| Ethics, Legal Aspects and Emerging Trends – Copyright and plagiarism issues – Content authenticity and misinformation – Ethical guidelines in content creation – Influencer collaborations – AI-generated content – Trends like short-form video, reels, podcasts, and live streaming | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. RED BOOK OF CONTENT MARKETING - POWERED BY YORKE COMMUNICATIONS A PAUL WRITER PUBLICATION
<https://paulwriter.com/wp-content/uploads/2016/08/Red-Book-of-Content-Marketing.pdf>
2. Mobile and Social Media Journalism (Adornato) ISBN-13: 978-1506357140
3. Inbound Content: A Step-By-Step Guide to Doing Content Marketing the Inbound Way (Champion) ISBN-13: 978-1119488958
4. They Ask You Answer, Marcus Sheridan

Reference Books:

1. Content Is Currency. Jon Wuebben. Nicholas Brealey Publishing. (2012)
2. Content Strategy for the Web, 2nd Edition
3. Letting Go of the Words: Writing Web Content that Works

Online Resources/E-Learning Resources:

1. A Guide to Content Marketing for 2025 by Slead - <https://www.slead.com/wp-content/uploads/2023/11/Guide-to-Content-Marketing-for-2025-by-Slead.pdf>
2. Best Practices for Content Marketing In 2025 - <https://www.slideshare.net/slideshow/best-practices-for-content-marketing-in-2025-pdf/269927592>
3. Content Creation: Introduction 101; https://alison.com/course/content-creation-introduction101?utm_source=bing&utm_medium=cpc&utm_campaign=531498933&utm_content=1360098421541243&utm_term=kwd-85007315308131:loc-90&msclkid=8877b1c0d7a2142e1814d6339d536c05
4. Adobe Content Creator Professional Certificate; <https://www.coursera.org/professional-certificates/adobe-content-creator>
5. HubSpot Content Marketing Certification; <https://www.tealhq.com/certifications/content-creator>

Functional Specialization Supply Chain Management and Logistics

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|---|-----------------------|---------------------------------|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Supply Chain Fundamentals | | Course Code/ Course Type | | UBBSC201/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor's Degree | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of the course are:</p> <ol style="list-style-type: none"> 1. Understand the fundamental concepts and principles of Operations Management (OM) and Supply Chain Management (SCM). 2. Understand the process characteristics and their linkages with process product matrix in a real world context. 3. Analyse a typical Supply Chain Model, technology for a product / service and ILLUSTRATE the linkages with Customer Issues, 4. Evaluate warehousing and its role in space management and role of IT in SCM. 5. Developing framework of functions and role of SCM for strategy implementation while decision making in international business. | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Students will demonstrate understanding of fundamental concepts and techniques in Supply Chain Management. 2. Students will interpret and explain various quantitative models and optimization techniques used in SCM. 3. Students will apply methods to analyze and solve real-world operational and supply chain problems. 4. Students will analyze data and evaluate solutions using technology SCM contexts. 5. Students will integrate SCM concepts to design and propose optimized solutions for complex business problems and globalization of business. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Supply Chain Management - Concept, Objectives and Functions of SCM; Supply chain strategy, Global Supply chain management; Value chain and Value delivery systems for SCM; Bull -Whip Effect, Concept, Importance & objectives of Green Supply chain management | CLO 1 | 9 |
| UNIT II | | |
| Supply chain Integrated Framework - Resources based to end customers Product / service value flow.; Market accommodation flow, information flow cash flow; Value chain concept Focus, Core competence and distinctive capabilities; Linking manufacturing to Markets. | CLO 2 | 9 |
| UNIT III | | |
| IT in supply chain Management - Information and Communication Technology in SCM; Role of IT in SCM; Current IT trends in SCM; RFID, Bar | CLO 3 | 9 |

| | | |
|--|--------------|----|
| Coding, Retail SCM;E-logistics, E-Supply Chains - International and global issues in logistics | | |
| UNIT IV | | |
| Operational Aspects of Supply Chain - Supply chain network design, distribution network in supply chain;Warehousing & Store keeping;Channel design, factors influencing design;Role and Importance of Distributors in SCM;Issues in work force management and relationship management with suppliers, customers and employees. | CLO 4 | 9 |
| UNIT V | | |
| Global Supply Chain Management - Establishing a Global Supply Chain Strategy;Insight into global trade and global supply chains;Best practices for strategic global supply chain management;Evaluating Global Supply Chain;Infrastructure -Analysis of transportation, communication and utilities;Supply chain security, risks and value Legal considerations. | CLO 5 | 9 |
| Total Hours | | 45 |

Text Reading:

- "International Logistics: The Management of International Trade Operations" by Pierre A. David and Christopher P. Schaffer.
https://studienplaene.tuhh.de/po/W/mhb_LIMMS_kh_w20_von_20220519_v_0_en.pdf

References:

- **Global Logistics and Supply Chain Management By John Mangan, Chandra Lalwani, Tim Butcher**
<https://books.google.bs/books?id=9bpcxQIw484C&printsec=frontcover#v=onepage&q&f=false>

Additional Reading:

- **Website - <https://www.techopedia.com/?s=supply+chain+management>**

Any other Study Material:

1. Peer Reviewed Logistics and Supply Chain Management Journal
2. The International Journal of Logistics Management
3. International Journal of Logistics & Supply Chain Management Perspectives
4. International Journal of Logistics Systems and Management
5. Journal of Supply Chain Management, Logistics and Procurement
6. International Journal of Logistics Research and Applications

COURSE CURRICULUM

| | | | | | | | |
|---|------------|----------------------------|----------------|--|-----|--------------|----------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Logistics & Transportation | | Course Code/ Course Type | | UBBSC202/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor's Degree | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: <ul style="list-style-type: none"> 1. Relate current industry trends in logistics and its role in developing business strategy. 2. Illustrate the principles of Procurement and Outsourcing. 3. Identify packaging and material handling principles in logistics operations. 4. Compare the role of logistics in business operations and critical elements to logistics. 5. Interpret an overall idea of the complete cycle of distribution of goods from supplier to customer. Develop acquaintance about key elements of logistics processes. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ul style="list-style-type: none"> 1. Students will Analyze current industry trends in logistics and evaluate their impact on developing effective business strategies. 2. Students will be able to Explain and apply the core principles of procurement and outsourcing within logistics management. 3. Students will Identify and demonstrate understanding of key packaging and material handling principles used in logistics operations. 4. Students will Compare and analyze the strategic role of logistics in business operations, including its critical components. 5. Students will Describe the end-to-end distribution cycle from supplier to customer and outline the key elements of logistics processes. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|----------|
| UNIT I | | |
| Introduction to Logistics Management - Definition, History of Logistics;The need for logistics. – Cost & Productivity, cost saving & Productivity improvement; Principles of Logistics, Benefits of efficient Logistics;Logistics Cost and reduction in logistic cost;Technology & Logistics -Informatics, Logistics optimization. | CLO 1 | 9 |
| UNIT II | | |
| Logistics Activities - Functions, Objectives and Solution;Customer Service, | CLO 2 | 9 |

| | | |
|---|--------------|-----------|
| Warehousing and Material Storage, Material Handling, order processing, information handling and procurement;Transportation and Packaging;Inventory Management – Types and Characteristics of Inventory. | | |
| UNIT III | | |
| Logistics and Customer Service - Definition of Customer Service;Elements of Customer Service;Phases in Customer Service;Retention - Procurement and Outsourcing - Definition & Meaning;Benefits of Logistics Outsourcing;Critical Issues in Logistics Outsourcing. | CLO 3 | 9 |
| UNIT IV | | |
| Logistics Policy - EXIM: Brief on EXIM/FF & CC, Multi-modal transportation;Brief on customs clearance, bulk load handling and brief on trans-shipment;Supply chain;Cold chain;Liquid Logistics;Rail Logistics. | CLO 4 | 9 |
| UNIT V | | |
| Global Logistics - Introduction to Logistics in a Global Economy;Barriers in the Way of Global Logistics;Global Trade Perspectives;Global Operating Levels;Global Operating levels. | CLO 5 | 9 |
| Total Hours | | 45 |

Text Reading:

- "International Logistics: The Management of International Trade Operations" by Pierre A. David and Christopher P. Schaffer.
https://studienplaene.tuhh.de/po/W/mhb_LIMMS_kh_w20_von_20220519_v_0_en.pdf

References:

- **Global Logistics and Supply Chain Management** By John Mangan, Chandra Lalwani, Tim Butcher
<https://books.google.bs/books?id=9bpcxQIw484C&printsec=frontcover#v=onepage&q&f=false>

Additional Reading:

- **Website** - <https://www.techopedia.com/?s=supply+chain+management>

Any other Study Material :

1. Peer Reviewed Logistics and Supply Chain Management Journal
2. The International Journal of Logistics Management
3. International Journal of Logistics & Supply Chain Management Perspectives
4. International Journal of Logistics Systems and Management
5. Journal of Supply Chain Management, Logistics and Procurement
6. International Journal of Logistics Research and Applications

Functional Specialization Marketing

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|--------------------------|--|-------------------------------------|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Consumer Behavior | | Course Code/ Course Type | | UBBMK201/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | The objectives of Consumer Behavior are: <ol style="list-style-type: none"> 1. To introduce the basic concepts, models, and terminology related to consumer behaviour and marketing. 2. To explain the influence of psychological, cultural, and social factors on consumer decision-making processes. 3. To illustrate the application of consumer behaviour theories in developing marketing strategies. 4. To analyse consumer insights for segmentation, targeting, positioning, and communication strategies. 5. To evaluate global consumer behaviour trends and design ethical, consumer-centric marketing solutions, especially in digital environments. | | | | |
| Course Learning Outcomes (CLO): | | | Students would be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge of consumer behaviour theories and apply them to real-world marketing problems. 2. Assess the influence of socio-cultural and psychological factors on consumer purchasing decisions. 3. Design marketing strategies using consumer insights such as lifestyles, values, and shopping behaviour. 4. Utilize tools like perceptual mapping and segmentation to craft positioning strategies. 5. Critically analyse global consumer trends and digital buying behaviour, considering ethical and privacy concerns. | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Consumer Behavior and Marketing Action - An overview - Consumer involvement -Decision-making processes - Purchase Behavior and Marketing Implications - Consumer Behavior Models | CLO 1 | 09 |
| UNIT II | | |
| Environmental influences on Consumer Behavior - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences. | CLO 2 | 09 |
| UNIT III | | |
| Consumer buying behavior - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-o-graphic. | CLO 3 | 09 |
| UNIT IV | | |

| | | |
|--|--------------|-----------|
| Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behavior - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities | CLO 4 | 09 |
| UNIT V | | |
| The Global Consumer Behaviors and Online buying behavior - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Consumer Behavior: Buying, Having, and Being – Michael R. Solomon, Cristel Antonia Russell (14th Edition, 2025)
2. Consumer Behavior: Building Marketing Strategy – David L. Mothersbaugh, Delbert I. Hawkins (15th Edition, 2025)
3. Consumer Behavior: 2025 – Richard K. Miller, Kelli D. Washington
4. Consumer Behavior in Practice: Strategic Insights for the Modern Marketer – Eugene Chan (2025)
5. Consumer Behavior – Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (8th Edition, 2025)

Reference Books:

1. "Consumer Behaviour: A Digital Native" by Varsha Jain, Duane Schultz, and Jagdish N. Sheth (Published by Pearson Education, 2019)
2. "Consumer Behaviour: Insights from Indian Market" by Ramanuj Majumdar (Published by PHI Learning Pvt. Ltd., 2010)
3. "Consumer Behaviour in Indian Perspective" by Suja R. Nair (Published by Himalaya Publishing House, 2019)
4. "Consumer Behaviour: The Indian Context (Concepts and Cases)" by S. Ramesh Kumar (Published by Pearson Education, 2017)

Online Resources/E-Learning Resources

1. Coursera – Market Research and Consumer Behaviour
<https://www.coursera.org/learn/market-research>
2. edX – IIMBx Consumer Behaviour Course
<https://digitaldefynd.com/IQ/free-consumer-behavior-courses/>
3. Alison – Marketing and Consumer Behaviour
<https://alison.com/course/marketing-and-consumer-behaviour>
4. American Marketing Association – Consumer Behaviour
<https://www.ama.org/topics/consumer-behavior/>
5. MIT OpenCourseWare – Consumer Behaviour
<https://ocw.mit.edu/courses/sloan-school-of-management/15-821a-listening-to-the-customer1-fall-2002/>

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|--|---|---------------------------------|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Advertising & Sales Promotion | | Course Code/ Course Type | | UBBMK202/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | The objectives of Consumer Behavior are: | | | | |
| | | | <ol style="list-style-type: none"> 1. Understand the fundamental concepts, evolution, and importance of advertising in modern marketing and the economy. 2. Explain the process of developing advertising objectives, messages, and copy for various media formats. 3. Identify and evaluate different methods for advertising budgeting and their strategic relevance. 4. Describe the nature, types, and roles of sales promotions in the marketing mix. 5. Analyze and apply the tools of public relations and evaluate the effectiveness of sales promotion campaigns. | | | | |
| Course Learning Outcomes (CLO): | | | Students would be able to: | | | | |
| | | | <ol style="list-style-type: none"> 1. Define and recall key terms and principles related to advertising, publicity, and sales promotion. 2. Interpret the elements of effective advertising messages and copy for print and broadcast media. 3. Apply budgeting techniques and strategies in planning advertising campaigns. 4. Differentiate between various forms of sales promotions and their impact on consumer and trade behavior. 5. Evaluate sales promotion and public relations programs, and suggest improvements based on campaign performance. | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction: Meaning, Attributes, Origin, Developments, Goals, History of Indian Advertising Importance, Principles of Advertising, Process of Advertising, Publicity Versus Propagandas versus Sale Promotion, Importance of Advertising in Modern Marketing, Role of Advertising in the National Economy, Advertising in the 21st Century. | CLO 1 | 09 |
| UNIT II | | |
| Setting of Advertising Objectives: Advertising Appeals, Advertising message: Preparing an effective advertising Copy: Elements of a Print Copy: Headlines, illustration, body copy, slogan, logo, seal, role of colour. Elements of Broadcast copy. | CLO 2 | 09 |
| UNIT III | | |
| Advertising Budget: Affordable Method, Per unit Method, Percentage Method, Competitive parity and Task objective Method. Importance of Budgeting | CLO 3 | 09 |
| UNIT IV | | |

| | | |
|---|--------------|-----------|
| Nature and importance of sales promotion: Its role in marketing, Forms of sales promotions- Consumer oriented sales promotion; trade-oriented sales promotion & Sales force-oriented sales promotion. | CLO 4 | 09 |
| UNIT V | | |
| Developing sales promotion programme: pre-testing implementing, evaluation of results and making necessary modifications. Public relations- Meaning, features, growing importance, role in marketing, similarities in publicity and public relations, Major tools of Public Relations. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources




Textbooks:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective – George E. Belch, Michael A. Belch (13th Edition, 2023, McGraw-Hill Education)
2. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications – J. Craig Andrews, Terence A. Shimp (11th Edition, 2017, Cengage Learning)
3. Advertising and Sales Promotion Management – M. Veerakumar, M. Kousalyadevi (1st Edition, 2021, Shanlax Publications)

Reference Books:

1. "Integrated Advertising, Promotion, and Marketing" – Anubhav Mishra, Tata Sai Vijay (1st Edition, 2023, Routledge)
2. "Advertising and Sales Promotion: An Indian Perspective" – Padmanabhan (1st Edition, 2023, ANE Books)
3. "Advertising and Sales Promotion" – P.N. Harikumar, M.N. Mishra (1st Edition, 2015, Himalaya Publishing House)
4. "Advertising and Sales Promotion Management" – S.L. Gupta, V.V. Ratna (1st Edition, 2004, Sultan Chand & Sons)

