

Minimum Credit Requirements for B.B.A. Programme

Category	Courses	BBA
Core Courses	Core Business Courses	52
Soft Skills	Soft Skill Courses	12
Optional Courses	Optional Business Courses (BC)	30
	Optional Non Business Courses (NBC)	24
Internship/Project	Internships/Projects in Organizations and Reports	16
	Internship/Project Seminars	6
Total Minimum Credits for the Program		140

Structure of the B.B.A. Programme

Course Code	Subject	Credit
FYBBA		
Term 1		
BBCB001	Marketing Management 1	2
BBCB005	Management Process	2
BBCB006	Organisational Behaviour 1	2
BBCB004	Human Resource Management 1	2
BBCB041	Case Analysis 1	1
BBCS002	Oral Communication Skills	2
BBCS003	Presentation Skills	1
BBCS006	Etiquettes	1
BBON031	Psychology	2
Total		15
Term 2		
BBCB002	Marketing Management 2	2
BBCB004	Human Resource Management 2	2
BBCB007	Organisational Behaviour 2	2
BBCB012	Financial statement Analysis 1	2
BBCB027	Production and Operations Management 1	2
BBCS001	Written Communication	2
BBON025	Cultural Heritage of Goa 1	2
Total		14
Term 3		
BBCB023	Business Environment 1	2
BBCB010	Financial Management 1	2
BBCB029	Business Mathematics 1	2
BBCB018	Managerial Economics 1	2
BBCB028	Production and Operations Management 2	2
BBON028	Critical Thinking	2
BBON022	Health & Nutrition	2
Total		14
Term 4		
BBIS001	Internship Seminar 1	2
BBIR001	Internship Report 1	6
Total		8
SYBBA		

Term 5		
BBCB031	Business Statistics 1	2
BBCB035	Environment Management 1	2
BBCB039	Legal Aspects of Business 1	2
BBCB014	Management Accounting 1	2
BBCB025	Operations Research 1	2
BBCS004	Interview Facing Skills	2
BBON027	Theatre Art	2
Total		14

Course Code	Subject	Credit
Term 6		
BBCB036	Environment Management -2	2
BBCB040	Legal Aspects of Business 2	2
BBCB020	Macroeconomic Analysis for Management 1	2
BBCB042	Case Analysis 2	1
BBOM011	Sales Management	2
BBOH011	Industrial & Organizational Psychology	2
BBON001	Introduction to German Language 1	3
Total		14

Term 7		
BBCB033	Business Research Methodology 1	2
BBCB022	Entrepreneurship	2
BBCB055	Learning Management through executive interaction 1	1
BBCB049	Learning Management through Contemporary Article 1	1
BBOH006	Labour Law	2
BBOH010	Leadership	2
BBCS007	Time Management	1
BBON002	Introduction to German Language 2	3
Total		14

Term 8		
BBIS002	Internship Seminar	2
BBIR002	Internship Report	6
Total		8

***Internship in a manufacturing/Service organization for a period of 8 weeks**

TYBBA		
Term 9		
BBCS010	Emotional Intelligence	1
BBON008	Creative Writing	2
BBOF003	Investment Planning	3
BBOH007	Industrial Relations	2
BBOM001	Consumer Behaviour	3
BBOH001	Talent Acquisition	3
BBOM010	Retail Management	2
Total		13
Term 10		
BBOH005	Learning and development	3
BBOH008	Human Resource Information System	1

BBOH002	Performance Management	2
BBOH003	Compensation Management	2
BBOM002	Advertising Management	2
BBOF001	Banking Operations	2
BBOM003	Brand Management	2
BBOM009	Product Management	2
BBOM008	Marketing Research	2
BBOM004	Digital Marketing	2
BBON012	Physical Health and Games 1	2
BBON013	Physical Health and Games 2	2
BBCS008	Mock Interview by Executives	1
Total		
Term 11		
BBOM005	Services Marketing	2
BBON030	Individual & Society	2
BBON026	Cultural Heritage of Goa – 2	2
BBIR003	Internship Report 3	4
BBIS003	Internships Seminar 3	2
Total		12

Syllabus

Code	Course Name	Credits	Hours
BBCB001	Marketing Management 1	2	
Objective	At the end of the course, the students would have competence in understanding and using Marketing Frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing.		
Contents	<ul style="list-style-type: none"> • Role of Marketing, Needs, Wants and Demands. Marketing Management Process. • Marketing Environment : Importance of Marketing Environment , Internal Environment ,External Environment - Micro Environment - Macro Environment • Marketing Mix for Products & Services • Consumer Behaviour and Consumer markets • Segmentation, Targeting and Positioning, types of segmentation, basis for <ul style="list-style-type: none"> • Segmentation. 	6 10 5 4 5	
BBCB005	Management Process	2	
Objective	To apply the managerial functions and processes to various organizational Situations.		
Contents	<ul style="list-style-type: none"> • Definition of Management, importance, managers functions, roles and skills • History of Management –Various approaches to Management • Planning-definition, importance, goals and plans, developing plans • Decision Making- process, types of decisions, styles • Organizational Structure, design, staffing. • Leadership- definition, theories, contemporary views, issues. • Controlling- The system, process of controlling and control techniques 	5 4 4 4 4 5 4	
BBCB006	Organizational Behaviour 1	2	

Objective	At the end of the course, the student should have an understanding of dimensions of Individual behavior in an organizational setting.	
Contents:	<ul style="list-style-type: none"> • Introduction to OB • Foundations of Individual Behavior- Abilities, Biographical characteristics, learning, Implications. • Attitudes and Job Satisfaction- Definitions Components, Types of attitudes, Measuring job satisfaction, causes etc. • Personality and values- Definition, Types of personality, importance of values and ethics. • Perception and Individual Decision Making- Definition of perception, factors impacting perception, person perception, making decisions, bias and errors, ethics in decision making. • Motivation- Theories and application. 	2 5 5 6 6 6
BBCB003	Human Resource Management 1	2
Objective	Build competence in basic Manpower planning, Job Analysis, Recruitment and selection, within an organization.	
Contents	<ul style="list-style-type: none"> • Introduction to Human Resource Management-Objectives, functions, organization of HR Department. • HR Environment & Strategic role of HRM • Manpower planning • Job Analysis & job Design and employee involvement • Succession Planning. • Recruitment & Selection: internal and external sources of recruitment, process of recruitment and selection, techniques used in the selection process, Evaluation. • Employee Placement 	4 5 5 4 4 6 2
BBCB041	Case Analysis 1	1
Objective:	To develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.	
Contents:	<ul style="list-style-type: none"> • Identification of problems/ decision areas in the case – Major and minor problems. • Identification of protagonists • Analysis with reference to the long term and short term objectives of the organization. • Identification of theoretical concepts applicable in the given situation. • Evaluation of alternative solutions • Selection of optimum solution with justification • Implementation of the solution. 	15
BBCS001	Oral Communication Skills	2
Objective	At the end of the course, the student will be able to communicate effectively and with confidence in an inter-personal setting and before an audience	
Contents	<ul style="list-style-type: none"> • Fundamentals of communication: The importance of communication, basic forms, Communication cycle, barriers, and dealing with them. • Oral Communication Channels • Inter-personal communication-7 C's of Effective Communication, 	2 2

