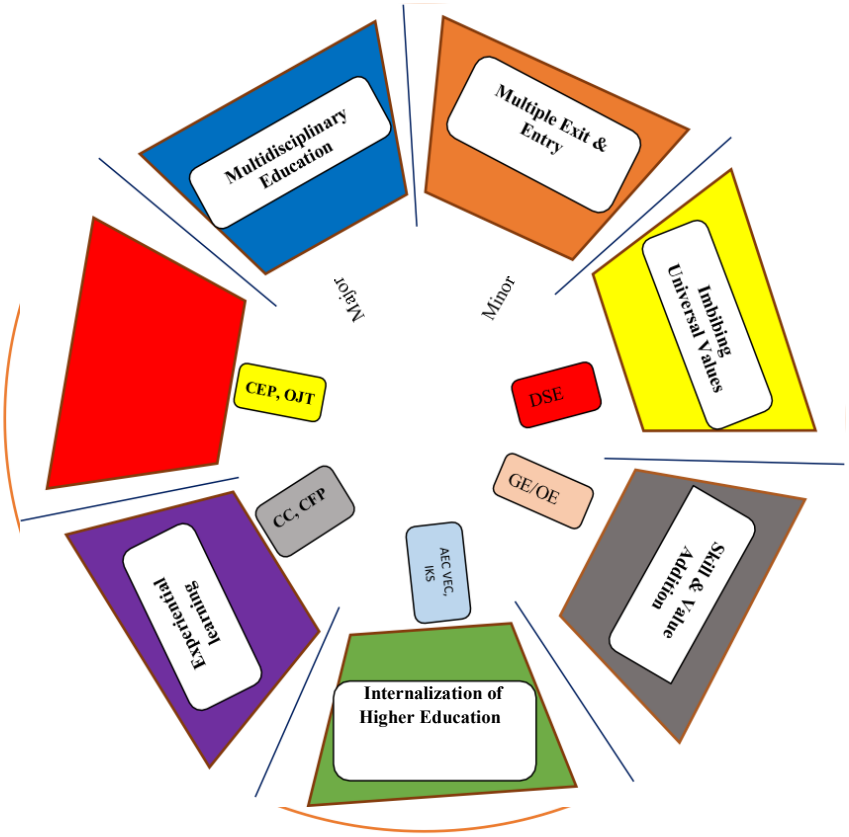
National Education Policy -2020

Implementation Modalities For

Four Year Undergraduate Program (FYUG)

Under

Faculty of Commerce & Management



Bachelor of Business Administration (BBA)

(W.E.F. 2024-2025)

Kavayitri Bahinabai Chaudhari

North Maharashtra University, Jalgaon – 425001 (M.S.) India

Kavayitri Bahinabai Chaudhari
North Maharashtra University, Jalgaon
Faculty of Commerce & Management

Common Credit distribution structure for Four-Year Honors Degree Programme

Bachelor of Business Administration (Honors)

BBA Major in Financial Management & Minor Business Analytics

BBA Major in Marketing Management & Minor Business Analytics

BBA Major in Human Resource Management & Minor Business Analytics

BBA Major in e-Commerce & Minor Business Analytics

Under

Faculty of Commerce & Management

(Academic Year 2024-25)

BBA (Honors/Research) – Second Year SEMESTER – III, Level – 5.0

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-201	Management Accounting	4
DSC/CC	BBA-202	Marketing Management	4
OE	BBA-203	Cyber Security	2
Minor	BBA-204	Data Analytics using R/Python	2
Minor	BBA-205	Practical on Data Analytics using R/Python	2
VSC	BBA-206	Advanced Excel	2
AEC	BBA-207	Modern Indian Languages 1 (Select from Basket)	2
FP	BBA-208	Field Project Related to Major	2
CC	BBA-209	**A) :** NCC - 3 **B) :** NSS - 3 **C) :** Sports - 3 **D) :** Cultural Activity – 3 **E) :** Cyber Security **F) :** Community Engagement Programme (Visit and Study of Local Retailer/Hotels/Malls/SHG etc and Poster & PPT Presentation about the Functioning related Accounting/Finance/HR/Marketing Activities)	2
		Total	**22**

BBA (Honors/Research) – Second Year SEMESTER – IV, Level – 5.0

Course Type	Course Code	Course Title	Credits
DSC/CC	BBA-211	Operations Management	4
DSC/CC	BBA-212	Financial Management	4
OE	BBA-213	Essentials of Psychology for Managers	2
Minor	BBA-214	Data Visualization using Powerbi	2
Minor	BBA-215	Practical's Data Visualization using Powerbi	2
SEC	BBA-216	Design Thinking and Innovation	2
AEC	BBA-217	Entrepreneurship and Startup Ecosystem	2
CEP	BBA-218	Community Engagement Project (Select from Basket)	2
CC	BBA-219	Disaster Management	2
		Total	**22**