Online Resources/E-Learning Resources

1.  **Coursera – Integrated Marketing Communications**
<https://www.coursera.org/learn/integrated-marketing-communications>
2.  **edX – Marketing Essentials by IIMBx**
<https://www.edx.org/course/marketing-management-iimbx>
3.  **Alison – Marketing and Promotion Strategies**
<https://alison.com/course/marketing-and-promotion-strategies>
4.  **MIT OpenCourseWare – Marketing Management**
<https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-summer-2004/>
5.  **American Marketing Association – Advertising & Promotion Insights**
<https://www.ama.org/topics/advertising/>

Functional Specialization Human Resource Management

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|-------------------------|----------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Recruitment & Selection | | Course Code/ Course Type | | UBBHR201/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <p>CO1: To understand the basic concepts and processes involved in recruitment and selection.</p> <p>CO2: To gain knowledge of manpower planning and job analysis.</p> <p>CO3: To learn about sourcing, screening, and interviewing techniques.</p> <p>CO4: To understand legal and ethical aspects of recruitment and selection.</p> <p>CO5: To evaluate the effectiveness of recruitment strategies in modern organizations.</p> | | | |
| Course Learning Outcomes (CLO): | | | | <p>CLO1: Explain the concepts and importance of recruitment and selection in HRM.</p> <p>CLO2: Conduct job analysis and prepare job descriptions and specifications.</p> <p>CLO3: Apply various sourcing methods and shortlisting techniques.</p> <p>CLO4: Develop and assess interview formats and selection tools.</p> <p>CLO5: Evaluate recruitment and selection processes for continuous improvement.</p> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Introduction to Recruitment & Selection. Definition, objectives and scope – Significance in HRM – Process overview – Trends in recruitment – Challenges in talent acquisition. | CLO 1 | 09 |
| Module II | | |
| Manpower Planning & Job Analysis Need and importance – Process of manpower planning – Job analysis: methods and techniques – Job description and specification preparation. | CLO 2 | 09 |
| Module III | | |
| Sourcing and Shortlisting Candidates Internal vs external sources – Online and offline sourcing methods – Campus hiring – Employee referrals – Screening resumes and application forms. | CLO 3 | 09 |
| Module IV | | |
| Interviewing and Selection Methods Types of interviews – Designing interview questions – Assessment centers – Psychometric and aptitude tests – Background verification and reference | CLO 4 | 09 |

| | | |
|---|--------------|-----------|
| checks. | | |
| Module V | | |
| Legal, Ethical & Strategic Aspects Employment laws related to recruitment – Ethical recruitment practices – Strategic recruitment planning – Evaluation and audit of recruitment process. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Dessler, Gary – *Human Resource Management*
- Biswajeet Pattanayak – *Human Resource Management*

Reference Books:

- VSP Rao – *Human Resource Management*
- Michael Armstrong – *A Handbook of Human Resource Management Practice*
- Edwin B. Flippo – *Personnel Management*

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|--------------------------|----------------------|--|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Training and Development | | Course Code/ Course Type | | UBBHR202/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <ul style="list-style-type: none"> • CO1: To understand the importance of training and development in organizations. • CO2: To learn the systematic process of training need analysis. • CO3: To explore different methods and techniques used in employee training. • CO4: To examine how to evaluate training effectiveness and ROI. • CO5: To understand trends in organizational development and career planning. | | | |
| Course Learning Outcomes (CLO): | | | | <ul style="list-style-type: none"> • CLO1: Explain the fundamental concepts, significance, and scope of training and development. • CLO2: Identify training needs and formulate objectives aligned with organizational goals. • CLO3: Design and deliver training programs using appropriate methods and tools. • CLO4: Evaluate training outcomes using suitable models and metrics. • CLO5: Apply concepts of organizational development, talent development, and career management. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Training and Development Concept, objectives, scope, importance – Difference between training, education, and development – Role of HR in training – Strategic T&D | CLO 1 | 09 |
| Module II | | |
| Training Need Assessment and Planning Organizational, task, and person analysis – Setting training objectives – Designing the training calendar – Aligning training with business needs | CLO 2 | 09 |
| Module III | | |
| Training Methods and Techniques On-the-job and off-the-job methods – E-learning and blended learning – Use of simulations, role-plays, and case studies – Trainer competencies | CLO 3 | 09 |
| Module IV | | |
| Evaluation of Training and ROI Models of evaluation – Kirkpatrick's four levels – Cost-benefit analysis – Post-training support and follow-up | CLO 4 | 09 |

| | | |
|--|------------------|-----------|
| Module V | | |
| Development, OD & Career Planning Concept of employee development – Organizational development interventions – Succession planning – Career paths – Emerging trends in T&D | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Bhatia, S.K. – *Training and Development*
- Lynton, R.P. & Pareek, U. – *Training for Development*

Reference Books:

- Noe, R.A. – *Employee Training and Development*
- Goldstein, I.L. & Ford, J.K. – *Training in Organizations*
- Blanchard, P.N. & Thacker, J.W. – *Effective Training: Systems, Strategies, and Practices*

Functional Specialization Business Analytics

COURSE CURRICULUM

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|---|------------------|---|----------------------|----------------|---|--------------------------------------|-----------------------|--|
| Name of the Program: | | SY BBA | | | Semester :III | | Level: UG | |
| Course Name | | Introduction to Business Analytics | | | Course Code/ Course Type | | UBBBA201/ MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | | |
| Teaching Scheme | | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral | |
| 3 | - | 0 | 3 | 3 | 40 | 60 | NA | |
| Pre-Requisite: Bachelor's Degree | | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of of this course are:</p> <ol style="list-style-type: none"> 1. To introduce the concepts of business analytics and artificial intelligence in the context of management. 2. To explain the role of AI and analytics in functional areas such as marketing, HR, finance, and operations. 3. To demonstrate the use of AI-driven tools for effective managerial decision-making. 4. To analyze real-life business scenarios using data analytics and machine learning techniques. 5. To evaluate the impact of AI applications on business performance and strategic planning. | | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Describe the scope and significance of business analytics and artificial intelligence in management. 2. Interpret how AI and analytics can enhance decision-making in different management functions. 3. Apply analytical tools and AI models to solve basic business problems. 4. Analyze case studies to derive insights using AI-based approaches. 5. Develop strategic recommendations using AI applications for improved business outcomes. | | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| 1.1 Evolution of Business Analytics & AI in Decision-Making 1.2 Role of Data-Driven Decision-Making in Management (Case Study: Google's data-driven HR policies) 1.3 Business Intelligence vs. Business Analytics vs. AI 1.4 Hands-on: Using Excel & Power BI for Basic Business Analytics | CLO 1 | 9 |
| UNIT II | | |
| 2.1 Identifying Key Performance Indicators (KPIs) in Business Analytics Data Collection & Cleaning for Business Insights (Case Study: How Amazon optimizes supply chain analytics) | CLO 2 | 9 |

| | | |
|---|--------------|-----------------|
| 2.3 Statistical Techniques for Business Decision-Making (Regression, Correlation, Hypothesis Testing) | | |
| 2.4 Data Visualization & Reporting: Tableau | | |
| 2.2 Hands-on: Analyzing a business dataset for strategic decision-making | | |
| UNIT III | | |
| 3.1 Role of AI & ML in Business Strategy (Example: AI-driven product recommendations at Netflix) | CLO 3 | 9 |
| 3.2 Predictive Analytics in Sales & Marketing (Churn Prediction, Customer Segmentation) | | |
| 3.3 NLP (Natural Language Processing) for Business Applications (Chatbots, Sentiment Analysis) | | |
| 3.4 AI in HR & Recruitment (Example: Resume screening using AI at Unilever) | | |
| 3.5 Hands-on: Building a simple predictive model for customer retention | | |
| UNIT IV | | |
| 4.1 RPA (Robotic Process Automation) in Business Operations | CLO 4 | 9 |
| 4.2 AI in Supply Chain Management (Example: AI-driven inventory forecasting at Walmart) | | |
| 4.3 AI in Financial Risk Management (Fraud Detection & Credit Scoring) | | |
| 4.4 AI Ethics & Governance: Challenges in AI Implementation | | |
| 4.5 Hands-on: Automating a business workflow using RPA tools | | |
| UNIT V | | |
| 5.1 The Future of AI in Business: Trends & Innovations | CLO 5 | 9 |
| 5.2 AI-Driven Digital Transformation in Industries | | |
| 5.3 AI & Business Model Innovation (Case Study: OpenAI's impact on enterprise productivity) | | |
| 5.4 Challenges & Risks in AI Deployment in Business | | |
| 5.5 Hands-on: Developing a business case for AI adoption | | |
| Total Hours | | 45 Hours |

Textbooks:

1. Competing on Analytics: The New Science of Winning (Revised Edition). Boston: Harvard Business Review Press. Davenport, T. H., & Harris, J. G. (2017).
2. Data Mining for Business Analytics: Concepts, Techniques, and Applications in R. Hoboken, NJ: Wiley. Shmueli, G., Patel, N. R., & Bruce, P. C. (2016).
3. Weber, F. (2023). Artificial Intelligence for Business Analytics: Algorithms, Platforms, and Application Scenarios. Wiesbaden: Springer Vieweg.
4. Rose, D. (2020). Artificial Intelligence for Business. Boston: Pearson.

Reference Books:

1. Ganesan, K. (2022). The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications. United States: Opinions Analytics Publishing.
2. Wodecki, A. (2022). Artificial Intelligence in Management. Cheltenham: Edward Elgar Publishing.
3. Chaudhary, S., & Alam, M. (2023). AI-Based Data Analytics: Applications for Business Management. Boca Raton, FL: CRC Press.
4. Jain, Piyanka; Sharma, Puneet (November 2014). Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data Into Profitable Insight. American Management Association

Online Resources/E-Learning Resources

1. <https://www.scirp.org/reference/referencespapers?referenceid=3166319>
2. https://business.fiu.edu/academics/graduate/insights/posts/competitive-advantage-of-using-ai-in-business.html?utm_source=chatgpt.com
3. https://www.tuw.edu/business/business-analytics-trends-ai-machine-learning/?utm_source=chatgpt.com
4. https://online.hbs.edu/blog/post/ai-in-business?utm_source=chatgpt.com
5. https://www.researchgate.net/publication/384729583_AI-driven_business_analytics_and_decision_making

COURSE CURRICULUM -

| | | | | | | | |
|---|------------------|--|-------------------------------|---------------------------------|---|---|-----------------------|
| Name of the Program: | | SYBBA | | Semester : III | | Level: UG | |
| Course Name | | Basics of Python | | Course Code/ Course Type | | UBBBA202 / SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theo r y | Practical | Tutorial | Total Credit s | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 0 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor's Degree | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of Python for Data Science are:</p> <ol style="list-style-type: none"> 1. Introduce the fundamentals of Python programming and its applications in data-driven decision-making. 2. Enable students to handle, clean, and manipulate large financial datasets using Pandas. 3. Familiarize students with data visualization techniques using Matplotlib and Seaborn for financial data storytelling. 4. Develop students' skills in numerical computing, statistical analysis, and hypothesis testing using NumPy and SciPy. 5. Equip students with practical skills in web scraping, automation, and real-time data extraction using APIs and libraries. | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Write Python scripts using variables, control flow, functions, and modules to solve basic business and financial problems. 2. Analyze, clean, and transform real-world datasets using Pandas to prepare them for business analytics. 3. Create meaningful visualizations and interactive dashboards using Matplotlib and Seaborn to communicate financial insights. 4. Perform statistical and hypothesis testing using Python libraries to derive actionable conclusions from financial data. 5. Design and implement web scraping and automation scripts to extract and analyze real-time financial data from the web. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|------------|--------------|
| UNIT I | | |
| <p>UNIT I- Introduction to Python</p> <p>Introduction 1.1.1. Python identifiers and reserved words 1.1.2. Lines and indentation, multi-line statements and Comments 1.1.3. Input/output with print and input functions 1.1.4. Command line arguments and processing command linear augments 1.2 Data Types 1.2.1 Standard data types -basic, none, Boolean, numbers 1.2.2. Data type conversion. 1.3 Operators 1.3.1 : Basic operators (Arithmetic, comparison, assignment, bitwise, logical) 1.3.2 Membership operators (in, not in) 1.3.3. Identity operators (is, is not).</p> | 1 | 9 |

| | | |
|--|----------|-----------|
| 1.4 Control Statement 1.4.1 Conditional/decision statements (if, if—else, elif, 1.4.2. Loop Control Structure (while, Do--while, for) 1.4.3 Selection Control Statement (Switch case, Pass, Continue, Break) | | |
| UNIT II | | |
| UNIT II – Functions and Strings 2.1 Introduction to function 2.1.1 Defining a function, calling a function 2.1.2 Types of function (Built-in, function, user-defined function, lambda function /anonymous function, recursive function) 2.1.3 Function arguments 2.1.4 Global and Local variable, Examples 2.1.5 Math Functions 2.1.6 Functional programming tools -filter(), map(), and reduce() 2.2 Introduction to string 2.2.1 Declaration and String manipulation -Accessing String, String Slices. 2.2.2 Documentation Strings-Single quotes, Double quotes, Triple quotes, Raw String 2.2.3 Python string operators, escape character 2.2.4 String formatting operator 2.2.5 Built-in String functions / Methods | 2 | 9 |
| UNIT III | | |
| UNIT III – Tuple, Set and Dictionary 3.1 Introduction to tuple 3.1.1 Tuple definition, accessing tuple values, update and delete tuple elements 3.1.2 Basic Tuple operations 3.1.3 Tuple -Indexing and slicing 3.1.4 Built in tuple functions 3.1.5 Applications of tuple 3.2 Introduction to set 3.2.1 Create, update and remove elements from set 3.2.2 Set operations 3.2.3 Set built-in functions 3.2.4 Applications of set 3.3 Introduction to Dictionary 3.3.1 Creating and accessing values in a dictionary 3.3.2 Updating dictionary, delete dictionary elements 3.3.3 Properties of dictionary keys 3.3.4 Built-in dictionary functions and methods | 3 | 9 |
| UNIT IV | | |
| UNIT IV – Modules and Packages 4.1 Introduction to Module 4.2 Types of Module and Examples 4.2.1 Built_in Module (Math expression) module, Random module, Time module, regular 52 4.2.2 User Defined Module (creation and import) 4.2.3 External Module (Python libraries-NumPy, Pandas, Matplotlib, Seaborn) 4.3 Introduction to Package 4.3.1 Importing and creating package 4.3.2 Example of packages | 4 | 9 |
| UNIT V | | |
| UNIT V – File Handling, Data Handling using Data Frames 5.1 Introduction to file 5.1.1 Definition 5.1.2 Types of files (Text, Binary and CSV file) 5.1.3 File Opening Modes (r, r+, w, w+, a, a+) 5.1.4 Creating files and Operations on files (open, close, read, write) 5.2 Data Manipulation 5.2.1 Creating Data Frame -User define, using csv file 5.2.2 View Data Frame 5.2.3 Preprocessing on Data Frame -Null Values, Duplicate values 5.2.4 Modify Data in Data Frame 5.2.5 Grouping and Aggregating Data 5.3 Data Visualization (Histogram, Line chart, Bar chart, Scatter plot) | 5 | 9 |
| Total Hours : | | 45 |

Learning resources

Textbooks:

1. *Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython (2nd edition)*. Sebastopol: O'Reilly Media.
 2. *Python for Finance*. Berlin: Springer Vieweg. Hilpisch, Y. (2018). McKinney, W. (2018).
 3. *Hands-On Data Analysis with Pandas: Efficiently perform data collection, wrangling, analysis, and visualization using Python*. Birmingham: Packt Publishing. Molin, S. (2020).
 4. *Python Data Science Handbook: Essential Tools for Working with Data*. Sebastopol: O'Reilly Media. VanderPlas, J. (2016).
 5. *Data Science from Scratch: First Principles with Python*. Sebastopol: O'Reilly Media. Grus, J. (2019).
- Reference Books:
1. McKinney, W. (2022). *Python for Data Analysis*. Sebastopol: O'Reilly Media.