	<p>persuasive speaking.</p> <ul style="list-style-type: none"> Public speaking - Pillars of oratory - ethos, pathos, logos, speech purposes, methods of speaking, analyzing the audience. Non-verbal dimensions, effective delivery. Voice Modulation, Intonation, Pace, Pause, avoiding fillers & crutch-words & phrases. Organizing a speech, supporting ideas with visual aids, Planning Speeches, post speech analysis, Techniques of impromptu & planned speeches. Body language & presentation-effective Introductions, body Language & grooming Conversational skills-Conversation Starters, Listening Skills, approaches to listening, barriers, measures that can be adopted to ensure better listening. Conversation Etiquette 	4 4 3 4 3 3 2 3
BBCS003	Presentation Skills	1
Objective	At the end of the course, the student will be able to design and deliver effective presentations.	
Contents	<ul style="list-style-type: none"> Importance of presentation skills, presentations and its purpose. Audience profiling Deriving/describing the key message Developing content of presentation, designing visuals Application techniques of structure, opening, body and closing for an effective presentation 	2 2 3 4 4
BBCS006	Etiquettes	1
Objective	At the end of the course, the student will be develop the basic skills of appropriate business and social etiquettes, create impactful first impressions and build a consistent personal/ social image.	
Content	<p>Business etiquette</p> <ul style="list-style-type: none"> Effective introductions Exchange of business cards Corporate dressing <p>Dining etiquette</p> <ul style="list-style-type: none"> Fine dining Use of cutlery <p>Social etiquette</p> <ul style="list-style-type: none"> Greetings and exchanges Party etiquette (to be a great host and a guest) Telephone etiquette Travel etiquette Dress for success (dressing as per role, goal and occasion) Cross cultural sensitization 	4 6 5
BON031	Psychology	2
Objective:	<p>At the end of the subject, the student will be able to</p> <ul style="list-style-type: none"> Understand the basic principle of Psychology- every individual is different (individual differences) Understand oneself & others in terms of the Psychological processes that influence behavior Apply the understanding of his/her behavior to various situations of life, especially at the workplace 	

Contents:	<ul style="list-style-type: none"> • Learning – effects of conditioning on behaviour; behaviour that culture encourages, factors that affect transfer of learning; • Memory – memory retention, strategies to improve memory, different factors which influence retention of information in memory, mechanics of memory, role that memories play in behavior, interrupted task v/s completed task • Sensation -individual differences in the degree of vividness of images belonging to different senses • Perception- Various determinants of attention as used in day-to-day perception, phenomenon of illusion, Factors which influence perception. • Thinking -processes involved in problem solving, Obstacles to problem solving. • Influence of set on behaviour, States of consciousness, motivation, emotion, theories of personality, etc. 	5 5 4 6 5 5
BBCB002	Marketing Management 2	2
Objective	At the end of the course, the students would have competence in Understanding and using Marketing Mix for analyzing and decision making in the area of Marketing.	
Contents	<ul style="list-style-type: none"> • Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding. • Pricing: Significance of price, Factors affecting pricing, Pricing Policy. • Place (Distribution): Importance of Channel, Types of Channel, Channel Management, Channel Conflict. • Integrated Marketing Communication: Role of Marketing Communication, factors affecting promotion mix, Types of promotion: Advertising, Personal selling, Sales Promotion and Public Relations. • Introduction to digital and social media for marketing. • Marketing control, Creating customer value, satisfaction and loyalty. 	6 4 4 10 3 3
BBCB004	Human Resource Management 2	2
Objective	Introduce the students to the training and development function, performance management, compensation and employee benefits, within an organization.	
Contents	<ul style="list-style-type: none"> • Training and Development-Training Process, Training Need Analysis, Training Design, Types, Methods of Training, Training evaluation. • Performance Management: Setting KRA's/KPA's, appraisal process, methods and its applicability, rewards, managing employee exits. • Managing Compensation: Job Evaluation, the wage mix, compensation structure, performance linked pay. • Employee Benefits: employee benefit programs and services. • Introduction to Industrial Relations: Importance & approaches, Trade Unions, and Resolving disputes. 	6 8 6 4 6
BBCB007	Organisational Behaviour 2	2
Objective	To understand Interpersonal situations and group behavior in an organizational setting.	
Contents	<ul style="list-style-type: none"> • Foundations of Group Behavior-Stages of Group development, Roles, norms, Status, size and cohesiveness, group decision making. • Understanding work teams-types, turning individuals into team players. 	4 4

	<ul style="list-style-type: none"> Organizational culture-what is it, types, issues, creating an effective culture. Introduction to Change Management- Forces of change, planned change, Resistance to change, managing change. Stress management- causes, symptoms and management. Conflict and Negotiation-definition, views on conflict, process, negotiation. Power and Politics-Definition, bases of power, power tactics, politics definition, causes and consequences of political behavior. 	4	
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BBCB012	Financial statement Analysis 1	2	
Objective	At the end of the course the students will have the ability to read and perform an elementary analysis of Financial Statements.		
Contents	<ul style="list-style-type: none"> Concepts and Conventions of Accounting Reading of Annual Report, Balance Sheet, Profit and Loss Account, Vertical Form Cash Flow statements Comparative statements Common Size Statements Basic Ratio Analysis Introduction to Basic Accounting Standards& IFRS. 	4	
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BBCB027	Production and Operations Management 1	2	
Objective	To introduce the students to the function of Production and Operations Management , Quality Management , Productivity Management in a Manufacturing and Service setup.		
Contents	<ul style="list-style-type: none"> Introduction to operations Operations and supply strategy, Project Management using CPM and PERT, pure project, functional project, matrix project, work breakdown structure, project control charts Product Design process, product development process, designing for customer Learning curve, Process Analysis- flow charting, types of processes, measuring process performance, Little's law, Job design and Work Management, Manufacturing and service Processes, break even analysis Facility Layout Quality control and Total Quality management 	2	
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BBCS002	Written Communication	2	
Objective	At the end of the course, students will have competence in basic business writing, correspondence by way of official letters, reports, thinking laterally, generating creative ideas and writing creatively.		
Contents	<ul style="list-style-type: none"> Language and Grammar (Effective Introductions, Common Grammatical Errors in Indian English, Subject-verb Agreement, avoiding 'sms' language) Essential Business Communications (Official Letters, Visiting Cards, Report Writing) Creative Writing (Lateral Thinking, Journal writing, PREP technique, Mind-mapping, Brain-storming) 	10	
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BBON025	Cultural Heritage of Goa - 1	2	