SEMESTER III

Course Code: BBA-201
Course Title: Management Accounting

Course Code: BBA-201	**Course Category: DSC/CC**
Course Title: Management Accounting	**Type: Theory**
Total Contact Hours: 60 (4/week)	**Course Credits: 04**
College Assessment (CA) Marks: 40 Marks	**University Assessment (UA): 60 Marks**

Course Objectives:

- To explain basic concepts, importance & functions of Management Accounting.
- To illustrate the concept of Financial Statements, techniques of Financial Statement Analysis.
- To enable students to calculate the various ratios and interpret it.
- To understand and apply concepts, tools, and techniques in the managerial decision-making process.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level** [Bloom's Taxonomy]
Demonstrate clear understanding of basic concepts, significance, and functions of Management Accounting.	1
Apply various techniques of Financial Statement Analysis to assess the financial health of an organization.	2
Calculate Financial Ratios (Liquidity, Profitability, Solvency, Activity ratios) and apply these ratios to evaluate business performance.	2
Employ the tools, techniques, and concepts of Budgetary Control, Marginal Costing, and Standard Costing effectively in the managerial decision-making process.	4

Course Content:

Unit 1: Introduction to Management Accounting (Theory) (8L, 12M)

- Definitions of Management Accounting, Features of Management Accounting
- Objectives, Functions, Scope
- Role of Management Accounting in decision making
- Advantages and Limitations of Management Accounting
- Difference between Cost Accounting, Financial Accounting and Management Accounting

Unit 2: Financial Statements and Financial Analysis (Theory) (8L, 12M)

- Concept of Financial Statements
- Significance and Objectives of Financial Statements
- Types of Financial Statements: - For Public and For Management
- Statutory Provisions regarding Financial Statements
- Techniques of Financial Statement Analysis: Trend analysis, Comparative Statement, Common Size Statements

Unit 3: Ratio Analysis **(Theory and Problems)** **(10L, 18M)**

- Meaning, Objectives of Ratio Analysis
- Advantages and Limitations of Ratio Analysis
- Types of Ratios
- Practical Problems on Liquidity Ratio, Profitability Ratio, Solvency Ratio, Activity Ratio

Unit 4: Budgetary Control **(Theory and Problems)** **(10L, 18M)**

- Concept of Budget, Budgetary Control
- Objectives of Budgetary Control, Essentials of Budgetary Control System
- Advantages and Limitations of Budgetary Control System
- Classification of Budgets
- Practical Problems on preparation of Flexible Budget and Cash Budget

Unit 5: Marginal Costing **(Theory and Problems)** **(12L, 20M)**

- Meaning of Marginal cost and Marginal Costing
- Features and Importance of Marginal Costing
- Limitations of Marginal Costing
- Contribution, Profit Volume Ratio, Break Even Point, Margin of Safety
- Break Even Analysis-Meaning and Importance

Unit 6: Standard Costing & Variance Analysis (Theory and Problems) (12L, 20M)

- Meaning, Importance of Standard Costing
- Variance Analysis
- Material Variance
- Labor Variance
- Overhead Variance

Suggested Classroom Activities / Readings:

Unit	Classroom Activity	Readings
1: Introduction to Management Accounting	Group discussions on "Differences between Financial, Cost, and Management Accounting"	Case: How Business organisations uses Management Accounting in decision-making
2: Financial Statements and Financial Analysis	Analyze Financials Statements using techniques such as Trend analysis, Common-size analysis and Comparative analysis	Case: Comparative Financial Statement Analysis of any Telecom Industry
3: Ratio Analysis	Ratio calculations exercise using provided Financial Statements	Case: Liquidity and Profitability analysis of a retail firm and its Interpretation.
4: Budgetary Control	Preparation of Flexible Budgets for a hypothetical firm with the imaginary values	Case: Preparation of the Flexible Budget for different levels of productions.
5: Marginal Costing	Marginal Costing Calculation Exercise	Case: How changes in Marginal costs affect the profitability of business concern.
6: Standard Costing & Variance Analysis	Practical Exercise: Calculation of Material and Labor Variance	Case: Provide students with an Imaginary Case Study of company, including budgeted data, actual data, and actual activity levels.