2. Mather, B. (2023). *Financial Data Analytics Using Python (3 Book Series)*. Kindle Edition.
3. Hilpisch, Y. J. (2023). *Reinforcement Learning for Finance: A Python-Based Introduction*.
4. Hilpisch, Y. J. (2021). *Python for Algorithmic Trading: From Idea to Cloud Deployment*.

Online Resources/E-Learning Resources

1. <https://wesmckinney.com/book/>
2. https://www.researchgate.net/publication/364576263_Role_and_Application_of_Artificial_Intelligence_in_Business_Analytics_A_Critical_Evaluation
3. <https://wesmckinney.com/book/>

Functional Specialization FinTech

COURSE CURRICULUM

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|--|------------------|--|----------------------|---------------------------------|---|--------------------------------------|---|
| Name of the Program: | | SYBBA | | Semester : III | | Level: UG | |
| Course Name | | Introduction to Fin Tech | | Course Code/ Course Type | | UBBFT201/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Pre-Requisite: | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of the course are:</p> <ol style="list-style-type: none"> Understand the fundamental concepts and evolution of financial technology. Analyze the impact of technological innovations on traditional financial services. Evaluate the opportunities and challenges presented by emerging FinTech solutions. Develop insights into regulatory, ethical, and risk considerations in FinTech. Explore future trends and their potential implications on the financial industry. | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> Articulate the key drivers and components of the FinTech ecosystem. Critically assess the role of technology in transforming financial services. Apply knowledge of FinTech innovations to real-world financial scenarios. Navigate the regulatory and ethical landscape of the FinTech industry. Anticipate and analyze future developments in financial technology. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hrs |
|--|------------|------------|
| Unit 1: Introduction to FinTech and Financial Innovation | | |
| <ul style="list-style-type: none"> Meaning and basic concept of FinTech Simple overview of how financial services have evolved Key reasons for the growth of FinTech (internet, smartphones, etc.) Basic understanding of FinTech ecosystem (banks, startups, customers) | 1 | 9 |
| Unit 2: Core Technologies in FinTech | | |
| <ul style="list-style-type: none"> Introduction to blockchain (basic idea only) and cryptocurrencies Overview of Artificial Intelligence (AI) in finance (simple use cases) Basics of big data in financial services Introduction to cybersecurity and importance of data protection | 2 | 9 |

| | | |
|---|---|----|
| Unit 3: FinTech Applications and Business Models | | |
| <ul style="list-style-type: none"> • Digital payments (UPI, wallets, mobile banking) • Introduction to peer-to-peer lending and crowdfunding • Basic idea of robo-advisors • Introduction to InsurTech (use of technology in insurance) | 3 | 9 |
| Unit 4: Regulatory, Ethical, and Risk Considerations | | |
| <ul style="list-style-type: none"> • Basic idea of regulations in FinTech • Ethical issues (data privacy, misuse of technology) • Simple understanding of risks in FinTech • Basic examples of legal or compliance issues | 4 | 9 |
| Unit 5 : Future Trends and the Global Impact of FinTech | | |
| <ul style="list-style-type: none"> • Emerging trends: DeFi, RegTech, and beyond • The role of FinTech in financial inclusion • Global perspectives and cross-border FinTech developments • Preparing for the future: Skills and competencies in FinTech • Comprehensive Case study | 5 | 9 |
| Total | | 45 |

Learning resources

Online Resources:

1. Arner, D. W., Barberis, J., & Buckley, R. P. (2016). *The Evolution of FinTech: A New Post-Crisis Paradigm?*
2. Chishti, S., & Barberis, J. (2016). *The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs, and Visionaries*. Wiley.
3. Iansiti, M., & Lakhani, K. R. (2017). *The Truth About Blockchain*. Harvard Business Review.
4. Nakamoto, S. (2008). *Bitcoin: A Peer-to-Peer Electronic Cash System* Tapscott, D., & Tapscott, A. (2016). *Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World*. Penguin.

COURSE CURRICULUM

| | | | | | | | | |
|--|------------------|--|----------------------|--------------|---|--|------------------------|--|
| Name of the Program: | | SYBBA | | | Semester : III | | Level: PG | |
| Course Name | | Introduction to AI & ML | | | Course Code/ Course Type | | UBBFT202/SPL | |
| Course Pattern | | 2025 | | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/ Oral | |
| 3 | - | - | 3 | 3 | 40 | 60 | - | |
| Pre-Requisite: | | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of the course are:</p> <ol style="list-style-type: none"> To introduce the fundamentals of AI and ML techniques To introduce applications in financial decision-making in of AI and ML To understand how AI and ML enhance financial analytics, risk assessment, and investment strategies. To enable students to evaluate AI-driven financial products, services, and innovations. To develop critical thinking on ethical and regulatory implications of AI in finance. | | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> Understand key AI and ML concepts and how they apply in financial contexts. Analyze and interpret financial data using machine learning models. Apply ML algorithms to solve problems in credit scoring, portfolio optimization, fraud detection, and algorithmic trading. Evaluate the risks, challenges, and ethical implications of deploying AI in financial services. Design AI-driven strategies to improve financial decision-making and customer engagement. | | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hrs |
|---|------------|------------|
| Unit 1: Introduction to AI and ML in Finance | | |
| <ul style="list-style-type: none"> Basic meaning of Artificial Intelligence (AI) and Machine Learning (ML) Simple understanding of types of learning (supervised, unsupervised – basic idea only) Role of AI in modern financial services Examples of AI use in banking, insurance, investment, and trading | 1 | 9 |
| Unit 2: Data Analytics and Financial Modeling | | |
| <ul style="list-style-type: none"> Types of financial data (customer data, transaction data, market data) Introduction to data collection and basic processing Simple idea of data analysis in finance Basic introduction to tools (Excel, overview of Python/R – no coding required) | 2 | 9 |
| Unit 3: Machine Learning Applications in Finance | | |

| | | |
|--|---|----|
| <ul style="list-style-type: none"> • Credit scoring (basic idea of how banks assess loans) • Fraud detection (identifying unusual transactions) • Basic portfolio management concepts • Introduction to sentiment analysis (news and social media impact on markets) | 3 | 9 |
| Unit 4: AI in Trading and Investment | | |
| <ul style="list-style-type: none"> • Introduction to algorithmic trading (basic concept) • How AI helps in predicting market trends (simple explanation) • Robo-advisors and automated investment platforms • Basic idea of decision-making using AI in trading | 4 | 9 |
| Unit 5: Challenges, Ethics, and the Future of AI in Finance | | |
| <ul style="list-style-type: none"> • Basic idea of risks and challenges in using AI • Ethical issues (bias, data privacy, fairness) • Simple overview of rules and regulations • Future scope of AI in finance and career opportunities • Basic case study | 5 | 9 |
| Total | | 45 |

Textbooks and Reference Materials:

Core Textbooks:

- “Artificial Intelligence in Finance” by Yves Hilpisch – O’Reilly Media
- “Machine Learning for Asset Managers” by Marcos López de Prado – Cambridge University Press
- “Advances in Financial Machine Learning” by Marcos López de Prado – Wiley

Additional References:

- “Python for Finance” by Yves Hilpisch – O’Reilly
- “The AI Book: The Artificial Intelligence Handbook for Investors, Entrepreneurs and FinTech Visionaries” by Ivana Bartoletti, Anne Leslie, Shân M. Millie – Wiley
- Research papers and case studies from Harvard Business Review, CFA Institute, and IEEE Transactions on Financial Technology.

Course Curriculum

| | | | | | | | |
|---|------------------|-------------------------------------|----------------------|--|--------------------------|-------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Mini Project – Field Project | | Course Code/ Course Type | | UBB207/VAC | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 1 | 1 | - | 2 | 3 | 50 | 00 | |
| Pre-Requisite: 12th pass | | | | | | | |
| <u>Course Objectives (CO):</u> | | | | <ol style="list-style-type: none"> To provide hands-on experience in solving real-world business problems. To enhance research, analytical, and problem-solving skills. To develop teamwork, project planning, and execution abilities. To integrate theoretical knowledge with practical business applications. To improve report writing and presentation skills. | | | |
| <u>Course Learning Outcomes (CLO):</u> | | | | <ol style="list-style-type: none"> Identify and analyze a real-world business problem. Apply research methodologies and business analytics tools to propose solutions. Develop project management and teamwork skills. Present findings effectively in written and oral formats. Gain hands-on experience with business technologies and software tools. | | | |

Course Contents/Syllabus:

| <u>Descriptors/Topics</u> | CLO | Hours |
|---|------------|--------------|
| <u>UNIT I</u> | | |
| Overview of Mini Projects & Their Importance. Selection of Project Topics. Research Methodology Basics (Qualitative & Quantitative). Ethics and Integrity in Business Research | CLO 1 | 6 |
| <u>Module II</u> | | |
| Problem Identification and Statement Formulation. Objectives & Scope of the Project. Literature Review and Data Collection Techniques. Preparation of Project Proposal. Approval & Feedback from Faculty Mentor | CLO 2 | 06 |
| <u>Module III</u> | | |
| Methods of Primary & Secondary Data Collection. Tools for Data Analysis (Excel, SPSS, Python, Tableau). Statistical Analysis and Interpretation of Results. Case Studies on Business Decision-Making. | CLO 3 | 6 |
| <u>Module IV</u> | | |
| Structure of Project Report. Citation and Referencing Methods (APA, Harvard Style). Plagiarism Check & Report Writing Best Practices. Drafting Abstract, Introduction, Findings, and Conclusion | CLO 4 | 6 |
| <u>Module V</u> | | |

| | | |
|---|-------|----|
| Preparing Business Presentations. Use of PowerPoint, Data Visualization, and Infographics. Mock Presentations and Feedback Submission of Final Project Report. Viva-Voce and Project Defense. | CLO 5 | 06 |
| Total Hours | 30 | |

Learning resources

Text Reading:

1. Kothari, C. R. (2019). **Research Methodology: Methods and Techniques**. New Age International.
2. Cooper, D. R., & Schindler, P. S. (2020). **Business Research Methods**. McGraw Hill.
3. Berenson, M. L., Levine, D. M., & Krehbiel, T. C. (2018). **Basic Business Statistics: Concepts and Applications**. Pearson.
4. Malhotra, N. K. (2020). **Marketing Research: An Applied Orientation**. Pearson.
5. Saunders, M., Lewis, P., & Thornhill, A. (2019). **Research Methods for Business Students**. Pearson.
6. Sekaran, U., & Bougie, R. (2020). **Research Methods for Business: A Skill-Building Approach**. Wiley.
7. Bryman, A., & Bell, E. (2021). **Business Research Methods**. Oxford University Press.

Online Resources/E-Learning Resources

- https://www.google.co.in/books/edition/Advertising_and_Promotion_An_Integrated/rFhCPgAACAAJ?hl=en
- https://www.google.co.in/books/edition/Advertising_Campaign_Planning/JOTtAAAAMAAJ?hl=en&gbpv=1&bsq=Advertising+Campaign+Planning:+Developing+an+Advertising-Based+Marketing+Plan%22+by+Jim+Avery&dq=Advertising+Campaign+Planning:+Developing+an+Advertising-Based+Marketing+Plan%22+by+Jim+Avery&printsec=frontcover
- https://www.google.co.in/books/edition/Above_the_Line/LjuTAwAAQBAJ?hl=en&gbpv=1&dq=Above+the+Line:+How+to+Create+a+Company+Culture+that+Engages+Employees,+Delights+Customers,+and+Delivers+Results%22+by+Stephen+Beaumont+and+Drew+Beaumont&printsec=frontcover

COURSE CURRICULUM

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|--|------------------|--------------------------------------|----------------------|---|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Management Information System | | Course Code/ Course Type | | UBB203/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 1 | 1 | 0 | 2 | 3 | 50 | 0 | 0 |
| Course Objectives (CO): | | | | <ol style="list-style-type: none"> 1. Understand the fundamental concepts and components of Management Information Systems (MIS). 2. Analyze the role of MIS in supporting various business functions and decision-making processes. 3. Develop skills in designing, implementing, and managing information systems in organizations. 4. Explore emerging technologies and trends shaping the field of MIS. 5. Evaluate the ethical and security considerations associated with MIS implementation and usage. | | | |
| Course Learning Outcomes (CLO): | | | | <ol style="list-style-type: none"> 1. CLO1: Knowledge: Students will demonstrate an understanding of fundamental concepts and theories of Management Information Systems. 2. CLO2: Comprehension: Students will interpret and explain the role and importance of MIS in organizations. 3. CLO3: Application: Students will apply MIS concepts and techniques to analyse and solve business problems. 4. CLO4: Analysis: Students will analyse the impact of MIS on organizational processes and decision-making. 5. CLO5: Evaluation: Students will evaluate ethical and security considerations in MIS implementation and propose solutions | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|------------|--------------|
| UNIT I | | |
| Introduction to Management Information Systems. Definition and scope of MIS. Components of MIS. Role of MIS in organizations. Evolution of MIS and current trends | 1 | 3 |
| UNIT II | | |
| Information Systems for Business Operations: Transaction processing systems (TPS). Enterprise resource planning (ERP) systems. Supply chain management (SCM) systems. Customer relationship management (CRM) systems. | 2 | 3 |
| UNIT III | | |
| Decision Support Systems: Types of decision support systems (DSS). Components and functionalities of DSS. Data mining and business intelligence. Executive information systems (EIS). Outsourcing and offshoring in information systems | 3 | 3 |

| | | |
|--|---|-----------|
| UNIT IV | | |
| Information Systems Development and Management Systems development life cycle (SDLC). Project management in information systems development. Information systems governance and management | 4 | 3 |
| UNIT V | | |
| Emerging Technologies and Ethical Considerations Cloud computing and virtualization. Big data analytics. Internet of Things (IoT) in MIS. Ethical and security issues in MIS | 5 | 3 |
| Total Hours: | | 15 |

Practical Plan

| Sr. No | Assignment /Practical/ Activity Title | Week Number/ Turn | Details | CLO | Hours |
|--------|---------------------------------------|-------------------|---|-------|-------|
| 1. | Practical 1: | Week 1 | <p>1. Build a Decision Support System (DSS) in Excel</p> <p><i>Objective: Learn how to use spreadsheets for data-driven business decisions.</i></p> <p><i>Task: Create a DSS for a small business that helps decide product pricing or monthly sales targets.</i></p> <p><i>Tools: Microsoft Excel (use Scenario Manager, Pivot Tables, Charts)</i></p> <p><i>Example Dataset: Sales quantity and cost per product.</i></p> <p><i>Expected Output: DSS model with charts and scenarios for "Low", "Medium", "High" price strategies.</i></p> | CLO 1 | 2 |
| | | Week 2 | <p>2. ERP System Demonstration & Analysis</p> <p><i>Objective: Understand ERP architecture and business process integration.</i></p> <p><i>Task: Watch a video demo of Odoo or SAP, identify 5 modules (like HR, Inventory, Sales).</i></p> <p><i>Tools: YouTube, Odoo demo login (optional), ERPNext (open-source ERP)</i></p> <p><i>Expected Output: Report explaining modules and their use in a business (1–2 pages).</i></p> | | 2 |
| | | Week 3 | <p>3. Business Intelligence using Power BI or Tableau</p> <p><i>Objective: Visualize business data using BI tools.</i></p> <p><i>Task: Import a sales dataset and create dashboards showing profits by region, monthly trends, and top products.</i></p> <p><i>Tools: Power BI Desktop (Free), Tableau Public</i></p> <p><i>Dataset: "Superstore Sales" or data from Kaggle</i></p> <p><i>Expected Output: Dashboard file (.pbix or Tableau), screenshots with explanation.</i></p> | | 2 |
| 2. | Practical 2: | Week 4 | <p>5. Case Study: MIS in Real Organizations</p> <p><i>Objective: Learn how companies use MIS in real life.</i></p> | CLO 2 | 2 |