Objective	At the end of the course the students will develop the ability to appreciate the rich Goan cultural ethos. They will have a holistic view of the Goan culture. They will develop the ability to draw a comparison between the pre-Portuguese and Portuguese styles of living and an intermingling of both the cultures.	
Contents	<ul style="list-style-type: none"> • The basic topography & social assets in Goa, & the State Identities, Modes of housing & modes of transportation, Architecture - Temples, Churches, Mosques, Palaces, Forts, etc. • Pre-Portuguese Goan culture: Dress, Cuisine, Drinks, Amusement etc. • Portuguese Era, Influence of Portuguese elements on Goan culture & Society, Goan weddings - customs and traditions, Gaunkari System & Comunidades • Intangible Heritage - Phrases, idioms from Goan society; • Customs of birth and death, significance of Goan names; • Liberation Movements & Post Portuguese era ,Liberation Movement – Revolts during Portuguese rule, Operation Vijay, State Administrators, Language issues, Opinion poll, Goan identity, Medium of instructions. 	4 4 10 2 2 8
BBCB023	Business Environment 1	2
Objective	At the end of the subject, the student will have the ability to understand and take into account the implications of the Indian economic environment on business decisions.	
Contents	<ul style="list-style-type: none"> • Introduction to Business Environment: Definition and meaning of business – Scope of Business – Characteristics of Business – Business goals – Factors influencing the Business Environment – Environmental Analysis. • Indian Agriculture: Trends and Composition of Output of major crops - Trends in Investment, Credit and Agricultural Subsidy. - New Agricultural strategy of 1960s (Green Revolution) – Food security and PDS in India - Evaluating Land Reforms in India - New Agricultural Policy In the context of liberalization. • Indian Industries: Industrial structure in India: Traditional, SSI, Village, Cottage and Modern industries -Industrial Policy Resolution in India till 1991 - New Industrial Policy and its impacts. • Indian Infrastructure: Infrastructure and economic growth; Privatization and commercialization of Infrastructure; Infrastructure development in India. • Banking and financial services: Structure of Financial System, Role of Financial System in Economic Development, Financial Markets and Financial Instruments, Capital Markets, Financial Services Sector 'Regulatory Frame Work, Problems and Reforms. 	4 6 6 6 8
BBCB010	Financial Management 1	2
Objective	At the end of the course the student will be able to facilitate long term financial decisions in organizations.	

Contents	<ul style="list-style-type: none"> • Nature of Financial Management, introduction, functions, and role of a finance Manager, goals. • Concepts of Value and Returns <ul style="list-style-type: none"> ○ Time Value of Money- Individuals and firms • Forecasting cash flows for different situations • Cost of Capital <ul style="list-style-type: none"> ○ Equity, debt, preference capital and CAPM model • Techniques of Capital Budgeting <ul style="list-style-type: none"> ○ Types of investment decisions, investment evaluation criteria, NPV, IRR, Payback, ARR, Discounted payback. • Capital Structure, concept of leverage and impact on profitability • Factors affecting dividend decisions 	2 6 6 4 6 4 2
BBCB018	Managerial Economics 1	2
Objective	At the end of the subject, the student will be able to take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, subject to constraints, most efficiently.	
Contents	<ul style="list-style-type: none"> • Introduction to managerial economics, fundamentals concepts and tools of decision making, circular flow of activities, theory of firm. • Demand analysis- meaning, factors affecting demand, elasticity's. • Supply Analysis- meaning, factors affecting supply, elasticity's • Demand and Supply equilibrium and determination of aggregate demand. • Production and Cost Analysis in short term and long term 	6 6 6 4 8
BBCB029	Business Mathematics 1	2
Objective	The course aims to introduce the students to managerial situations requiring elementary mathematical formulations, formulating such situations using elementary mathematics, and understanding the larger organisational implications of those solutions.	
Contents	<ul style="list-style-type: none"> • Elementary algebra • Calculation of Compound interest, • Breakeven point • Sets -mutually exclusive, Venn diagram, intersection of sets • Solutions of equations, simultaneous equations, inequalities, determinants, matrices • Permutations and combinations • Progressions and annuity 	3 3 3 4 7 5 5
BBCB028	Production and Operations Management 2	2
Objective	To introduce the students to the function of Supply Chain management.	
Contents	<ul style="list-style-type: none"> • Supply chain strategy- measurement design strategy, outsourcing, mass customization, Logistics • Facility Location, Plant location methods, • Strategic Capacity Management- time horizons, capacity planning, economies and diseconomies of scale • Lean manufacturing Systems • Aggregate Sales and Operations Planning, • Inventory control – Purpose, models, • Material Requirement Planning & Enterprise Resource Planning • Operations Scheduling 	4 2 4 4 4 4 4 4
BBON028	Critical Thinking	2

Objective	At the end of the course, the students will have competence in successfully identifying the causes of complex personal and professional problems using logical, verifiable cause-and-effect.	
Contents	<ul style="list-style-type: none"> • Basic Logical concepts – premises, conclusions, arguments and propositions • Identification of explanations and arguments. • Reasoning -- the Use of the Matrix • Use of language in logical reasoning – the forms of discourse, emotive words, emotively neutral language • Understanding of Arguments and Disagreements • Introduction to Fallacies, types of fallacies • The symbols for Conjunction, Negation and Disjunction. 	3 4 4 4 3 5 3
BON022	Health and Nutrition	2
Objective	To understand the fundamentals of nutrition, exercise and its relation with health, the basics of food and meal planning.	
Contents	<ul style="list-style-type: none"> • Health and Diseases, Public Health and Nutrition • Fundamentals of Food and Nutrition, Nutrients, Energy • Basics of Meal Planning and Dietetics • Fitness and Exercise • Food safety and food quality • Eating disorders, Nutritional and Lifestyle diseases 	6 6 6 4 4 4
BBCB031	Business Statistics 1	2
Objective	At the end of the subject, the student will have the ability to identify business research situations requiring statistical analysis, and use such statistical analysis arriving at conclusions and making decisions.	
Contents	<ul style="list-style-type: none"> • Introduction to Statistics • Grouping and displaying data in tabular, graphical format for meaningful conclusions (5 Hrs.) • Measures of central tendency and dispersion in frequency distribution • Probability & Probability distributions – Discrete and continuous probability distributions • Sampling and sampling distributions • Estimation and testing of hypothesis. 	2 5 6 8 4 5
BBCB035	Environment Management -1	2
Objective	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.	
Contents	<ul style="list-style-type: none"> • Introduction to Environment Education • Natural Resources and associated problems • Importance and role of Forest resources, Water Resources, Mineral Resources, Food Resources in environment • Role of Energy and Land Resources • Major Ecosystems of the World (Terrestrial, Aquatic and Sand Dune) • Biodiversity • Role of NGOs and Local Media in Environmental awareness 	2 2 8 4 6 6 2
BBCB039	Legal Aspects of Business 1	2
Objective	At the end of the course, the students will have the competency to discern various legal aspects while taking business decisions and interact meaningfully with legal experts.	

Contents	<ul style="list-style-type: none"> • Introduction to Indian Legal System – Understanding Indian Legal system, structure and processes, requirements, legal procedures, types of court, legal and civil cases, jurisdiction, writs, civil suits, criminal suits, appeals, power of attorney etc. • Introduction to various Acts & Registration procedures • Contract Act: - Meaning, Scope and its applicability and legal provision. • Sale of Goods Act- Meaning, Scope and its applicability and legal provisions. • Company Law: Meaning, Scope and its applicability and legal provisions. 	10	
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BBCB014	Management Accounting 1	2	
Objective	At the end of the course, the student would be able to use budgeting as a technique of management accounting and preparing management reports for taking effective decisions.		
Contents	<ul style="list-style-type: none"> • Fundamentals of Management Accounting <ul style="list-style-type: none"> a. Nature / Scope / Objectives / Functions / Advantages / Limitations of Management Accounting • Budgetary Control <ul style="list-style-type: none"> a. Nature / Scope / Objectives / Functions / Process of Preparation of budgets b. Materials Purchase Budgets c. Production Budgets d. Sales Budgets e. Cash Budgets f. Flexible Budgets g. Master Budgets • Cost Accounting – Elements of Cost, Basics of Cost Concepts, Preparation of cost sheets • Reporting to the Management 	4	
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BBCB025	Operations Research - 1	2	
Objective	At the end of the course, the student would be able to Model real life business problems using chosen mathematical /operations research models and solve them using Excel.		
Contents	<ul style="list-style-type: none"> • Introduction to operations research - Scope and modeling • Linear Programming problem – Formulation of two variable LP, graphical solutions for maximization and minimization problems, Applications of LP in various areas, modeling and solution with the help of simplex method Excel solver • Transportation problems • Assignment Models • Sequencing and scheduling • Introduction to Decision making 	2	
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BBCS004	Interview Facing Skills	2	
Objective	Ability to face entry level selection processes of organizations.		

Contents	<ul style="list-style-type: none"> • Pre interview - Cover letter and resume writing, content of cover letter, structuring of the resume, types of resumes, resume writing. • Creation and optimization of a personal profile on Job Portals. • Introduction to psychometric tests • Facing interviews and Interview Process • Types of Interviews, Grooming and body language • Post interview follow-up 	8 4 4 8 3 3
BBON027	Theatre Art	2
Objective	At the end of the course, the students will have competence in: <ul style="list-style-type: none"> • Identifying the nuances in different performance styles. • Creating a viable script • Using voice modulation for impact • Using body language for communication • Directing, performing & evaluating a script. 	
Contents	<ul style="list-style-type: none"> • Creating a story line, ideation and concepts • Creating the characters and enacting their personalities • Create a story, writing a script • Dramatize the script • Nonverbal communication, voice, diction, styles of presentation, and background score. • Enacting the Drama 	6 6 4 7 4 3
BBCB036	Environment Management -2	2
Objective	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.	
Contents	<ul style="list-style-type: none"> • Understanding causes , effects and control measures of Air pollution, Water pollution, Soil Pollution, Marine Pollution and Thermal Pollution, Nuclear pollution and Noise pollution • Waste Management • Disaster management • Sustainable development • Water conservation– Need importance and methods • Re-settlement and rehabilitation of people & Environmental ethics • Climatic changes – Nuclear accidents, acid rain, ozone layer depletion etc. • Environment protection acts • Human population and Environment • Environment management systems & ISO 	10 2 2 2 4 2 2 2 2 2
BBCB040	Legal Aspects of Business 2	2
Objective	At the end of the course the students will be able to discern various aspects of Industrial Law while taking business decisions and interacting with Union and Staff in the organization as well as interact meaningfully with legal experts.	

Contents	<ul style="list-style-type: none"> Negotiable Instrument Act – Meaning, Scope and its applicability and legal provisions Introduction to Industrial Law – Industrial Disputes Act – Meaning, Scope and its applicability and legal provisions Shop and Establishment Act – Meaning, Scope and its applicability and legal provisions Factories Act- Meaning, Scope, applicability and legal provisions 	6 4 8 6 6
BBCB020	Macroeconomic Analysis for Management 1	2
Objective	At the end of the course, the students would have a basic understanding of Macroeconomic Concepts, Frameworks, Theories and analytical tools for analyzing and decision making in the area of Macroeconomics.	
Contents	<ul style="list-style-type: none"> Introduction to Macroeconomics - Macro and Micro, origin and Growth of Macroeconomics, importance, concepts used in Macroeconomics. The Economy as circular flow of income and expenditure – Circular flow of Income and Expenditure in a two sector model, three sector model with Government and Four sector Model with the Foreign Sector. National Income: National Income and concepts GDP, GNP, NNP, Per capita income, Nominal and Real GNP, Methods of measuring National Income. The Classical Theory of Output and Employment .Aggregate supply function, Demand function (two sector), Consumption function, MPC, Linear Consumption Function, APC and Savings function. Shift in Aggregate Demand and Multiplier, a simple model of Investment Multiplier. Inflation: meaning of inflation, measures of inflation, effects of inflation, types of inflation, theories of inflation Classical and Neo Classical, inflation and unemployment. 	3 4 5 8 4 6
BBCB042	Case Analysis 2	1
Objective	To develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.	
Contents	<ul style="list-style-type: none"> Identification of problems/ decision areas in the case – Major and minor problems. Identification of protagonists Analysis with reference to the long term and short term objectives of the organization. Identification of theoretical concepts applicable in the given situation. Evaluation of alternative solutions Selection of optimum solution with justification Implementation of the solution. 	15
BBOM011	Sales Management	2
Objective	At the end of the course, students will develop competency of applications of sales management techniques, personal selling, sales forecasting, strategic sales force management	

Contents	<ul style="list-style-type: none"> Objectives of sales management, Relationship between sales and marketing, Elements of sales management, Functions of Sales Manager, Sales ethics in dealing customers (4 Hrs.) Territory Management, sales forecasting, Sales Quota Quantitative methods, Qualitative methods (8 Hrs.) Personal Selling v/s Salesmanship, Importance of Personal selling, Personal Selling process, AIDA model (Attention – Interest – Desire – Action) in Personal Selling, Merits and limitation of Personal selling. Closing techniques I –Approach Close , Demo Close , Closing techniques II-Hot button Close, Trail Close, Closing techniques III- Invitational close, Price Close, Ben Franklin Close. Recruitment and Selection, Training, Compensation management, Sales force motivation, Methods of performance appraisal 	4 8 8 4 6
BBOH011	Industrial & Organizational Psychology	2
Objective	At the end of the course the student will be able to use Organizational Psychology tools to improve performance at workplace.	
Contents	<ul style="list-style-type: none"> Psychometric Assessment at Workplace: Use of Psychological Tests for Employee Selection/Behavior Assessment, Types of Psychological Tests & Surveys, Application & Administration of Personality Tests, Aptitude Tests, Intelligence Tests, Climate Assessment. Quality of Life: Models of Improving Quality of Life, Factors contributing to QOL, Developing Programs/Strategies to improve QOL at workplace. Occupational Health & Safety: Application of I/O Psychology Principles in designing Occupational Health & Safety Intervention Programs, Behavioural Safety, Application of Behavior Modification Program, Violence Prevention Programs, Human Engineering Transactional Analysis: Application of Eric Berne's Theory of Transaction Analysis, Transaction Analysis Assessment, Analysis & Interpretation of Transactions, Johari Window, Application of TA theory in improving Interpersonal Relations at Workplace. Managing Workplace Diversity: Cross Cultural Management, Overcoming Glass Ceiling Effect at workplace, Empowering Women employees by empowering men, Strategies to address varied diversity related issues. 	8 4 5 9 4
BBON001	Introduction to German Language – 1	3
Objective	At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in German that will enable the student to engage in simple conversations.	
Contents	<ul style="list-style-type: none"> Personal Details/welcome – small talk in a coffeehouse – ordering and paying, Cities, countries, languages – sightseeing in Europe, People and Houses – apartment and furniture Appointments/dates and time, Orientation in the city – transportation, Professions – talking about profession, work and hobbies, Vacations and holidays Grammar: Simple clauses, 'W' questions and 'Yes / No' questions, conjugation of words in present tense, nouns and articles, negation, simple past tense 	5 4 4 5 5 5 17