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| | | | <i>Task: Choose a company and research its MIS for logistics, customer service, or finance. Expected Output: 2-page report with diagrams if possible (Flowchart of MIS use).</i> | | |
| | | Week 5 | <i>The case study of MIS in a real organization, such as HDFC Bank or Amazon, enables students to analyze how MIS supports decision-making and improves efficiency. This can include studying systems used for customer service, logistics, or financial reporting.</i> | | 2 |
| | | Week 6 | 6. System Development Plan using SDLC <i>Objective: Understand all phases of system development.</i> <i>Task: Choose a simple project like a "Student Attendance MIS", and break it into SDLC phases: Requirements → Design → Development → Testing → Deployment.</i> <i>Tools: MS Word / Canva / Draw.io</i> <i>Expected Output: Document or diagram explaining each phase with activities.</i> | | 2 |
| 3. | Practical 3: | Week 7 | 7. Hands-On with CRM (Customer Relationship Management) <i>Objective: Experience managing customer data and sales pipeline.</i> <i>Task: Sign up for Zoho CRM or HubSpot, create dummy customer entries, log sales calls, emails, and deal stages.</i> <i>Tools: HubSpot CRM (Free), Zoho CRM (Free trial)</i> <i>Expected Output: CRM screenshots, sample customer journey.</i> | | 2 |
| | | Week 8 | 8. IoT Use Case Design in MIS <i>Objective: Explore how IoT helps in business data automation.</i> <i>Task: Design a use case like "Smart Warehouse MIS" – include sensors for inventory tracking, alerts for stock-outs, etc.</i> <i>Tools: PowerPoint / Canva / Sketching</i> <i>Expected Output: Flow diagram or slides showing how IoT integrates with MIS</i> | CLO 3 | 2 |
| | | Week 9 | 9. Data Mining using Orange or Weka or others <i>Objective: Understand basic machine learning in MIS.</i> <i>Task: Load the Titanic dataset, apply classification (e.g., Decision Tree), and interpret results.</i> <i>Tools: Orange, Weka (Both free & user-friendly)</i> <i>Dataset: Titanic Dataset (built-in)</i> <i>Expected Output: Screenshot of data model + short report on insights.</i> | | 2 |
| 4. | Practical 4: | Week 10 | 10. Executive Information System (EIS) Dashboard <i>Objective: Create a top-level summary for executives. Task: Design a dashboard showing KPIs like revenue, profit, customer churn, and expenses. Tools: Excel, Power BI</i> | CLO 4 | 2 |

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|--------------------|--------------|---------|--|----------|-----------|
| | | | <i>Expected Output: Screenshot of dashboard + explanation of each KPI.</i> | | |
| | | Week 11 | 11. Analyze Ethical Issues in MIS <i>Objective: Learn about privacy and ethical challenges. Task: Read about a real-world case like the Facebook-Cambridge Analytica scandal. Write what went wrong and how to prevent it. Expected Output: 1–2 page reflective report.</i> | | 2 |
| | | Week 12 | 12. Compare Cloud vs Traditional MIS <i>Objective: Understand the difference in architecture, cost, and usage. Task: Compare tools like Google Docs (cloud) vs MS Word (offline), or QuickBooks Cloud vs Tally. Expected Output: Table comparison + summary.</i> | | 2 |
| 5. | Practical 5: | Week 13 | 1. Repeat SDLC with Restaurant Inventory System <i>Objective: Reinforce understanding of SDLC by applying it to a new project. Task: Plan system phases for managing inventory in a restaurant – from vendor orders to waste control. Expected Output: Written document or presentation explaining each phase.</i> | | 2 |
| | | Week 14 | 14. Cybersecurity Awareness <i>Task: List 5 common cyber threats and 10 safety tips. Bonus: Review a fake email and note warning signs. Output: Short note + optional safety poster.</i> | CLO 5 | 2 |
| | | Week 15 | 15. BI Tools Revisited with New Dataset <i>Objective: Deepen skill in data analytics. Task: Use a new dataset (e.g., Marketing Campaign Responses), create visuals showing open rates, conversions, etc. Tools: Power BI / Tableau Expected Output: Dashboard + insights report (1 page).</i> | | 2 |
| Total Hours | | | | | 30 |

Learning resources

Textbooks:

- "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon
- "Essentials of Management Information Systems" by Kenneth C. Laudon and Jane P. Laudon
- "Information Systems Today: Managing the Digital World" by Joseph Valacich and Christoph Schneider

Reference Books:

- Management Information Systems: A Managerial Perspective" by D.P. Goyal
https://www.google.co.in/books/edition/Management_Information_Systems_Manageria/ZaNDAAAQBAJ?hl=en&gbpv=1&dq=Management+Information+Systems:+A+Managerial+Perspective%22+by+D.P.+Goyal&printsec=frontcover
- Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance" by Efraim Turban, Linda Volonino, and Gregory R. Wood
https://www.google.co.in/books/edition/Information_Technology_for_Management/HIXOoQEACAAJ?hl=en
- Practical Book PDF - <https://pcgicks.wordpress.com/wp-content/uploads/2015/02/com-224-management-information-system-practical.pdf>

SEMESTER IV

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|---|----------------------|---------------------------------|--------------------------|--------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester : IV | | Level: UG | |
| Course Name | | Research Methodology | | Course Code/ Course Type | | UBB209/MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Pre-Requisite: | | | | | | | |
| Course Objectives (CO): | | 1.To develop firm understanding of the basic framework of research process 2. To develop a thorough understanding of various research designs and techniques 3. To identify various sources of information for literature review and data collection 4. To demonstrate knowledge of research process by conducting a literature review in their research area interest 5. Define and develop a possible research interest area to be taken ahead in their business research projects later to conduct an independent publishable research project | | | | | |
| Course Learning Outcomes (CLO): | | CLO1: Understand advanced design, methodologies and analysis in business research methods. CLO2: Generate ideas and identify core business problem and distil into a research problem & relate to constructs CLO3: Analyse past literature for in-depth understanding on how the identified problem could be addressed. CLO4: Evident, analyse, and support the association of variables attributed in the conceptual model with theory. CLO5: Evaluate outcomes of the relevant | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|------------|--------------|
| UNIT I | | |
| UNIT I – Foundations of Business Research Introduction to Business Research, Nature and Scope of Business Research, Types of Business Research used in management studies, Scientific Investigation in Business, Concepts and Constructs, Definitions and Variables, Propositions and Hypotheses, Theory Building and Models, Information Needs of Managers, Technology Applications in Business Research including Internet, E-mail, Browsers and Websites, Role of Research in Managerial Decision-Making, Ethical Issues in Business Research. | 1 | 9 |
| UNIT II | | |
| UNIT II – Research Design and Research Approach Meaning and Purpose of a Research Design, Elements of a Research Design, Types of Research Designs commonly used in universities (Exploratory, Descriptive, Causal), Formulation of the Research Problem, Developing the Problem Statement, Hypothesis Formulation and Characteristics of a Good Hypothesis, Testing of Hypothesis (basic framework), Selection of Appropriate Research Approach, Importance of Research Design in Business Studies. | 2 | 9 |
| UNIT III | | |

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|--|----------|-----------|
| UNIT III – Sampling Design, Measurement and Scaling Concept of Sampling and Sample Design, Probability and Non-Probability Sampling Methods, Determination of Sample Size, Concept of Measurement in Business Research, Levels of Measurement (Nominal, Ordinal, Interval, Ratio), Scaling Techniques widely used in university research courses including Thurstone Scale, Likert Scale, Guttman Scale and Semantic Differential Scale, Reliability of Measurement, Validity of Measurement. | 3 | 9 |
| UNIT IV | | |
| UNIT IV – Data Collection Methods and Instruments Sources of Data (Primary and Secondary), Methods of Primary Data Collection used in academic research such as Interviews, Surveys, Observations and Experiments, Structured and Unstructured Interviews, Face-to-Face and Telephone Interviews, Observation Methods, Design and Construction of Questionnaires, Principles of Question Wording, Question Sequencing, Structured and Unstructured Questionnaires, Guidelines for Developing Valid and Reliable Questionnaires as used in university research methodology courses. | 4 | 9 |
| UNIT V | | |
| UNIT V – Research Report Writing and Presentation Meaning and Importance of Research Reports, Types of Research Reports, Components of a Standard Research Report including Title Page, Table of Contents, Executive Summary, Introduction, Main Body, Findings and Interpretation, Conclusion and Recommendations, Acknowledgements, References and Appendices, Formatting Guidelines similar to university project standards, Oral Presentation of Research, Designing Presentation Content, Use of Visual Aids, Role of the Presenter, Effective Delivery and Handling Questions. | 5 | 9 |
| Total Hours : | | 45 |

Learning resources

Textbooks:

Research Methodology, CR Kothari & Gaurav Garg (Methods & Techniques), New Age International Publishers
Schindler, Business Research Methods, McGraw Hill Education, 13th Edition
Research Methods for Business: A Skill Building Approach, 7th Edition, Uma Sekaran, Roger Bougie
Research Methodology, Methods & Techniques, CR Kothari, Gaurav Garg
Business Research Methods International Edition-2020, Bill Harley Emma Bell, Alan Bryman

Reference Books:

Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). Business Research Methods. Cengage Learning
Bryman, Alan & Bell, Emma (2015). Business Research Methods (Fourth Edition), Oxford University Press
G.C. Beri, Marketing Research, Tata McGraw- Hill Publishers
Tull Donald and Hawkins De, Marketing Research, PHI
Green and Tull, Research Markets Decisions, PHI

Online Resources/E-Learning Resources

https://www.youtube.com/watch?v=5pPsU7ZIUs&utm_source=
<https://www.youtube.com/watch?v=eDw-Xhnx6tU>
<https://www.youtube.com/watch?v=iSHcC-QNCP4>
https://swayam.gov.in/?utm_source=
https://nptel.ac.in/?utm_source=

COURSE CURRICULUM

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|----------------------------------|---|-------------------|-----------------------------|-------------|-----|-----|----------------|
| Name of the Program: | BBA | Semester: IV | Level: UG | | | | |
| Course Name | Principles and Practices of Operations Management | | Course Code/ Course Type | UBB227/MAJM | | | |
| Course Pattern | 2025 | Version | 1.0 | | | | |
| Teaching Scheme | | Assessment Scheme | | | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 2 | 0 | 1 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor's Degree | | | | | | | |
| Course Objectives (CO): | <p>The objectives of course are:</p> <ol style="list-style-type: none"> 1. Explain the fundamental concepts, scope, and functions of Operations Management and its role in organizational effectiveness. 2. Examine various operations strategies and their relevance in achieving competitive advantage. 3. Apply Lean Management principles and techniques to improve operational efficiency and process control. 4. Demonstrate the use of quality control tools to support continuous improvement and operational excellence. 5. Evaluate different production systems and develop an appropriate production plan using Production Planning and Control (PPC) techniques. | | | | | | |
| Course Learning Outcomes (CLO): | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Describe the core concepts and key functions of Operations Management, highlighting their impact on organizational performance. 2. Identify, compare, and assess different operations strategies and align them with organizational goals and competitive priorities. 3. Apply Lean Management tools and techniques to streamline processes, reduce waste, and strengthen operational control. 4. Use and interpret various quality control tools (e.g., control charts, Ishikawa diagram, Pareto analysis) to support quality assurance and process improvement. 5. Analyze various types of production systems and design an effective production plan using appropriate PPC tools for real-world operational scenarios. | | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|-------|-------|
| UNIT I: Fundamentals of Operations Management | | |
| Introduction to Production and Operations Management, Definition, Scope, Significance, Functions of Operations Management, Distinction between Production vs. Operations, Evolution from Production to Operations Management, Key Elements of Operations Management. | CLO 1 | 9 |
| UNIT II: Production Planning & Control (PPC) | | |
| Role and Importance of PPC in Organizations, Demand Forecasting: Purpose and Planning Linkage, Qualitative & Quantitative Forecasting Methods, Steps and Methods of Production Planning, Capacity Planning Overview, Scheduling and Loading Concept. | CLO 2 | 9 |
| UNIT III: Lean Management Principles | | |

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|---|-------|----|
| Introduction to Lean Philosophy, Lean Principles and Wastes (Muda, Mura, Muri), Lean Tools: Kaizen, Value Stream Mapping, 5 Why's, SMED, Need and Advantages of Lean Operations, Lean Implementation Challenges | CLO 3 | 9 |
| UNIT IV: Modern Productivity Techniques | | |
| Introduction to Just-in-Time (JIT), JIT Concepts, Objectives & Benefits, Kanban System: Concept, Types, and Implementation, Relationship Between JIT, Kanban, and Lean. Case Examples of Productivity Improvement | CLO 4 | 9 |
| UNIT V: Total Quality Management (TQM) | | |
| Meaning & Dimensions of Quality, Customer vs. Manufacturer View of Quality, Concept and Features of TQM, 5S Workplace Management, Quality Circles: Structure & Functions, Basic QC Tools. Mini Case Studies. | CLO 5 | 9 |
| Total Hours | | 45 |

Textbooks:

1. Russell, R. S., & Taylor, B. W. (2023). *Operations and Supply Chain Management* (11th ed.). Wiley.
2. Reid, R. D., Sanders, N. R., & Padhi, S. S. (2025). *Operations Management* (8th ed., Indian adaptation). Wiley-India.
3. Bozarth, C. C., & Handfield, R. B. (2025). *Introduction to Operations and Supply Chain Management* (5th ed., Global Edition). Pearson
4. "Sinha, G. K., Patra, S. K., & Mahapatra, D. M." (2025). *Operations Management: Modern Practices and Analytics*. Sultan Chand & Sons.
5. Taylor, B. W., & Russell, R. S. (2023). *Operations & Supply Chain Management: Principles and Practice*. Wiley. (as used in global curricula; note: this title describes a broad OPS/SCM approach)

Reference Books:

1. Stevenson, W. J. (2021). *Operations Management* (14th ed., International Student Edition). McGraw-Hill Education.
2. Jacobs, F. R., & Chase, R. B. (2025). *Operations and Supply Chain Management* (17th ed.). McGraw-Hill Education.
3. Stevenson, W. J. (2018). *Operations Management* (12th ed.). McGraw-Hill Education.
4. Garg, A. K. (n.d.). *Production and Operations Management*. McGraw-Hill Education. (Use this for context in Indian/Asian production environments.)
5. Barnes, D. (2023). *Operations Management: An International Perspective*. Red Globe Press / Bloomsbury

Online Resources/E-Learning Resources:

1. Wiley PLUS — companion online resources for *Operations and Supply Chain Management* (11th ed.): includes video cases, Excel-based exercises, supply-chain simulations and global supply-chain examples. wileyplus.com⁺¹
2. Pearson MyLab / e-Text for *Introduction to Operations and Supply Chain Management* (5th ed.): provides e-book version plus digital tools for forecasting, inventory planning, lean systems, quality, etc.
3. Coursera. (2023). *Operations Management: Analysis and Improvement Methods* (University of Illinois). <https://www.coursera.org>
4. Coursera. (2022). *Supply Chain Management Specialization* (Rutgers University). <https://www.coursera.org>
5. NPTEL. (2022). *Production and Operations Management* (Prof. Rajat Agrawal, IIT Roorkee). <https://nptel.ac.in>
6. MIT OpenCourseWare. (2023). *Introduction to Operations Management*. <https://ocw.mit.edu>