BBCB033	Business Research Methodology 1	2	
Objective	At the end of the course the student will acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems;		
Contents	<ul style="list-style-type: none"> • Introduction to Business Research – Why research, Business strategy, what research is not, Methods and methodology, Features of good research, fallacy in research, important terms in research, types of research. 2 • Development of Research Methodology – Induction and deduction, Scientific methods, objectivity in research, Ethics in Research. 2 4 • Defining Research Problem – Literature review and concept mapping 2 • Generalization in Research – Issue of validity, Conclusion validity and threats, internal validity, construct validity, external validity and threats to these. 4 • Research Plan – Research design, classification of research design, features of good design, experimental research 6 • Data Collection – Sources of data (primary and secondary), question issue, issue of measurement and scale, types of question, survey, Data mining. 6 4 • Quantitative Analysis – Basic statistical techniques. • Report Writing – Writing good report, formatting. 		
BBCB022	Entrepreneurship	2	
Objective	To develop an ability to write a business plan.		
Contents	<ul style="list-style-type: none"> • Recognizing opportunities and generating ideas: What is an opportunity, difference between idea and opportunity, ways to identify opportunity? 4 4 • Analysis of Business environment. • Procedures for registering a business, Government schemes and incentives, sources of Finance. 8 • Feasibility Analysis: what a feasibility analysis is and why it's important?, Product/Service Feasibility, Industry/Target Market feasibility, Organizational feasibility, Financial feasibility . 8 6 • Writing a Business Plan: Guidelines and Components. 		
BBCB055	Learning Management through executive interaction 1	1	
Objective	At the end of the subject the student will develop managerial/organizational reality orientation.		
Contents	<ul style="list-style-type: none"> • Experience narration by executives or first person narration of live /real cases 		15
BBCB049	Learning management from Contemporary articles 1	1	
Objective	At the end of the subject the student will be able to analyze contemporary economic, political, social, cultural, science and technology articles from different academic and professional publications		
Contents	<ul style="list-style-type: none"> • Contemporary economic, political, social, cultural, science and technology articles from academic and professional publications 		15
BBOH006	Labour Laws	2	
Objective	At the end of the course the student will be able to understand and interpret the contents of the relevant Labour Laws.		

Contents	<ul style="list-style-type: none"> • Introduction of Labour Laws-Applicability and Importance (Applicability to various organizations and its importance in organizations) 3 • Industrial Disputes Act (Layoff, retrenchment, closure, legal dues) 4 • The Payment of Bonus Act, 1965 (Applicability of Bonus Act to establishment, Bonus calculations, Payment due date of bonus, implications and records) 2 • Employees Provident Funds (and Misc. Provisions) Act, 1952 (Applicability to establishments, provisions, calculations, salary limits) 2 • Workmen's Compensation Act, 1923 (WC Act) (Provisions for calculations, Factory Accidents, eligibility, authorities for grant of compensation) 2 • Employees' State Insurance Act, 1948 (ESI Act) (Applicability to establishments, provisions, calculations, salary limits) 2 • Payment of Gratuity Act, 1972 (PG Act) (Provisions, applicability, authorities, calculations) 2 • Child Labour (Prohibition & Regulation) Act, 1986. (Definition of child labour, working hours, timings, adults, provisions, payments) 2 • Factories Act (Health, Safety and welfare provisions at work place, working hours, wages, holidays, leaves) 3 • Air Pollution and Water Pollution Act (Various measures to control Air and water pollution, authorities to check pollution in Industries, penalties, fines) 2 • Shop and Establishment Act- (Categories of Industries covered under this act, provisions, registrations) 2 • Minimum Wages Act - (Applicability to establishments, Provisions, Authorities deciding minimum wages, state and central acts) 2 • Payment of wages Act -(Applicability to establishments, provisions, Authorities, payments dates as per work force) 2 	
BBOH010	Leadership	2
Objective	At the end of the course, the student will be able get an insight on how to develop leadership skills for effective decision making in organizations.	
Contents	<ul style="list-style-type: none"> • Leadership and Person -Personality, cultural values and ability; Leadership that gets results; 4 • Models of Leadership; Leadership and Followership, Leadership theories: Traits, Situational, and Functional Leadership. 5 • Leadership and Power; Leadership and Influence - Interpersonal Conflict and Negotiation; Leadership in Groups and Teams. 5 • Organizational Culture; Leading Organizations-Leading Teams: Design and Structure; Leadership and Communication; Leadership in Organizations; Leading Change. 6 • Leadership Development -Identifying potential leaders; Leader Development Vs Leadership Development in Organizations; Process of leadership Development; Developmental Readiness of employees; Tools and interventions for developing leadership. 6 • Special Leadership dimensions -Identifying potential dark/ Negative leadership; Corrective measures. 4 	
BBCS007	Time Management	1
Objective	To improve productivity at workplace by effectively using time management skills.	

Contents	<ul style="list-style-type: none"> • Introduction: Misconceptions about time, Symptoms of poor time management, importance • Time management barriers and strategies to overcome them • Goal setting and prioritization: The 'Five Time Zone' Concept, Setting goals, why set life goals, Categories of goals, Setting "SMART" goals, Prioritizing using Time Management Matrix. • Elements of Effective Time Management: Time Analysis- Keeping track of time using time log, analyzing time log: time spent/invested patterns. • Planning for time management: Essential Steps in Using A Planner, Daily, weekly and long range planning, Using technology to save time. • Time management at workplace: workplace and paper organizers, making meetings effective, Managing information overload. 	2 2 4 2 2 3
BBON002	Introduction to German Language -2	3
Objective	At the end of the course, the student will develop communicative competencies (reading, writing, listening, and speaking) in German that will help the student to comprehend German sentences, extract socio-cultural information from simple texts, accompanied by exercises concerning phonetic particularities in communicative contexts.	
Contents	<ul style="list-style-type: none"> • Language course – naming things • Sightseeing - Directions • Food and shopping for food • Clothing, dressing according to the weather • Festivals in Germany and India <p>Grammar: Compound nouns, past of "sein" – possessive articles (Nom.) – articles (Dat., Acc.) – graduation with "zu" – questions – prepositions of time – separable verbs – past of "have" – prepositions with Dat. – numbers – indefinite article, Joining sentences to form sub-ordinate clause, Imperative, Conditional.</p>	5 5 5 5 5 20
BBCS010	Emotional Intelligence	2
Objective	This course will help students to understand own and others emotions and handle personal & professional situations in an emotionally intelligent way.	
Contents	<ul style="list-style-type: none"> • Emotional Intelligence - Theoretical Themes and Perspectives: Understanding Difference between EQ and IQ, 5 Dimensional Trait EI Model, Science of Emotions and their understanding, Working of EQ brain. • Self-Awareness Tactics: Understanding Components of Self, Exploration through Johari Window, Mapping Key Characteristics of Self, Stages – Self Awareness/Self-Acceptance/Self Realization. • Self-Regulation: Basics of Managing Emotions, Using Coping Thoughts and Relaxation Techniques for Managing Emotions, Perceiving emotions correctly, Using emotions to facilitate thinking, Developing Empathy • Internal Motivation: Initiative and the commitment to complete a task, Perseverance in the face of adversity • Empathy: Perceptive of other's emotions and taking an active interest in their concerns, ability to anticipate in someone's needs 	4 6 6 3 3

	<ul style="list-style-type: none"> • Social Skills: Articulating Emotions using Language, Creating powerful impressions, Body Language, Disagreeing Constructively, and Developing Social Competency. • Emotional Intelligence Measurements and Assessment Instruments: Determining EQ, Emotional Intelligence Assessment Tools, Administration and Interpretation of EI measures and assessment tools. 	5	
		3	
BBON008	Creative writing	2	
Objective	At the end of the course the student will be develop the ability to use creativity while writing.		
Contents	<ul style="list-style-type: none"> • Explore language as a mode for engagement with the world; to develop a creative consciousness of language's role in making and remaking the world • Independently engage and interpret texts • Tools and techniques to analyze and critique works • Documenting ideas in the form of stories / articles / reports • Become more effective at presenting our own writing in front of an audience • Commonly used terms and phrasings used to discuss writing 	6 4 6 6 6 2	
BBOF003	Investment Planning	3	
Objective	At the end of the course, the student will be able to apply financial planning process and plan their personal finances.		
Contents	<ul style="list-style-type: none"> • Financial Planning – An Introduction, Issues and concepts, regulatory requirements guiding the financial industry and the financial planner. • Risk Management through Insurance- Types of insurance products and their uses, draw a comparison between the various products available and be able to make informed decisions with regards to insurance needs. • Contingency Fund, setting Goals and Risk profile -Understand the importance of contingency fund, Where to invest to make money available during contingency, How to identify long term and short term goals. • Stock Markets – An Introduction. Explain the different markets (e.g. money market, bond, and stock market), Outline the types of investment products that can be purchased in each market. • Mutual Funds- understand the mutual fund market – the various schemes and benefits • Investing in Postal Schemes- knowledge of the various investment options available in the post office- Investing in NSC, Investing in Post office Monthly income scheme, KisanVikas Patr, Recurring deposit, etc. • Asset Allocation Plans- Construct an asset allocation plan that is consistent with client investment objectives. (life stage, income, expense, no of dependents etc.).Quantify tax liabilities related to the type of investment earning (interest income, dividends, capital gains) • Investments and their tax implications. The various deductions under chapter VI ,Where to invest to avail Tax benefits • Retirement Planning- How to save for retirement & Annuity plans. • Evaluation & Review of Financial Plan 	4 5 5 5 6 3 6 5 4 2	
BBOH007	Industrial Relations	2	

Objective	At the end of the course the student will be able to understand industrial relations practices and apply the same at workplace.	
Contents	<ul style="list-style-type: none"> ● Introduction to the concept of Industrial Relations. Evolution of IR, Importance of IR and its Application ● Trade Unions Act, importance, disputes, tactics, activities, and authorities. Trade Union activities -strikes, lockout, closures. Effects, provisions under ID Act, compensation in case of closures, authorities, notices, recognition of Trade Unions by management ● Resolving Disputes- Action plans to resolve disputes, peaceful solutions. Discussion, negotiations, government authorities ● Negotiations skills and wage settlements authorities. Charter of demands, wage settlements, discussions. Negotiations, authorities, process. ● Employees Grievances, Issues and Peaceful solutions. Role and powers of works committee, conciliation officer, Board of Conciliation, labour court, Industrial tribunal. ● Disciplinary Actions.-Disciplinary actions such as suspensions, terminations. Show cause notice, payments during suspensions, compensation. Domestic enquiry procedures and its requirements. ● Unfair labour practices and actions. Types of Unfair labour practices at work place, complaints, Provisions, and authorities for action. 	<p>3</p> <p>5</p> <p>4</p> <p>5</p> <p>4</p> <p>4</p> <p>5</p>
BBOM001	Consumer Behaviour	3
Objective	At the end of the course, students will develop the competency of analyzing consumer behaviour	
Contents	<ul style="list-style-type: none"> ● Marketing and Relevance of Consumer Behaviour(CB) ● Types & Role of Customer, Consumerism & Strategy, Behaviour Dynamics: The Stimuli-Response, Types of Behaviours, Customer Decision Making Process, Factors Affecting Consumer Behaviour. ● Group Factors: <ul style="list-style-type: none"> ○ Cultural Factors: The effect of Culture and Sub-cultural components on Consumer Behaviour, The Concept of Ethnocentrism with reference to acculturalisation and enculturalisation ○ Social Factors: Reference Groups and their influence on Consumer Behaviour, Brand Equity, The influence of Family on the Consumer Behaviour – Individualistic Vs Collective orientations ● Individual Factors: Personal Factors: Personality and dynamics, Theories on Personality, Effects of Personality on Consumer Decision Making Process. Life styles, Inventory and the role of psychographics, Demographical Classification of consumer characteristics. ● Theories of motivation and their relevance to Consumer Behaviour ● The dynamics of Customer Perception. Marketing Implications and practices. ● Theories of Learning – Behavioural and Cognitive perspectives. Elaboration Likelihood Model & Social Judgment theory. Consumer learning process with reference to decision making ● Consumer Attitude, Brand Loyalty, Strategies to change consumer Attitude, Perceived Value and Value Gap. 	<p>4</p> <p>6</p> <p>6</p> <p>6</p> <p>4</p> <p>8</p> <p>6</p> <p>5</p>
BBOH001	Talent Acquisition	3
Objective	At the end of the course the student will be able to make effective Hiring decisions	