COURSE CURRICULUM

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|--|------------------|--|----------------------|---------------------------------|---|--------------------------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | International Business | | Course Code/ Course Type | | UBB226 / MAJM | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Pre-Requisite: | | XII th, Basics of Marketing | | | | | |
| Course Objectives (CO): | | <p>The objectives of International Business are:</p> <ol style="list-style-type: none"> 1. Acquire a comprehensive foundation by understanding the fundamentals of business and understanding the environment in which they will function 2. Learn the analytical tools for intelligent decision-making and problem solving 3. Knowledge and skills for making the students ready for employment in the changing global scenario 4. Discuss issues and recommendations persuasively 5. Recommend solutions that address the problem within the organizational environment | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Ensure and understand professional augmentation taking place in the global as well as domestic business arena 2. To nurture their talent for becoming good leaders and assets for an organization 3. To gain in-depth knowledge and analytical skills 4. To carry out various Trade and Marketing operations of an organization in an emerging globalized environment 5. Develop and present an international business plan | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|----------|
| UNIT I | | |
| International Business: An Overview – Evolution of International Business, Drivers of Globalization, Influences of International Business, Stages of Internationalization, Differences between Domestic and International Business, International Business Approaches, Benefits & Challenges of International Business. | CLO 1 | 9 |
| UNIT II | | |
| Theories of International Trade – Mercantilism, Theory of absolute cost advantage, Comparative advantage theory, HO theory/Relative factor endowment theory, Country similarity theory, Product life cycle theory, The Leontief Paradox, New Trade Theory | CLO 2 | 9 |
| UNIT III | | |

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|--|--------------|-----------|
| International Business Environment – Social and Cultural Environment, Technological Environment, Economic Environment, Political Environment, Porters 5 forces theory, International Trade Channels & Distribution Strategies, Competition & Future of International Marketing | CLO 3 | 9 |
| UNIT IV | | |
| Modes of Entering International Business – Modes of Entry, Exporting, licensing, franchising, contract manufacturing, management contracts, turnkey projects, alliances like mergers and acquisitions, joint ventures, Comparison of Different Modes of Entry, global logistics and supply chain | CLO 4 | 9 |
| UNIT V | | |
| Foreign Direct Investment – Factors Influencing FDI, Reasons for FDI, Costs and Benefits of FDI, Trends in FDI, Foreign Direct Investment in India, The Foreign exchange market, international parity and exchange rate determination, International Financial markets, Concept, components and disequilibrium in Balance of payment, WTO, IMF, IBRD, IFC, UNCTAD | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. International Business Environment, Dr. Francis Cherunilam, Himalaya Publishing House, Ninth revised edition, 2019
2. Globalization and Business, John D. Daniels (Author), Lee H. Radebaugh (Author), Daniel Sullivan, Pearson Higher Ed, 2022 edition
3. Global Marketing Management, 8th Edition, Masaaki (Mike) Kotabe, Kristiaan Helsen, Pearson, 2020 edition

Reference Books:

1. International Business | 13th Edition, Charles W.L. Hill, McGraw Hill, 2023 edition
2. International Marketing 11e, Terpstra, Foley, Sarathy, Naper Publishing Group, Jan 2016
3. International Business 15/e, Daniels/Salwan, Pearson Education India, July 2016

Online Resources/E-Learning Resources:

1. International Business – Case Teaching <https://hbsp.harvard.edu/international-business>
2. International Business Database <https://guides.library.upenn.edu/intlbus/global>
3. International Business Guide <https://campusguides.lib.utah.edu/c.php?g=160389&p=1052466>

Functional Specialization Finance:

COURSE CURRICULUM

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|---|------------------|-------------------------------|---------------------|--|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Financial Market and Services | | Course Code/ Course Type | | UBBFN203/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credit | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <p>CO1: To understand the structure and functioning of Indian financial markets.</p> <p>CO2: To provide knowledge about the regulatory framework and operations of various financial institutions.</p> <p>CO3: To introduce financial services such as mutual funds, leasing, venture capital, and credit rating.</p> <p>CO4: To equip students with practical knowledge of financial instruments and intermediaries.</p> <p>CO5: To explore the innovations in financial markets and the impact of technology on financial services.</p> | | | |
| Course Learning Outcomes (CLO): | | | | <p>CLO1: Understand the classification and functioning of financial markets and institutions in India.</p> <p>CLO2: Describe the role and functions of regulatory bodies like SEBI, RBI, and IRDA.</p> <p>CLO3: Identify and evaluate various financial services including factoring, forfaiting, mutual funds, and leasing.</p> <p>CLO4: Analyze the operations and importance of capital and money markets.</p> <p>CLO5: Explore recent trends, technological developments, and innovations in financial services.</p> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Introduction to Financial Markets Overview of financial system – Functions – Structure – Participants – Role of financial markets in economic development – Capital and Money Markets – Primary and Secondary Markets | CLO 1 | 09 |
| Module II | | |
| Regulatory Framework of Indian Financial Markets Role of RBI, SEBI, IRDA – Financial regulations and reforms – Role of government – Regulatory institutions – Legal infrastructure | CLO 2 | 09 |
| Module III | | |
| Financial Services I – Mutual Funds, Factoring, and Forfaiting Types of mutual funds – NAV calculation – Role of AMCs – Factoring and Forfaiting – Mechanism and types – Role in trade finance | CLO 3 | 09 |
| Module IV | | |

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| Financial Services II – Leasing, Hire Purchase, Credit Rating & Venture Capital Concept and types of leasing – Legal framework – Hire Purchase system – Credit Rating process – Venture Capital and Private Equity – Process, stages and trends | CLO 4 | 09 |
| Module V | | |
| Emerging Trends in Financial Services FinTech and Digital Payments – Blockchain in finance – Robo-advisory – Peer-to-peer lending – Crowdfunding – Green Finance and ESG Investing | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Khan, M.Y. – *Financial Services*
- Bhole, L.M. – *Financial Institutions and Markets*

Reference Books:

- Pathak, B.V. – *Indian Financial System*
- Gurusamy, S. – *Financial Markets and Institutions*
- Machiraju, H.R. – *Indian Financial System*

COURSE CURRICULUM

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|---|------------------|-----------------------|----------------------|--|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Banking and Insurance | | Course Code/ Course Type | | UBBFN204/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <p>CO1: To introduce the fundamental concepts of banking and insurance.</p> <p>CO2: To understand the functioning of commercial and central banks in India.</p> <p>CO3: To explore different types of insurance and their relevance in risk management.</p> <p>CO4: To examine recent trends and technological innovations in banking and insurance.</p> <p>CO5: To familiarize students with regulatory frameworks governing the banking and insurance sectors.</p> | | | |
| Course Learning Outcomes (CLO): | | | | <p>CLO1: Understand the structure, types, and functions of banks and their role in economic development.</p> <p>CLO2: Analyze the working of commercial banks, credit creation process, and RBI's role in monetary control.</p> <p>CLO3: Explain the principles and types of insurance and evaluate risk management practices.</p> <p>CLO4: Understand the functioning and regulation of life and general insurance sectors in India.</p> <p>CLO5: Identify recent technological developments and innovations in banking and insurance services</p> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|----------|-----------|
| UNIT I | | |
| Introduction to Banking Definition and types of banks – Functions of banks – Role of banks in economic development – Commercial vs. Central banking – Overview of Indian banking sector – Financial inclusion | 1 | 09 |
| Module II | | |
| Commercial Banking and Central Banking Structure and functions of commercial banks – Credit creation and its limitations – Central Banking functions with reference to RBI – Monetary policy and tools – BASEL norms and banking risks | 2 | 09 |
| Module III | | |
| Introduction to Insurance Meaning and importance – Principles of insurance – Types of risks – Classification of insurance (Life and Non-Life) – Risk management techniques – Underwriting process | 3 | 09 |

| | | |
|---|----------|-----------|
| Module IV | | |
| Life and General Insurance Life insurance: features, types, policy conditions and claims – General insurance: fire, marine, health, motor, liability – Reinsurance – Insurance marketing and distribution channels | 4 | 09 |
| Module V | | |
| Innovations and Regulatory Framework Digital banking – Mobile and internet banking – NEFT, RTGS, UPI – Cybersecurity in banking – Bancassurance – IRDA and RBI roles – Financial literacy and inclusion – Future trends in banking and insurance | 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Mishkin, F.S. – *The Economics of Money, Banking and Financial Markets*
- Suneja, H.R. – *Practical and Law of Banking*
- M.N. Mishra & S.B. Mishra – *Insurance: Principles and Practice*

Reference Books:

- K.C. Shekhar & Lekshmy Shekhar – *Banking Theory and Practice*
- Dr. P.K. Gupta – *Insurance and Risk Management*
- Indian Institute of Banking & Finance – *Principles and Practices of Banking*

Digital Marketing and Media Management

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|---|----------------------|---------------------------------|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Social Media Marketing | | Course Code/ Course Type | | UBBDM203/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Digital Marketing basics or fundamentals | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of the course are:</p> <ol style="list-style-type: none"> 1. To prepare students understand online consumer mindset 2. To develop Strategic Digital Marketing Skills to enhance customer experiences 3. To foster Innovation through Design Thinking 4. To excel into various evolving technology roles relevant to digital marketing 5. To leverage Advanced Technologies | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Explain the Evolution and Landscape of Digital Marketing 2. Analyze the Social Media Marketing Strategy for Consumer Engagement 3. Interpret the concepts of various Digital Promotion Strategies 4. Evaluate the CRM and web analytics techniques 5. Use social media analytics and integrative media strategies | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Module I: Introduction to Social Media Marketing – Understanding the Role and Impact of Social Media in Digital Marketing, Evolution and History of Social Platforms, Social Media vs Traditional Media, Types of Social Media Channels, Setting SMART Goals for Social Media, Identifying and Understanding Target Audiences, Social Media Trends in 2025 (AI, AR, VR), The Role of Influencers and Micro-Influencers, Introduction to Social Media Strategy Development. | CLO 1 | 9 |
| UNIT II | | |
| Module II: Platform-Specific Strategies and Content Creation – Facebook Marketing: Pages, Groups, and Ad Formats, Instagram Marketing: Reels, Stories, and Influencer Tie-Ups, LinkedIn for B2B Marketing and Personal Branding, Twitter/X Strategy: Trends, Hashtags, and Ads, YouTube for Video Marketing and Monetization, TikTok Marketing and Short Video Strategies (2025 updates), Snapchat & Emerging Platforms (Threads, Clubhouse, etc.), Creating Engaging Content (Text, Visual, Video, Interactive), Content Calendar Planning and Scheduling, Tools for Social Media Content Creation (Canva, CapCut, Adobe Express). | CLO 2 | 9 |
| UNIT III | | |

| | | |
|--|------------------|-----------|
| Module III: Advertising and Campaign Management – Setting Up and Managing Facebook & Instagram Ads, Creating Custom and Lookalike Audiences, Budgeting and Bidding Strategies, Campaign Objectives and Funnel Strategy, Running Twitter/X and LinkedIn Ads, YouTube and TikTok Ad Campaign Setup, Cross-Platform Advertising Strategies, A/B Testing and Optimization of Ads, Creative Best Practices for Ads, Monitoring Ad Performance and Analytics. | CLO 3 | 9 |
| UNIT IV | | |
| Module IV: Analytics, Tools, and Automation – Introduction to Social Media Analytics, Facebook Insights and Meta Business Suite, Instagram Analytics and Reels Performance, LinkedIn and Twitter Analytics, YouTube Studio and Engagement Metrics, Google Analytics 4 Integration with Social Channels, Creating and Interpreting Campaign Reports, Social Listening Tools (BuzzSumo, Brand24), Scheduling and Automation Tools (Buffer, Hootsuite, Later), Chatbots and AI in Social Media Engagement (2025). | CLO 4 | 9 |
| UNIT V | | |
| Module V: Strategy Building and Future of Social Media Marketing – Building an Integrated Social Media Strategy, Crisis Management and Online Reputation Handling, Managing Communities and Engagement, User-Generated Content and Brand Advocacy, Social Media Policy and Ethical Guidelines, Influencer Outreach and Collaboration, Personal Branding Through Social Media, Measuring ROI from Social Campaigns, Future Trends: Metaverse, AI Avatars, and Virtual Events (2025+), Case Studies and Best Practices from Leading Brands. | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Social Media Marketing, Pearson, 2013, Michael Solomon and Tracy Tuten
- Social Media Marketing for Beginners: Create Successful Campaigns, Gain more Fans and boost sales from any social network by F.R. Media, 2/e, June 2014
- Social Media Marketing – Tracy L. Tuten & Michael R. Solomon, SAGE, 2025/2025 (latest edition)
- Social Media Marketing: A Strategic Approach – Debra Zahay, Mary-Lou Roberts, Janna Parker & Donald I. Barker, Cengage, 2023 (3rd edition)

Reference Books:

- Social Media Marketing All in one for Dummies, 2012, Jan Zimmerman and Deborah Ng.
- Fundamentals of Digital Marketing, Pearson, 2017, Bhatia Punit
- The Design of Everyday Things, Apr, 2011, Douglas A. Norman
- Advertising Media Planning, 2010, Jack Z. Scissors and Roger B. Baron

Online Resources/E-Learning Resources:

- Foundations of Digital Marketing and E-commerce;
<https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce>
- Fundamentals of Digital Marketing; <https://www.reliablesoft.net/best-digital-marketing-courses/#google-fundamentals>
- Fundamentals of Social Media Advertising; <https://www.coursera.org/learn/social-media-advertising-fundamentals>
- Meta Social Media Marketing Professional Certificate;
<https://www.coursera.org/professional-certificates/facebook-social-media-marketing>

COURSE CURRICULUM

| | | | | | | | |
|--|------------------|----------------------|----------------------|--|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | SEO & SEM Strategies | | Course Code/ Course Type | | UBBDM204/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Marketing basics or fundamentals | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: <ul style="list-style-type: none"> 1. To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives 2. To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era 3. To develop Strategic Digital Marketing Skills, 4. To foster Innovation through Design Thinking 5. To excel into various evolving roles relevant to digital marketing | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <ul style="list-style-type: none"> 1. To understand email, content and social media marketing and apply the learnings to create digital media campaigns. 2. To examine various tactics for enhancing a website's position and ranking with search engines 3. To leverage the digital strategies to gain competitive advantage for business and career 4. To understand customer value journey in digital context and behavior of online consumers 5. To understand the concept of digital marketing and its integration with traditional marketing | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|----------|
| UNIT I | | |
| Module I: Fundamentals of SEO and SEM – Introduction to Search Engine Optimization and Search Engine Marketing, Understanding the Role of SEO and SEM in Digital Strategy, Differences and Integration of SEO & SEM, Evolution of Search Algorithms, Importance of User Intent and Search Behavior, Understanding SERP Features, Impact of AI and Machine Learning on Search (2025), Voice and Visual Search Optimization, Mobile-First Indexing, and Core Web Vitals. | CLO 1 | 9 |
| UNIT II | | |
| Module II: On-Page and Technical SEO – Keyword Research and Search | CLO 2 | 9 |

| | | |
|---|--------------|-----------|
| Intent Mapping, Long-Tail Keywords and Topic Clusters, Content Optimization Strategies, Title Tags and Meta Descriptions, Header Tag Optimization, Image SEO and Alt Text, Internal Linking and Site Architecture, Structured Data and Schema Markup, Mobile Optimization and Page Speed, Leveraging AI Tools for On-Page SEO. | | |
| UNIT III | | |
| Module III: Off-Page SEO and Local SEO – Link Building Strategies and Ethical Practices, Guest Posting and Outreach, Social Signals and Online PR, Backlink Analysis Tools (Ahrefs, SEMrush, Moz), Google Business Profile Optimization, Citation Management and NAP Consistency, Online Reputation and Review Management, Local Keyword Targeting, Location-Based SEO, and Hyperlocal SEO for Voice Search. | CLO 3 | 9 |
| UNIT IV | | |
| Module IV: SEM Campaign Design and Optimization – Introduction to Google Ads and Microsoft Ads, Planning and Structuring Search Ad Campaigns, Creating Effective Responsive Search Ads, Quality Score and Ad Rank Optimization, Bidding Strategies: CPC, CPA, ROAS, Automated Bidding, Display Ads Creation and Targeting, YouTube Video Ads and Campaign Setup, Performance Max and Shopping Ads (2025), Remarketing and Retargeting Strategies, A/B Testing and Campaign Optimization. | CLO 4 | 9 |
| | | |
| Module V: Analytics, Reporting, and Future Trends – Google Analytics 4 (GA4): Interface and Setup, Setting Up Goals, Events, and Conversions, Monitoring SEO and SEM Metrics, Google Search Console for SEO Insights, Traffic Source Analysis and Audience Behavior, Creating Performance Dashboards, ROI and ROAS Calculation, SEO and SEM Automation Tools, Chatbots, AI, and Predictive Search, Future of SEO/SEM in a Privacy-First World. | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
2. Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited

Reference Books:

1. Digital Marketing, Dave Chaffey, Fiona Ellis-Chadwick
2. Moutusy Maity: Internet Marketing: A practical approach in the Indian Context: Oxford Publishing
3. Digital Marketing: McGraw Hill, Seema Gupta

Online Resources/E-Learning Resources:

1. Search Engine Marketing; <https://www.coursera.org/learn/search-engine-marketing>
2. Search and Display Advertising; <https://www.coursera.org/learn/search-and-display-advertising>
3. Strategic Digital Marketing Channels - SEO & SEM Specialization; <https://www.coursera.org/specializations/strategicdigitalmarketingchannels-seoandsem>

Functional Specialization Supply Chain Management and Logistics

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|----------------------|---|-------------------------------------|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Inventory Management | | Course Code/ Course Type | | UBBSC203/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | <p>The objectives of the course are:</p> <ol style="list-style-type: none"> 1. Recall fundamental inventory management concepts, types, roles, and associated costs. 2. Explain and interpret deterministic and probabilistic inventory control models used in operations. 3. Apply techniques for practical inventory decisions. 4. Analyze new methods and compare them with traditional inventory methods. 5. Evaluate make-or-buy decisions and design improvements using inventory analysis techniques. | | | | |
| Course Learning Outcomes (CLO): | | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Identify basic inventory concepts, types, roles, and cost elements. 2. Explain deterministic and stochastic inventory models. 3. Apply EOQ formulas, reorder points, service levels, and variable-demand models to inventory problems. 4. Analyze JIT operations, Kanban tools, and VMI systems and compare them with traditional inventory techniques. 5. Evaluate make-or-buy decisions and use inventory analysis | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Introduction to Inventory Management - Inventory Management: Concept and definitions. Role of inventory in Operations, Types of inventory: seasonal, decoupling, cyclic, pipeline, Safety stock. Inventory costs – carrying costs, ordering costs, shortage costs. Risk Factors Affecting Inventory (Obsolescence, Shrinkage, Seasonal Demand), | CLO 1 | 09 |
| UNIT II | | |
| Inventory Control models - Continuous Review (Q) systems, Periodic Review (P) systems, ABC Classification system, Issues in the P and Q systems of inventory control. | CLO 2 | 09 |
| UNIT III | | |

| | | |
|--|--------------|-----------|
| Economic Order Quantity Models - The Basic EOQ Model, Production Quantity Model, Reorder Point, Safety Stocks, Service Level, Reorder point with variable demand, Order quantity for periodic inventory system, Order quantity with variable demand. | CLO 3 | 09 |
| UNIT IV | | |
| Principles of just-in-time, Core logic of JIT, Main features for stocks, Achieving just-in-time operations, Other effects of JIT, Benefits and disadvantages of JIT, Comparison with other methods of inventory management. KANBAN as a control tool. Vendor managed inventory. | CLO 4 | 09 |
| UNIT V | | |
| Make Or Buy Decisions - Factors influencing Make Or Buy Decisions- cost, quality, Evaluation of performance of Materials function: cost, delivery, quality, methodology of evaluation, Use of ratios - inventory ratios, inventory analysis like ABC, FSN: Fast slow, Nonmoving, HML- High Medium, Low, XYZ. Materials Management In JIT Environment. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Text Reading:

1. Export-Import Management" by Justin Paul and R. Khanna
2. Global Business Today" by Charles W. L. Hill and G. Tomas M. Hult
3. Export-Import Theory, Practices, and Procedures Paperback –by Belay Seyoum (Author), Publisher : Routledge;
4. Arnold, J. R. Tony & Chapman, Stephen N., Introduction to Materials Management
5. Richard J. Tersine, Principles of Inventory and Materials Management

Reference Reading:

1. David Piasecki, Inventory Management Explained: A Focus on Forecasting, Lot Sizing, Safety Stock, and Ordering Systems
2. Zipkin, Paul H., Foundations of Inventory Management
3. Silver, Edward A., Pyke, David F., & Peterson, Rein, Inventory Management and Production Planning and Scheduling
4. Muhlemann, Alan, Oakland, John, & Lockyer, Keith, Production and Operations Management

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|--|----------------------|-------------------------------------|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Procurement and sourcing | | Course Code/ Course Type | | UBBSC204/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theor y | Practic al | Tutori al | Total Credits | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | The objectives of Procurement and sourcing course are: <ol style="list-style-type: none"> 1. Recall basic concepts of procurement, purchasing, and supply chain management. 2. Recognize the strategic role of purchasing and sourcing in organizations. 3. Apply procurement processes, sourcing methods, and supplier evaluation tools. 4. Evaluate supplier, contract, and make-or-buy decisions. 5. Design simple procurement systems using RFI, RFP, and weighted scoring. | | | | | |
| Course Learning Outcomes (CLO): | | Students would be able to: <ol style="list-style-type: none"> 1. Identify real-world procurement and sourcing practices. 2. Explain core concepts of procurement, sourcing, and contract management. 3. Comprehend and apply supplier selection and evaluation models. 4. Analyze trends in strategic sourcing and supply chain integration. 5. Decide/evaluate procurement strategies and sourcing decisions. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Procurement & Supply Chain - Introduction to Purchasing Management – Basic Concepts of Corporate Purchasing, What is Purchasing? – Practical Understanding of Purchasing Function, Purchasing & Supply Chain Management (SCM) – Role of Purchasing in Supply Chain, Comprehensive Procurement & Supply Chain Overview | CLO 1 | 09 |
| UNIT II | | |
| Purchasing Strategy & Portfolio Management - Purchasing Strategy – Strategic Role of Purchasing in Organizations, Types of Supply, Materials & Services – What Companies Purchase, Purchasing Portfolio Management, Purchasing Portfolio Strategy | CLO 2 | 09 |
| UNIT III | | |
| Purchasing Decision-Making & Procurement Process - Purchasing Decision-Making – Cost, Risk & Value Analysis, Purchasing Process – End-to-End Workflow in Procurement, Purchasing Process Management – Managing Operations & Controls, Break-Even Analysis – Buy vs. Make Decision | CLO 3 | 09 |
| UNIT IV | | |
| Sourcing & Supplier Evaluation Techniques - Sourcing in Procurement – Supplier Sourcing Strategies, Supplier Selection Process, Weighted Scoring | CLO 4 | 09 |

| | | |
|--|--------------|-----------|
| Method – Decision Matrix for Supplier Evaluation, Advanced Weighted Scoring – Step-by-Step Practical Method | | |
| UNIT V | | |
| RFI, RFP, Contract & Outsourcing Management - Understanding RFI, RFQ & RFP, Request for Proposal (RFP) – Sample Process, How to Prepare an Effective RFP, Contract Management – Types of Contracts (Fixed Price, Cost-Based, T&M), Outsourcing in Procurement | CLO 5 | 09 |
| Total Hours | | 45 |

Textbooks:

1. A-Z of Procurement Cycle - Sourcing Strategies, Commercial Negotiation and Supplier Relationship Management Including Real Life Case Studies - **November 2023** - by Sarfaraz Chikte (Author)
2. Manual for Procurement of Goods Services and Works in Govt Departments Perfect Paperback – **1 January 2023** - by Nabhi Board of Editors (Author)

Reference Books:

1. The Definitive Guide to Supply Management and Procurement: Principles and Strategies for Establishing Efficient, Effective, and Sustainable Supply Management Operations Paperback – **1 January 2020** by CSCMP (Council of Supply Chain Management Professionals) (Author), Wendy Tate (Author)
2. Digital Procurement Unlocked : Transforming business with Procurement data Paperback – **26 July 2023** by Deepti Bandi (Author)

Online Resources/E-Learning Resources:

1. https://www.youtube.com/watch?v=rOn_8EPYOso&list=PLyqSpQzTE6M9ehZLIiw_R66dS4np2BJSW&index=2 IIT Madras
2. https://www.youtube.com/watch?v=e63vAxT1Ub8&list=PLWySm7JMfPqM11tnM56xSu4_g0AW7KGtB&index=1
3. <https://www.infosys.com/newsroom/events/Documents/sourcing-procurement-strategies.pdf>
4. <https://www.scribd.com/document/631868002/Procurement-and-Supply-in-Practice-L4M8>

Functional Specialization Marketing

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|--|-----------------------|---------------------------------|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Product & Brand Management | | Course Code/ Course Type | | UBBMK203/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of Product & Brand Management are:</p> <ol style="list-style-type: none"> 1. Understand the fundamental concepts of product management, including product lifecycle, planning, and brand vs product differentiation. 2. Analyze product-market orientation and challenges in branding using industry examples. 3. Apply the principles of brand creation and management to identify branding opportunities in business scenarios 4. Evaluate the effectiveness of brand positioning, repositioning, and brand architecture strategies across various market conditions. 5. Develop strategic brand management solutions for managing brand portfolios and revitalizing stagnant or declining brands. | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Explain the key components of product management including planning, development, PLC, and product portfolio analysis. 2. Interpret and analyze product-market orientation with examples (e.g., toothpaste, motorcycles, paints) and assess branding challenges. 3. Apply branding concepts and models to real-life business scenarios and recognize factors leading to brand success or failure. 4. Evaluate long-term branding strategies, brand architecture, and repositioning techniques to ensure brand sustainability. 5. Design strategic brand management plans including portfolio management, brand equity building, and revitalization strategies. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Basics of Product Management: Introduction, Product Planning and Development, PLC Theory- Product vs Brand, Product Portfolio Analysis - Mapping - Understanding Company Product/Brands and Competitive Brand Market Position | CLO 1 | 09 |
| Module II | | |
| Product Market Analysis: Product Market Orientation with respect to few products- Toothpaste, Motorcycle, Paints-Challenges faced by Companies during the branding phases | CLO 2 | 09 |
| Module III | | |
| Concept of Brand and its Relevance in a Business Scenario: Why Brand? | CLO | 09 |

| | | |
|---|--------------|-----------|
| What does Brand Building involve? Identification of opportunity for branding and Brand Management Process, Why Does Brand Wither? | 3 | |
| Module IV | | |
| Brand Positioning and Repositioning: Sustaining a brand long-term, Branding at different stages of market – evolution – The scope for branding, the role of branding and branding strategies needed at different stages in the evolution of the market, Brand Architecture | CLO 4 | 09 |
| Module V | | |
| Strategic Brand Management Process: Handling a Large Portfolio, Multi-Brand Portfolio. Brand Hierarchy, Revitalizing brands: Re-launch, Rejuvenation, when brand is dying or stagnating, or when the market is dying or stagnating, Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, perceived quality, Brand Associations) | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. "Product and Brand Management" by Arijit Goswami and Dr. Bhavna Prajapati (Published by Walnut Publication, 2023)
2. "Brand Management: Principles and Applications for Effective Branding" by Jaywant Singh and Paurav Shukla (Published by Kogan Page, 2025)
3. "Product and Brand Management" by Dr. K. Venugopal Rao (Published by Himalaya Publishing House, 2022)
4. "Brand Management: Co-creating Meaningful Brands" by Michael Beverland and Pinar Cankurtaran (Published by SAGE Publications, 2023)
5. "Product and Brand Management" by Tapan K. Panda (Published by Oxford University Press, 2016)

Reference Books:

1. "Product and Brand Management" by U.C. Mathur (Published by New Age International Publishers, 2010)
2. "Product and Brand Management" by Tapan K. Panda (Published by Oxford University Press, 2016)
3. "Brand Management" by Harsh V. Verma (Published by Excel Books, 2012)
4. "Product and Brand Management" by Dr. K. Venugopal Rao (Published by Himalaya Publishing House, 2022)

Online Resources/E-Learning Resources

1. **SWAYAM – Product and Brand Management** Government of India's MOOC platform offering structured learning. https://swayam.gov.in/nd2_cec20_mg11/preview
2. **Coursera – Brand Management: Aligning Business, Brand and Behaviour (University of London)** <https://www.coursera.org/learn/brand>
3. **edX – Marketing Essentials (IIMBx)** Includes product and branding strategies within broader marketing. <https://www.edx.org/course/marketing-management-iimbx>
4. **Alison – Brand Management Course** Free course covering core brand development and management principles. <https://alison.com/course/brand-management>
5. **MIT OpenCourseWare – Marketing Management** Lecture materials from MIT covering product and brand strategies. <https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-summer-2004/>

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|--|-----------------------|---------------------------------|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Integrated Marketing Communications | | Course Code/ Course Type | | UBBMK204/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of Integrated Marketing Communications are:</p> <ol style="list-style-type: none"> 1. Understand the basic concepts, importance, and evolution of Integrated Marketing Communication. 2. Identify and explain various IMC tools such as advertising, PR, sales promotion, and digital media. 3. Develop simple IMC messages and understand creative and media planning fundamentals. 4. Apply digital and social media platforms in integrated communication campaigns. 5. Evaluate successful IMC campaigns and understand ethical considerations in communication. | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Describe the IMC concept, its components, and its role in modern marketing. 2. Explain how marketers plan IMC strategies using target audience and brand insights. 3. Demonstrate basic skills in message design, media selection, and creative tools. 4. Apply social media and digital techniques to create integrated communication ideas. 5. Assess the effectiveness of IMC tools while recognizing ethical and legal concerns. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Introduction to IMC: Meaning, definition, and scope of IMC. Evolution of IMC and shift from traditional to integrated communication. Role of IMC in branding, brand identity, brand equity. Components of the IMC mix. Importance of consistency and synergy. IMC planning process (basic overview). Global IMC examples (Coca-Cola, Nike, Amul). Benefits of IMC for modern businesses. | CLO 1 | 09 |
| Module II | | |
| IMC Planning & Consumer Understanding- Steps in IMC Planning. Understanding target customers. Segmentation, Targeting & Positioning (STP) in communication. Understanding brand message & positioning. Consumer insights: meaning and importance. Customer journey mapping: awareness → purchase → loyalty. SWOT analysis for IMC. Competitive communication analysis (Case examples: Zomato, Cadbury) | CLO 2 | 09 |

| | | |
|---|--------------|-----------|
| Module III | | |
| IMC Tools: Advertising, Sales Promotion, PR & Direct Marketing-A. Advertising: Meaning, objectives, and importance. Types of advertising AIDA model. Message strategies and appeals. Basics of copywriting Sales Promotion: Meaning and scope. Types: Consumer, Trade, and Online Promotions. Examples: Coupons, contests, seasonal sales, Amazon/Flipkart promotions. Public Relations: Meaning, tools & role. PR vs Advertising. Basics of crisis communication. Direct & Personal Selling: Email marketing, SMS marketing, tele-calling. Relationship building with customers | CLO 3 | 09 |
| Module IV | | |
| Digital & Social Media Integration: Role of digital media in IMC. Social media platforms overview. Organic vs Paid marketing. Content marketing basics. Influencer marketing. Digital advertising formats: banner ads, video ads, sponsored posts. Basic introduction to analytics (reach, impressions, engagement). Introduction to AI tools for content creation. Case examples: Swiggy Instagram campaigns, Tanishq ads | CLO 4 | 09 |
| Module V | | |
| IMC Budgeting, Evaluation & Ethics: Budgeting basics for IMC campaigns. Key IMC metrics (KPIs): reach, frequency, engagement. Campaign effectiveness evaluation. Return on Investment basics. Ethical issues in communication: misleading ads, stereotyping, children-targeted ads. Legal aspects: ASCI guidelines. Future trends: AI integration, personalization, interactive media. IMC career roles. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition. George E. Belch, Michael A. Belch, Keyoor Purani. (McGraw-Hill Education, 2021)
2. Integrated Marketing Communication in Digital Age. Divesh Kumar, Varisha Rehman, Zillur Rahman. (Wiley India, 2025)
3. Integrated Marketing Communications, 6th Edition. Edwina Luck, Nigel Barker, Ann-Marie Sassenberg, Bill Chitty, Terence A. Shimp, J. Craig Andrews. (Cengage, 2021)
4. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 10th Edition. J. Craig Andrews & Terence A. Shimp. (Cengage, 2018, India release)
5. Integrated Marketing Communication: Creative Strategy from Idea to Implementation by Robyn Blakeman (Published by Rowman & Littlefield Publishers, 2018)