Contents	<ul style="list-style-type: none"> • Talent planning: Need, importance, techniques & levels. • Job Analysis and Design. • Link between human resource practices and talent acquisition and organization strategy. • Talent Acquisition: Recruitment, Selection and Identification of Talent. • Sources of Talent – Internal, External. Criteria for recruitment and selection, screening, selection methods, evaluation. • Person-job fit, challenges in effective recruitment and selection processes. • Ethics, culture, impact on individual, team, and organizational effectiveness. • Usage of Technology for effective hiring. 	8 7 4 6 8 6 3 3
BBOM010	Retail Management	2
Objective	At the end of the course, students will develop competency of handling challenges, different tools relating to retail business, analyzing retail environment and opportunities for business.	
Contents	<ul style="list-style-type: none"> • Introduction to Retailing Management - Importance, roles and Challenges, Retail in India • Theories of Retail Development and Formats in Retail. • Understanding the Retail Consumer & Retail Strategy: Strategy, Concept of business model, Strategy from the Retail perspective, mission, situation analysis, options, and objectives. Retail Value chain. • Store Site Selection: Types of Retail Locations, steps involved in choosing location, Methods of Evaluating trading area, trend in property development in India. • Methods of Retail Expansion -Concept and need of Foreign Direct Investment, Methods of Expansion, Franchising, Types, legal issues in franchising in India. • Merchandising - Concept of Merchandising, Evolution, Factors affecting buyers, Merchandisers role, Buyers Role/Responsibilities, Buying for a single store, Process of Merchandise Planning, types, Technology, tools. Private labels. • Store layout & Design and Visual Merchandising: Concept of Store layout and design, Exterior and Interior, Visual Merchandising, tools uses, Methods of Display. • Retail Marketing and Branding - Role of Marketing in Retail, Retail Marketing Mix, Segmentation, Targeting, Positioning approach, Retail communication mix, Advertising, Sales promotion, Public Relations and Publicity, Personal Selling, Point Of Purchase, Social and Mobile media. • Role of Technology in Retail - Unique needs of technology Retail, need for Product Identification, Importance of Technology in Retail, factors affecting the use of Technology, Application, Database management, Data warehousing, Data mining. 	4 5 5 2 2 2 4 2 4
BBOH005	Learning and Development	3
Objective	At the end of the course the student will be able to use learning and development tools and techniques to create a learning environment in an organization.	

Contents	<ul style="list-style-type: none"> • Elements of an effective learning and training process, theories. • Linkages between performance management and effective learning and development processes; Stakeholder role and buy-in • A Systematic Approach to Training - Needs Assessment and Training Calendar design • Programme Design: Types of training, Incorporating Learning Principles; Instructional Techniques. • Content design and delivery • Training Evaluation: Evaluation Designs, Reaction, Learning, Job Application, Business Impact and Return on investment. • Training Department and Trainers' Roles • Moving from Training to Performance; developmental plans 	4 6 6 4 10 6 4 5
BBOH008	Human Resource Information Systems	1
Objective	At the end of the course the students will be able get an insight into basics of technology, application, and management of Human Resource Information Systems (HRIS) and its application for human resources management.	
Content	<ul style="list-style-type: none"> • Information Technology, Information System and HRIS: An overview <ol style="list-style-type: none"> a) Information Technology and Information Systems b) Computer-based Information System c) HR issues and Importance of Human Resource Management Information System (HRIS) d) HRIS Needs Analysis • Computerized HRIS and HRIS Functional Areas <ol style="list-style-type: none"> a) Personnel Management Module b) Benefits Module c) Recruitment Module d) Training Module e) Performance Management and Administration Module f) Medical Information/Wellness Module g) Time and Attendance Module h) Safety Management Module • Policies and Procedures for HRIS • Ethical and Legal Considerations for HRIS 	3 7 3 2
BBOH002	Performance Management	2
Objective	At the end of the course the student will be able to use performance management skills required to take organizational decisions relating to employee performance.	
Contents	<ul style="list-style-type: none"> • Introduction, importance, performance management cycle and current practices Relationship between development strategies and business performance; performance planning, coaching and review/ appraisals; Interpersonal dynamics in performance management. • Performance planning and Goal setting. Introduction to Competency Mapping • Frameworks for performance management, their adaptations in India and best practices • Performance Appraisals – Methods, Documentation, Feedback, legal and Ethical Considerations, Role of Appraisers. • Performance feedback and coaching, Performance Developmental Plans & Rewards, application in career planning. 	6 6 4 8 6

BBOH003	Compensation Management	2	
Objective	At the end of the course the student will be able to use knowledge and skills in compensation systems, to take decisions		
Contents	<ul style="list-style-type: none"> • Job Evaluation and strategic compensation; methods of job evaluation; principles of compensation. Compensation Structures • Labour Market : Concept, Broad Types of Labour Market • National Wage Policy : Objectives, Concepts, • Company Compensation Policy: Compensation Determination, Pay Grades, And Economic Principles, External Equity: Salary Surveys, Salary Components. • Components of Cost to company- wages, salary, fringe benefits, perquisites. • Incentives – Concepts; different kinds of wage incentives plans and their application, pay for performance, competency based pay. • Compensation design and tax planning. 	<p style="text-align: right;">2 5 3 5 5 5 5</p>	
BBOM002	Advertising Management	2	
Objective	At the end of the course, students will develop competence in integrated marketing communications and promotions.		
Contents	<ul style="list-style-type: none"> • The Role of Integrated Marketing Communications in Marketing. Introduction to Integrated Marketing Communications, The Role of Integrated Marketing Communications in the Marketing Process, Integrated marketing Program, Situation Analysis • The Role of Advertising Agencies and Other Marketing Communications Organizations. • Elements of Advertising • Analyzing the Communication Process: The Communication Process, Source, Message and Channel Factors • Objectives and Budgeting for Integrated Marketing Communications Programs Establishing Objectives and Budgeting for the promotional program • Developing the Integrated Marketing Communications Program. Creative Strategy: Planning, Implementing and Evaluation, Media Planning, Evaluation of Broadcast Media, Print Media and Support Media. 	<p style="text-align: right;">5 2 5 5 5 8</p>	
BBOF001	Banking Operations	2	
Objective	At the end of the course, the students will develop competence in handling banking operations.		
Contents	<ul style="list-style-type: none"> • Overview of banking, history .The structure of Indian banking system • Types of customers, products and services of banks, account operations, Financial Inclusion. • Functions& Operations of Banks. Cheque collection services, payment and remittance services, cash management services, different types of banker-customer relationships, foreign exchange, financial services • Legal framework of the banking system. Credit policies and practices. • Credit control, objectives of credit control; CRR, SLR, Repo rate and Reverse Repo. • Retail credit, business credit • IT, electronic banking, and security measures • Basel Norms – Overview 	<p style="text-align: right;">3 4 8 4 2 4 3 2</p>	
BBOM003	Brand Management	2	

Objective	At the end of the course, students will develop the competency of analyzing Brand portfolios, Branding a Product, branding strategies, and brand management.	
Contents	<ul style="list-style-type: none"> • Positioning concept & Product Class and Consumer Segmentation • Options for a Brand Manager & Brand Portfolio and Product Portfolio • Differential Advantage, Strategies for Competitive advantage • Brand Loyalty • Positioning with Non Functional Values • Advertising Objectives • Positioning through Celebrity Endorsements • Rules and Risks of Branding Strategies 	4 4 4 4 4 4 2 4
BBOM009	Product Management	2
Objective	At the end of the course, students will develop competency of analyzing the market environment and product life cycle, Create differentiable and sustainable value propositions, marketing mix and product portfolio.	
Contents	<ul style="list-style-type: none"> • Market analysis: <ol style="list-style-type: none"> a. Market analysis and the tool used to do the same. b. Methods for obtaining and integrating market feedback to drive corporate and product decisions those are required for a product launch. (Translating Market Opportunities into Profitability) • Competitor analysis: Competition (from industry point of view and customer point of view) for a given product offering • Product Life Cycle (PLC): The stages of the product life cycle and when a product needs support, redesign, reinvigorating, withdrawal, etc. • Product differentiation and positioning the new product concept: Creating differentiable and sustainable value propositions and the role of positioning. • The importance of product benefits (as opposed to features) in guiding marketing-mix decision making. • Product portfolio and decision related to it: Identifying the range of products a company offers to the consumers and decisions related to managing a product portfolio 	6 6 2 6 4 6
BBOM008	Marketing Research	2
Objective	At the end of the course, students will develop the competency of formulating Research design, data Measurements, analyzing techniques in marketing research and applying basic marketing research tools	
Contents	<ul style="list-style-type: none"> • Characteristics of Marketing Research, Marketing research v/s Marketing Intelligence, Role of Marketing Research in Strategic Planning, Application of marketing research, Syndicated Research. • Research Approach, Sampling Plan, Sources of Data - Primary and Secondary Data–, Survey Methods, Experimental Methods. • Designing Questionnaire, Types of Questions, Reliability and validity of questionnaire ,Probability Sampling, Non Probability Sampling • Types of data analysis , Univariate Analysis, Bivariate Analysis ,Data Warehousing and Mining • Relationships between Variables Using Co variation to Describe Variable Relationship , Forward Stepwise Regression, Backward Stepwise Regression, Evaluation of Marketing Research Project, Types of error in marketing research 	2 8 8 8 4
BBOM004	Digital Marketing	2

Objective	At the end of the course, students will develop the competency of marketing online, Boosting website traffic, Generating potential leads and increasing sales revenue.	
Contents	<ul style="list-style-type: none"> Basics of Digital Marketing Hands-on-practical exposure about creation of a website. Search Engine Optimization, Pay Per Click Advertising, Google Analytics, E-mail marketing, Mobile Web Marketing and Online Advertising. Social Media Marketing comprising of Facebook, Twitter, LinkedIn, Video and Viral marketing, Lead generation for business, converting leads into sales and increase business revenue. Affiliate Marketing and AdSense Blogging. The differences between AdWords Fundamental, Search Advertising, Display Advertising, Video Advertising, Shopping Advertising and Mobile Advertising. 	2 6 8 6 4 4
BBOM005	Services Marketing	2
Objective	At the end of the course, students will develop competency of examining dimensions of service quality, roles of employees in service delivery and improving service quality.	
Contents	<ul style="list-style-type: none"> Differences between services marketing and goods marketing and exposure in understanding the differences in marketing and managing different service organizations. Service Delivery Process Managing Employees and their role in service delivery Segmentation, Targeting and Positioning Services in the competitive market Customers Complaints Handling. Setting Communication Objectives. Improving Service Quality & Productivity. Consumer Behavior in Service Encounters. Service Recovery. Challenges Posed by Services Markets. 	2 4 4 4 2 2 2 2 4 4
BBON012	Physical Health & Games 1	2
Objective	At the end of the course the students will understand the importance of being physically fit. Develop the ability to maintain the physical fitness and live a healthy lifestyle.	
Contents	<ul style="list-style-type: none"> Introduction to stretching and warm-up exercises Yoga and meditation exercises for good health Simple exercises, Plyometric exercises, relay race etc. Outdoor games their rules and their organization (handball, football, etc.) Indoor games their rules and their organization (badminton, table tennis, weight training, etc.) 	6 6 6 6 6
BBON013	Physical Health & Games 2	2
Objective	At the end of the course the students will develop the ability to enhance their muscle quality and also target specific muscle groups for better health and fitness.	

Contents	<ul style="list-style-type: none"> • Conditioning of muscles. • Strengthening of lower body through yoga and exercises. • Strengthening of upper body through yoga and exercises. • Improvement of cardiovascular endurance (Blip test). • Improving body coordination through games. 	6 6 6 6 6
BBCS008	Mock interviews by Executives	1
Prerequisite	Interview Facing Skills is a prerequisite to undertake this course	
Objective	To enable students to obtain feedback from the industry/ employers on the extent of competence development they had, their strengths, weaknesses, etc. judged from the point of their employability in the industry.	
Contents	<ul style="list-style-type: none"> • Conceptual clarity • Domain knowledge • Behavioral skills • Perspectives held • General awareness 	
BBON030	Individual & Society	2
Objective	To sensitize the students on how social forces affect individual behaviour in everyday lives. At the end of the course the students will be able to apply sociological knowledge to analyze the role of individual and social behaviour in everyday lives and its impact on the society	
Contents	<ul style="list-style-type: none"> • Individual & Social behaviour – Origin of Society, features of Society, Role of Individuals in Society, Norms & Value. • Objective Study of Society – Characteristics of Scientific observation, Advantages of observational methods, Problems of Objectivity • Sociological, Functionalist & Conflict Perspectives – Origin, Ideologies & Theories. • Culture – Components, Aspects, Characteristics, Culture Change. • Socialization – Types of Socialization, Agencies & Theories. • Social control and Deviance – Forms of Deviance, issues pertaining to deviance – crime & delinquency, white collar crime. • Stratification – Forms of Social Stratification, Caste, Class, Gender, Theories of Social Stratification. • Gender and Inequality – Gender as social construction, social structure of gender inequality, Gender & Development. • Status and Role – Interrelationship between status & role, multiple roles, role set, role conflict, and status set. • Social Mobility – Meaning, Horizontal & Vertical Mobility, importance of social mobility. • Social Change – Concepts & Types, Evolution, Progress, revolution, modernization, globalization. Social Change in Goa. • Social Policy – Government Policy, relation to education, economy, Science & technology. • Future of society- The challenges of present Society, contemporary social issues of India. 	3 2 4 2 2 2 2 2 2 2 3 2 2
BBON026	Cultural Heritage of Goa – 2	2
Objective	At the end of the course the students will develop the ability to appreciate the rich Goan culture, with an intention to document & record the same. They will have an ability to seek and also create cross reference/s of the Goan tangible & intangible heritage.	

Contents	<ul style="list-style-type: none"> • Ornaments, dress, customs & traditions of Goan Hindus & Christians. • Festivals of Goan Hindus, Muslims & Christians. • Flora & Fauna of Goa; Sahayadri Range/ Western Ghats. • Goa's folk performing arts & theatres. • The culinary art and food in Goa & cultural effects on ethnic cuisine. • Folk Games of Goa. • Trades & occupations. 	6 4 4 4 4 4 4
BBIR001	Internship Report 1	6
BBIR002	Internship Report 2	6
BBIR003	Internship Report 2	4
Objective	<p>Internship Report 1 -At the end of the internship the student will be able to understand how an industry works.</p> <p>Internship Report 2 & 3 - At the end of the internship the student will be able to understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions.</p>	
Contents	Industry practices and processes.	6/6/4 weeks
BBIS001	Internship Seminar 1	2
BBIS002	Internship Seminar 2	2
BBIS003	Internship Seminar 2	2
Objective	At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies.	
Contents	Industry practices and processes.	