Reference Books:

1. Integrated Advertising, Promotion, and Marketing: Communicating in a Digital World by Anubhav Mishra and Tata Sai Vijay (Published by Routledge, 2023)
2. Integrated Marketing Communications for Public Policy: Perspectives from the World's Largest Employment Guarantee Program MGNREGA by Shriram Kadia (Published by Palgrave Macmillan, 2022)
3. Integrated Marketing Communication: Advertising and Promotion in a Digital World, 2nd Edition. Jerome M. Juska. Routledge, 2022
4. Advertising and Integrated Brand Promotion (7th Edition). Thomas O'Guinn, Chris Allen, Richard J. Semenik, Angeline Close Scheinbaum. Cengage, 2015/2018 (India release)
5. Integrated Advertising, Promotion, and Marketing Communications (Global / International Edition). Kenneth E. Clow, Donald E. Baack. Pearson, 2017 (8th Edition / Global)

Online Resources/E-Learning Resources

1. SWAYAM (NPTEL) – Integrated Marketing Communication: Free course offered by Indian institutions, suitable for foundational understanding.
https://swayam.gov.in/nd1_noc20_mg27/preview
2. edX – Marketing Essentials by IIMB (includes IMC topics) Comprehensive marketing course covering IMC components. <https://www.edx.org/course/marketing-management-iimbx>
3. Alison – Integrated Marketing Communications
<https://alison.com/course/introduction-to-integrated-marketing-communications>
4. MIT OpenCourseWare – Marketing Management (includes communication strategies)
<https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-summer-2004/>

Functional Specialization Human Resource Management

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|---|-----------------------|---------------------------------|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Compensation Management | | Course Code/ Course Type | | UBBHR203/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | <p>1. To provide a comprehensive understanding of the fundamental principles, purpose and philosophy of Compensation Management — including types of compensation (base pay, incentives, benefits), and its role in organizational success and HR strategy.</p> <p>2. To enable students to analyse internal and external factors influencing compensation decisions — such as labour market conditions, job evaluation, internal equity, external competitiveness, and organizational culture.</p> <p>3. To equip students with the skills to design and implement effective and equitable compensation systems — including salary structures, job grading, benefits, incentives, performance-linked pay, and total rewards packages.</p> <p>4. To foster understanding of legal, ethical and regulatory frameworks relevant to compensation — ensuring compliance with wage laws, minimum wages, bonuses, fair pay practices, and statutory benefits.</p> <p>5. To develop capability to apply compensation theory to real-world organizational contexts — enabling problem-solving, critical evaluation of compensation systems, and aligning compensation strategy with organizational goals.</p> | | | | | |
| Course Learning Outcomes (CLO): | | <p>1. To provide a comprehensive understanding of the fundamental principles, purpose and philosophy of Compensation Management — including types of compensation (base pay, incentives, benefits), and its role in organizational success and HR strategy.</p> <p>2. To enable students to analyse internal and external factors influencing compensation decisions — such as labour market conditions, job evaluation, internal equity, external competitiveness, and organizational culture.</p> <p>3. To equip students with the skills to design and implement effective and equitable compensation systems — including salary structures, job grading, benefits, incentives, performance-linked pay, and total rewards packages.</p> <p>4. To foster understanding of legal, ethical and regulatory frameworks relevant to compensation — ensuring compliance with wage laws, minimum wages, bonuses, fair pay practices, and statutory benefits.</p> <p>5. To develop capability to apply compensation theory to real-world organizational contexts — enabling problem-solving, critical evaluation of compensation systems, and aligning compensation strategy with organizational goals.</p> | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|-----|-----------|
| UNIT I - Fundamentals of Compensation Management | | |
| • Definition, need and significance of compensation • Types of compensation: base pay, incentives, benefits, total rewards • Role of compensation in HR strategy, motivation, retention • Theories of wages and compensation (classical, behavioural, equity, expectancy etc.) • Compensation philosophy and organizational alignment. | 1 | 09 |
| Module II - Internal & External Factors in Compensation Decisions | | |
| • Job analysis, job descriptions, job evaluation methods • Internal equity vs external equity • Market benchmarking and compensation surveys • Labour market characteristics, industry differences, cultural/institutional factors • Internal factors: organizational structure, performance, job family, competencies • External factors: industry standards, cost of living, inflation, regulation | 2 | 09 |
| Module III - Compensation System Design & Total Rewards | | |
| • Designing pay structures: salary bands, grades, pay ranges • Benefits and perquisites: health insurance, retirement, allowances, fringe benefits • Incentives & variable pay: individual vs team incentives, bonus plans, merit pay, long-term incentives, equity-based pay • Executive compensation and special-group compensation (e.g. R&D, sales, managerial) • Compensation for diverse and global workforce (if relevant) | 3 | 09 |
| Module IV- Legal, Ethical & Regulatory Aspects | | |
| • Labour laws and regulations (minimum wages, bonus laws, wage payment laws, benefits regulations) • Statutory compliance and governance • Fair pay, equity, transparency, anti-discrimination in compensation • Ethical considerations in compensation design and administration • Role of trade unions, wage boards, pay commissions (especially relevant in Indian context) | 4 | 09 |
| Module V- Strategic Compensation Management & Application | | |
| • Strategic compensation planning: linking compensation strategy with organisational strategy and culture • Pay-for-performance, performance appraisal integration, incentive linking • Compensation analytics: data collection, benchmarking, cost forecasting, pay audits • Designing compensation policies for retention, motivation, engagement, global mobility (if applicable) • Capstone / project: Design a compensation system for a specific organization (real or hypothetical), integrating all learnt elements. | 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- **Compensation** by George T. Milkovich, Jerry M. Newman & Barry A. Gerhart — often considered a “core” global text.
- **Strategic Compensation: A Human Resource Management Approach** by Joseph J. Martocchio — good for strategic design of compensation systems.
- **Compensation Management** by Dipak Kumar Bhattacharyya — covers compensation in Indian context and statutory/regulatory elements.
- **Compensation Management** by Deepali Kamle & Tushar Agarwal can also be useful.

Reference Books:

- Compensation Management by Dipak Kumar Bhattacharyya — covers compensation in Indian context and statutory/regulatory elements.
- Compensation Management by Deepali Kamle & Tushar Agarwal can also be useful.

Online Resources/E-Learning Resources:

- A structured online covering compensation strategy, pay structure, benefits, compliance, and non-
- monetary rewards. Offers flexible pace and a shareable certificate.
- <https://www.coursera.org/learn/compensation-management>
- free course teaching compensation principles, types, objectives, and implementation basics.
- <https://www.mygreatlearning.com/academy/learn-for-free/courses/compensation-management>

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|----------------------|-----------------------|--|------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Industrial Relations | | Course Code/ Course Type | | UBBHR204/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <p>CO1: To provide foundational knowledge of Industrial Relations (IR) and its relevance in business environments.</p> <p>CO2: To understand the role of trade unions, employers, and the government in maintaining industrial harmony.</p> <p>CO3: To examine the laws and practices governing IR in India.</p> <p>CO4: To explore dispute resolution mechanisms and collective bargaining practices.</p> <p>CO5: To build awareness of emerging trends in industrial relations and global best practices.</p> | | | |
| Course Learning Outcomes (CLO): | | | | <p>CLO1: Explain the concepts, scope, and evolution of industrial relations.</p> <p>CLO2: Describe the role and functions of trade unions and employer organizations.</p> <p>CLO3: Analyze industrial disputes, causes, and dispute resolution mechanisms.</p> <p>CLO4: Interpret relevant labor legislation affecting industrial relations in India.</p> <p>CLO5: Evaluate current trends and practices in industrial relations at national and international levels.</p> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| UNIT I: Introduction to Industrial Relations <ul style="list-style-type: none"> • Definition, Scope and Objectives of IR • Evolution and Development of IR in India • Importance of IR in Human Resource Management • Actors in IR: Employers, Employees, Government • Approaches to IR: Unitary, Pluralistic, Marxis | CLO 1 | 09 |
| Module II | | |
| UNIT II: Trade Unions and Employers' Associations <ul style="list-style-type: none"> • Trade Unions: Meaning and Objectives • Types and Structure of Trade Unions in India • Rights and Liabilities of Trade Unions • Employers' Associations and their Role • Code of Discipline and Code of Conduct | CLO 2 | 09 |

| | | |
|--|--------------|-----------|
| Module III | | |
| UNIT III: Industrial Disputes and Resolution <ul style="list-style-type: none"> • Meaning and Causes of Industrial Disputes • Forms of Industrial Disputes (Strikes, Lockouts, Gheraos) • Preventive Measures and Settlements • Role of Collective Bargaining • Negotiation Techniques and Process | CLO 3 | 09 |
| Module IV | | |
| UNIT IV: Industrial Relations Legislation <ul style="list-style-type: none"> • The Industrial Disputes Act, 1947: Key Provisions • The Trade Unions Act, 1926 • The Factories Act, 1948 (relevant IR provisions) • Industrial Employment (Standing Orders) Act, 1946 • Role of Labour Courts and Industrial Tribunals | CLO 4 | 09 |
| Module V | | |
| UNIT V: Emerging Trends in Industrial Relations <ul style="list-style-type: none"> • Impact of Liberalization and Globalization • Contract Labour and Gig Economy Challenges • Role of Technology and Digitalization in IR • International Labour Standards (ILO) • Employee Engagement and Voice Mechanisms • Case Studies: Successful IR Practices in India | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. **Industrial Relations (2nd Edition)** — C. S. Venkata Ratnam & Manoranjan Dhal, Oxford University Press
2. **Industrial Relations, Trade Unions and Labour Legislation** — P. R. N. Sinha, Indu Bala Sinha & Seema Priyadarshini Shekhar, Pearson India
3. **Industrial Relations and Labour Laws (7th Edition)** — S. C. Srivastava, Vikas Publishing House

Reference Books:

1. **Industrial Relations and Labour Laws** — Piyali Ghosh & Shefali Nandan
2. **Industrial Relations in India: A Practitioner's Handbook** — E. I. Ravindranath, McGraw-Hill
3. **Industrial Relations in India: Beginning of Working Class to Date (1850–2009)** — P. L. Rao & P. R. K. Raju, Excel Books

Online Resources/E-Learning Resources

1. **Labour Welfare and Industrial Relations — Free Online Course**

Covers labour welfare, industrial relations, trade unions, and labour laws.

Link: <https://www.classcentral.com/course/swyam-labour-welfare-and-industrial-relations-292700>

2. **Basics of International Industrial Relations — Free Self-paced Course**

Focuses on global IR concepts, international labour relations, and comparative systems.

Link: <https://uniathena.com/short-courses/basics-of-international-industrial-relations>

3. **Social Dialogue and Industrial Relations – Induction Course — Free Training**

Covers collective bargaining, dispute settlement methods, and international labour standards.

Link: <https://www.itcilo.org/courses/social-dialogue-and-industrial-relations-self-guided-induction-course>

Functional Specialization Business Analytics

COURSE CURRICULUM

| | | | | | | | | |
|---|------------------|--|----------------------|----------------|---|--------------------------------------|------------------------|--|
| Name of the Program: | | SYBBA | | | Semester :IV | | Level: UG | |
| Course Name | | Application of Business Analytics | | | Course Code/ Course Type | | UBBBA203/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | | |
| Teaching Scheme | | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/ Oral | |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | NA | |
| Pre-Requisite: Bachelor's Degree | | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of Business Analytics & Artificial Intelligence Applications in Management are:</p> <ol style="list-style-type: none"> 1. To introduce the concepts of business analytics and artificial intelligence in the context of management. 2. To explain the role of AI and analytics in functional areas such as marketing, HR, finance, and operations. 3. To demonstrate the use of AI-driven tools for effective managerial decision-making. 4. To analyze real-life business scenarios using data analytics and machine learning techniques. 5. To evaluate the impact of AI applications on business performance and strategic planning. | | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> 1. Describe the scope and significance of business analytics and artificial intelligence in management. 2. Interpret how AI and analytics can enhance decision-making in different management functions. 3. Apply analytical tools and AI models to solve basic business problems. 4. Analyze case studies to derive insights using AI-based approaches. 5. Develop strategic recommendations using AI applications for improved business outcomes. | | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| 1.1 Evolution of Business Analytics & AI in Decision-Making 1.2 Role of Data-Driven Decision-Making in Management (Case Study: Google's data-driven HR policies) 1.3 Business Intelligence vs. Business Analytics vs. AI 1.4 Hands-on: Using Excel & Power BI for Basic Business Analytics | CLO 1 | 9 |
| UNIT II | | |
| 2.1 Identifying Key Performance Indicators (KPIs) in Business Analytics 2.2 Data Collection & Cleaning for Business Insights (Case Study: How Amazon optimizes supply chain analytics) 2.3 Statistical Techniques for Business Decision-Making (Regression, Correlation, Hypothesis Testing) | CLO 2 | 9 |

| | | |
|--|--------------|-----------------|
| 2.4 Data Visualization & Reporting: Tableau 2.5 Hands-on: Analyzing a business dataset for strategic decision-making | | |
| UNIT III | | |
| 3.1 Role of AI & ML in Business Strategy (Example: AI-driven product recommendations at Netflix) 3.2 Predictive Analytics in Sales & Marketing (Churn Prediction, Customer Segmentation) 3.3 NLP (Natural Language Processing) for Business Applications (Chatbots, Sentiment Analysis) 3.4 AI in HR & Recruitment (Example: Resume screening using AI at Unilever) 3.5 Hands-on: Building a simple predictive model for customer retention | CLO 3 | 9 |
| UNIT IV | | |
| 4.1 RPA (Robotic Process Automation) in Business Operations 4.2 AI in Supply Chain Management (Example: AI-driven inventory forecasting at Walmart) 4.3 AI in Financial Risk Management (Fraud Detection & Credit Scoring) 4.4 AI Ethics & Governance: Challenges in AI Implementation 4.5 Hands-on: Automating a business workflow using RPA tools | CLO 4 | 9 |
| UNIT V | | |
| 5.1 The Future of AI in Business: Trends & Innovations 5.2 AI-Driven Digital Transformation in Industries 5.3 AI & Business Model Innovation (Case Study: OpenAI's impact on enterprise productivity) 5.4 Challenges & Risks in AI Deployment in Business 5.5 Hands-on: Developing a business case for AI adoption | CLO 5 | 9 |
| Total Hours | | 45 Hours |

Textbooks:

1. Competing on Analytics: The New Science of Winning (Revised Edition). Boston: Harvard Business Review Press. Davenport, T. H., & Harris, J. G. (2017).
2. Data Mining for Business Analytics: Concepts, Techniques, and Applications in R. Hoboken, NJ: Wiley. Shmueli, G., Patel, N. R., & Bruce, P. C. (2016).
3. Weber, F. (2023). Artificial Intelligence for Business Analytics: Algorithms, Platforms, and Application Scenarios. Wiesbaden: Springer Vieweg.
4. Rose, D. (2020). Artificial Intelligence for Business. Boston: Pearson.

Reference Books:

1. Ganesan, K. (2022). The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications. United States: Opinions Analytics Publishing.
2. Wodecki, A. (2022). Artificial Intelligence in Management. Cheltenham: Edward Elgar Publishing.
3. Chaudhary, S., & Alam, M. (2023). AI-Based Data Analytics: Applications for Business Management. Boca Raton, FL: CRC Press.
4. Jain, Piyanka; Sharma, Puneet (November 2014). Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data Into Profitable Insight. American Management Association

Online Resources/E-Learning Resources

1. <https://www.scirp.org/reference/referencespapers?referenceid=3166319>
2. https://business.fiu.edu/academics/graduate/insights/posts/competitive-advantage-of-using-ai-in-business.html?utm_source=chatgpt.com
3. https://www.tuw.edu/business/business-analytics-trends-ai-machine-learning/?utm_source=chatgpt.com
4. https://online.hbs.edu/blog/post/ai-in-business?utm_source=chatgpt.com

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|---|----------------------|---------------------------------|--|---------------------------------------|------------------------|
| Name of the Program: | | BBA | | Semester : IV | | Level: UG | |
| Course Name | | Big Data & Data Science | | Course Code/ Course Type | | UBBBA204/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuou s Internal Assessment) | ESA (End Semester Assessment) | Practical /Oral |
| 3 | 0 | - | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor's Degree | | | | | | | |
| Course Objectives (CO): | | The objectives of Statistics for Data Science are: 1. Recall key concepts in Statistics. 2. Recognise emerging trends and practices in data science and recognize their impact on organizational and employee management. 3. Apply methods for statistics and it's impact on data science in the organisation. 4. Evaluate statistical calculation and inferences for organisation benefit. | | | | | |
| Course Learning Outcomes (CLO): | | Students would be able to: 1. Apply knowledge of fundamental principles of statistics. 2. Explain statistics processes for the betterment of the organisation. 3. Assess various formulas and inferences of statistical methods and theories for data science. 4. Analyze statistical inferences influencing various data science procedures. 5. Create data science models based on the statistical inferences. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| 1.1 Measures of Central Tendency: Mean, Median, Mode (Case Study: Customer spending behavior in digital banking) 1.2 Measures of Dispersion: Variance, Standard Deviation, Range 1.3 Data Distribution: Normal Distribution, Skewness, and Kurtosis (Example: Stock return distributions) 1.4 Visualizing Data: Histograms, Box Plots, Scatter Plots 1.5 Real-world Application: Risk analysis in Fintech firms using statistical graphs | CLO 1 | 9 |
| UNIT II | | |
| 2.1 Probability Theory: Classical, Frequentist, and Bayesian Approaches 2.2 Discrete vs. Continuous Random Variables (Example: Credit risk modeling in lending platforms) 2.3 Probability Distributions: Binomial, Poisson, Normal (Case Study: Fraud detection in digital transactions) 2.4 Central Limit Theorem and its Importance in Fintech Data Analysis 2.5 Application in Risk Management: Understanding the likelihood of default | CLO 2 | 9 |

| | | |
|---|--------------|-----------|
| UNIT III | | |
| Sampling Methods: Simple, Stratified, Cluster (Example: Customer segmentation in Fintech firms) 3.2 Confidence Intervals and Margin of Error 3.3 Hypothesis Testing: t-Test, Chi-Square, ANOVA (Case Study: Evaluating the impact of UPI on traditional banking) 3.4 p-Values and Statistical Significance in Decision-Making 3.5 Application: A/B Testing in Fintech product development | CLO 3 | 9 |
| UNIT IV | | |
| 4.1 Correlation vs. Causation (Example: Relationship between interest rates and loan default rates) 4.2 Simple and Multiple Linear Regression 4.3 Multicollinearity, Heteroscedasticity, and Residual Analysis 4.4 Logistic Regression for Binary Outcomes (Case Study: Predicting loan defaults) 4.5 Model Evaluation: R-Squared, Adjusted R-Squared, RMSE | CLO 4 | 9 |
| UNIT V | | |
| 5.1 Components of Time Series: Trend, Seasonality, Cyclic, Irregular 5.2 Moving Averages, Exponential Smoothing 5.3 ARIMA and its Applications in Fintech (Case Study: Forecasting stock prices) 5.4 Volatility Modeling: GARCH Models in Financial Risk Assessment 5.5 Real-world Application: Predicting customer spending patterns in digital banking. | CLO 5 | 9 |
| Total Hours | | 45 |

Textbooks:

1. Practical Statistics for Data Scientists. by Peter Bruce, Andrew Bruce. May 2017, O'Reilly Media, Inc.
2. Statistics for Data Science by James D. Miller November 2017, Packt Publishing
3. Statistics for Data Science and Analytics by Peter C. Bruce, Peter Gedeck, and Janet Dobbins, Wiley (sept 2025)
4. Armstrong's Essential HTime Series Analysis and Its Applications: With R Examples by Shumway and Stoffer, edition 5, Jan 2025, Springer Cham

Reference Books:

1. Statistics for Data Scientists by Maurits Kaptein and Edwin van den Heuvel, Edition1, Springer Cham, Feb 2022
2. The Elements of Statistical Learning: Data Mining, Inference, and Prediction, Trevor Hastie, Robert Tibshirani, Jerome Friedman, Springer, 2nd Edition, 1 January 2009
3. Bayesian Data Analysis, Andrew Gelman, John B. Carlin, Hal S. Stern, David Dunson, Aki Vehtari, Donald B. Rubin, CRC Press, 3rd Edition, 1 January 2013

Online Resources/E-Learning Resources

1. <https://simplystatistics.org/>
2. <https://arxiv.org/archive/cs>
3. <https://www.tandfonline.com/toc/uasa20/current>
4. <https://isi-web.org/>

Functional Specialization Fin Tech

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|--|----------------------|---------------------------------|---|--------------------------------------|-----------------------|
| Name of the Program: | | SYBBA | | Semester: IV | | Level: UG | |
| Course Name | | Algorithmic & High Frequency Trading | | Course Code/ Course Type | | UBBFT203/ SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor's Degree | | | | | | | |
| Course Objectives (CO): | | <p>The objectives of the course are:</p> <ol style="list-style-type: none"> To introduce the concept, scope, and evolution of algorithmic trading in financial markets. To enable students to design, backtest, and implement basic trading strategies using algorithms. To provide hands-on experience with trading platforms, coding tools (e.g., Python), and market data. To impart knowledge about risk management, market microstructure, and high-frequency trading. To create awareness about legal, ethical, and regulatory aspects of algo trading in global markets. | | | | | |
| Course Learning Outcomes (CLO): | | <p>Students would be able to:</p> <ol style="list-style-type: none"> Understand the fundamentals and mechanics of algorithmic and quantitative trading. Develop and code basic trading strategies using Python or Excel. Analyze backtest results using key financial metrics and risk measures. Evaluate the impact of transaction costs, slippage, and latency on trading performance. Understand the regulatory and compliance landscape for algorithmic trading. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| Unit 1: Introduction to Algorithmic Trading | | |
| <ul style="list-style-type: none"> Definition and history of algorithmic trading Types of market participants: institutional vs retail Overview of market microstructure: order books, bid-ask spreads, market impact Components of an algorithmic trading system: data, strategy, execution, risk, and infrastructure Role of AI/ML in modern trading | CLO 1 | 9 |
| Unit 2: Trading Strategies and Market Data | | |

| | | |
|---|--------------|-----------|
| <ul style="list-style-type: none"> • Overview of trading strategies: trend following, mean reversion, arbitrage, momentum, scalping • Introduction to technical indicators: moving averages, RSI, MACD, Bollinger Bands • Strategy formulation and hypothesis testing • Data sources: real-time vs historical, tick data, OHLC data • Cleaning and preprocessing financial data | CLO 2 | 9 |
| Unit 3: Backtesting and Performance Evaluation | | |
| <ul style="list-style-type: none"> • Framework for backtesting strategies • Key performance metrics: Sharpe Ratio, Sortino Ratio, Max Drawdown, Alpha, Beta • Avoiding overfitting: out-of-sample testing, walk-forward analysis • Slippage, transaction costs, and latency • Portfolio construction and optimization basics | CLO 3 | 9 |
| Unit 4: Trading Infrastructure and Execution | | |
| <ul style="list-style-type: none"> • Order types: market, limit, stop-loss, IOC, FOK • Smart order routing and execution algorithms • Low latency and high-frequency trading (HFT) concepts • API-based trading platforms (e.g., Zerodha Kite, Alpaca, Interactive Brokers) • Cloud vs on-premise systems for algorithm deployment | CLO 4 | 9 |
| Unit 5: Regulations, Risk Management, and Ethics | | |
| <ul style="list-style-type: none"> • Regulatory framework in India: SEBI guidelines on algorithmic trading • Global regulation overview: SEC, MiFID II, FCA • Risk management in algorithmic trading: operational, financial, regulatory, model risks • Ethical issues: market manipulation, spoofing, fairness in automation • Future trends: AI in trading, quantum trading, decentralized exchanges • Comprehensive Case study | CLO 5 | 9 |
| Total Hours | | 45 |

Textbooks:

1. “Algorithmic Trading: Winning Strategies and Their Rationale” by Ernest P. Chan – Wiley
2. “Quantitative Trading” by Ernest P. Chan – Wiley
3. “Advances in Financial Machine Learning” by Marcos López de Prado – Wiley

Reference Books:

- “Building Winning Algorithmic Trading Systems” by Kevin Davey – Wiley
- “Python for Finance” by Yves Hilpisch – O’Reilly
- “High-Frequency Trading: A Practical Guide to Algorithmic Strategies and Trading Systems” by Irene Aldridge
- SEBI and NSE regulatory publications on algo trading compliance

Online Resources & Tools:

- Kaggle Datasets for practice
- [QuantInsti EPAT Program](#) – Advanced certification in algorithmic trading
- [Backtrader](#) – Python library for strategy backtesting
- Broker APIs (Zerodha, Alpaca, Interactive Brokers)

COURSE CURRICULUM

| | | | | | | | |
|---|------------------|--|----------------------|---------------------------------|---|--------------------------------------|-----------------------|
| Name of the Program: | | SYBBA | | Semester: IV | | Level: UG | |
| Course Name | | Forecasting with Financial Modelling | | Course Code/ Course Type | | UBBFT204/ SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA (Continuous Internal Assessment) | ESA (End Semester Assessment) | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor's Degree | | | | | | | |
| Course Objectives (CO): | | The objectives of the course are: <ol style="list-style-type: none"> 1. Demonstrate understanding of advanced searches, lookups, filters, and aggregations on financial datasets 2. Experiment with financial datasets in Excel using aggregation techniques and macro 3. Analyze financial data using optimization techniques 4. Assess financial data using scenario and sensitivity analysis. 5. Building integrated financial models (Valuation modeling) | | | | | |
| Course Learning Outcomes (CLO): | | Students would be able to: <ol style="list-style-type: none"> 1. Students will demonstrate advanced proficiency in conducting searches, lookups, filters, and aggregations on financial datasets using tools such as Excel, Python, or R. 2. Students will gain practical experience in experimenting with financial datasets in Excel, applying aggregation techniques and macros to extract insights and perform analysis efficiently. 3. Students will develop the ability to analyze financial data using optimization techniques, including linear programming and mathematical optimization, to optimize financial decision-making processes. 4. Students will be able to conduct scenario and sensitivity analyses on financial datasets to assess the impact of various factors and uncertainties on financial outcomes, thereby enhancing risk management and decision-making capabilities. 5. Students will acquire the skills necessary to build integrated financial models, focusing particularly on valuation modeling techniques, enabling them to create comprehensive models for analyzing and valuing financial assets, companies, or investment opportunities. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Advanced Excel Functions on financial datasets: Lookups and Searches (within table, across tables), Multiple Lookups and Reverse Lookups, Applications of Sumifs and Countifs, Conditional Sum Products and dashboarding, Usefuls functions - string / statistical / date-time / financial, Error Handling Functions, Formula Auditing | CLO 1 | 9 |

| | | |
|---|--------------|-----------|
| UNIT II | | |
| Advanced Lookups and Searches on financial datasets: Reverse lookups, dynamic searches, Multiple Lookups with applications to financial data sets, multi-dimensional searches in Excel, Applications on financial time series and datasets | CLO 2 | 9 |
| UNIT III | | |
| Data Aggregation techniques in Excel for financial datasets: Data Aggregation methods, Dynamic modeling using Named Ranges, Using Tables as a powerful way to build dynamic formulae, Aggregation using Pivot Tables & Techniques, Filtering Techniques, Conditional aggregation techniques (using datasets) | CLO 3 | 9 |
| UNIT IV | | |
| Using Excel for Advanced functionalities in Finance: Solver & Optimization Techniques, Scenario Analysis, Sensitivity Analysis, Goal Seek, Examples from various finance and banking domains on applications of above principles | CLO 4 | 9 |
| UNIT V | | |
| Building Integrated Financial Model: Understanding and creating a financial model template, Calculating Growth Drivers and Future Assumptions, Revenue Build-Up - Projecting the Future Revenues, Cost Build-Up - Projecting the Future Cost, Modeling historical & projected financial statements - P&L and B/S, Building cash flow statement, Asset and Depreciation Schedule, Debt and Interest Schedule, Building an integrated model for valuation using DCF, Sensitivity/Scenario Analysis, Incorporating other accounting details like revenue recognition, deferred taxes etc. | CLO 5 | 9 |
| Total Hours | | 45 |

Textbooks:

1. "Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity" by Paul Pignataro , First Edition, 2013.
2. "Financial Modelling in Practice: A Concise Guide for Intermediate and Advanced Levels" by Michael Rees, John Wiley & Sons, Second Edition, 2018.
3. "Financial Modeling: Theory, Implementation, and Practice with MATLAB Source" by Joerg Kienitz and Daniel Wetterau, Wiley, First Edition, 2017.

References:

1. "Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity" by Gurpreet Dhillon and Natasha Khoruzhenko, CRC Press, First Edition, 2019.
2. "Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity" by Chandan Sengupta, John Wiley & Sons, First Edition, 2011.
3. "Financial Modeling: An Introductory Guide to Excel and VBA Applications in Finance" by Joerg Kienitz and Daniel Wetterau, Wiley, First Edition, 2016.
4. "Financial Modeling: Principles and Practice" by Suman Basu, Wiley, First Edition, 2015.
5. "Financial Modelling in Excel for Dummies" by Danielle Stein Fairhurst, For Dummies, Second Edition, 2017.

Any other Study Material (Online Link):

- <https://documents1.worldbank.org/curated/en/099450005162250110/pdf/P17300600228b70070914b0b5edf26e2f9f.pdf>
- https://business.depaul.edu/about/centers-institutes/financial-services/events/Documents/CFIC%20Presentations%20Day%201%202018/1_Grennan.pdf
- <https://www.bis.org/publ/bppdf/bispap117.pdf>