Reference Books:

1. Management Accounting and Financial Control by S.N. Maheswari, Sultan Chand and Sons
2. Cost and Management Accounting by M.N. Arora, Vikas Publishing House PVT ltd
3. Management Accounting: Text, Problems & Cases by Khan & Jain, Tata McGraw Hill (TMH)
4. Cost and Management Accounting by SP Jain and KL Narang
5. Financial and Management Accounting by Dr. S.N. Maheshwari, Dr.Suneel K. Maheshwari, CA Sharad K. Maheshwari

Course Code: BBA-202
Course Title: Marketing Management

Course Code: BBA-202	**Course Category: DSC/CC**
Course Title: Marketing Management	**Type: Theory**
Total Contact Hours: 60 (4/Week)	**Course Credits: 04**
College Assessment (CA) Marks: 40 Marks	**University Assessment (UA): 60 Marks**

Course Objectives:

- To develop understanding about marketing management concepts and frameworks.
- To develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives.
- To explore effective marketing strategies and how to implement them in an organization.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level** [Bloom's Taxonomy]
Understand key marketing management concepts and frameworks in business decision-making.	2
Analyze market data and derive insights to develop effective marketing strategies from multiple perspectives.	4
Implement marketing strategies within an organization and evaluate their impact on demand and business growth.	3

Course Content:

Unit 1: Introduction to Marketing **(10L, 16M)**

- Meaning and Definition of Marketing
- Nature and Scope of Marketing
- Importance of Marketing
- Core marketing concepts- Company orientation, Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept

Unit 2: Marketing Environment **(10L, 16M)**

- Meaning Marketing Environment
- Types of Marketing Environment- Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context);
- Market and competition analysis
- Types of marketing (B2C, B2G, B2B, C2C)

Unit 3: Segmentation, Targeting and Positioning **(10L, 16M)**

- Concept of Segmentation, Targeting and Positioning
- Basis for Segmenting Consumer Markets-Geographic Segmentation, Demographic Segmentation, Psychographic Segmentation, Behavioral Segmentation
- Concept of Product Positioning and Differentiation

Unit 4: Product & Pricing decisions **(10L, 16M)**

- Concept of Product
- Product Life Cycle (PLC)
- Product Classification
- Product Line Decision
- Product Mix Decision
- Concept of Pricing
- Determinants of Price
- Pricing Methods

Unit 5: Promotion Decisions **(10L, 18M)**

- Concept of Promotion
- Factors determining promotion mix
- Promotional Tools
- Fundamentals of advertisement
- Sales Promotion,
- Public Relations
- Publicity and Personal Selling.

Unit 6: Marketing of Services **(10L, 18M)**

- Concept of Service Marketing

- Unique characteristics of services
- Marketing strategies for service firms – 7Ps
- Contemporary issues in Marketing,

Suggested Classroom Activities / Readings:

Unit	Classroom Activity	Readings
1: Introduction to Marketing	Debate on "Product vs Marketing orientation"	Case: Evolution of Amul's marketing strategy
2: Marketing Environment	Create an environmental scanning report (PESTEL)	Case: Entry strategy of IKEA in Indian market
3: Segmentation, Targeting and Positioning	Create customer personas and positioning maps	Case: How Dove used segmentation for brand repositioning
4: Product & Pricing decisions	Brainstorm product mix and pricing for a startup	Case: Pricing strategies of Patanjali vs. Hindustan Unilever
5: Promotion decisions	Design a promotional mix for a new product	Case: Cadbury's advertising and promotional campaigns
6: Marketing of Services	7Ps analysis of a service (e.g., hospital, bank)	Case: Marketing strategy of Zomato in tier-2 cities

Reference Books:

1. Marketing Management (16th edition) by Kotler P., Keller K., et al. Pearson Education Pvt. Ltd.
2. Marketing Management by Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth Pearson Higher Education
3. Principles of Marketing (17th edition). By Kotler, P., Armstrong, G., and Agnihotri, P. Y. Pearson Education.
4. Marketing Managementby Dr. K Karunakaran, Himalaya Publishing House.
5. Marketing Management by S.A. Sherlekar, Himalaya Publishing House
6. Marketing Management: Indian Context Global Perspective (6th edition) by Ramaswamy, V.S. &Namakumari, S.. Sage Publications India Pvt. Ltd.
7. Managing Markets for profit and growth by Biswas A. K. Strategic Market Management: Notion Press
8. The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market, by Treacy, M., and Wiersema, F. Basic Books

Course Code: BBA-203
Course Title: Cyber Security

Course Code: BBA-203	**Course Category: OE**
Course Title: Cyber Security	**Type: Theory**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To introduce basics of Information Systems and Information Security.
- To explain cryptography, digital signatures, and secure e-payment systems.
- To create awareness about cyber-crimes and preventive measures.
- To familiarize students with the IT Act 2000 and related legal provisions.

Course Outcomes: After completion of the course, the student will be able to -	**Cognitive Level [Bloom's Taxonomy]**
Define basic concepts of Information Systems and Security.	1
Explain cryptographic tools and secure e-payment methods.	2
Identify various types of cyber-crimes and threats.	3
Analyze legal provisions under the IT Act 2000.	4
Developing awareness in applying cyber safety practices.	3

Course Content:

Unit 1: Introduction to Information Security **(6L, 12M)**

- History, Nature, basics and Importance of Information Systems
- Meaning of Data and Information, Internet and Online Resources
- Basic Principles of Information Security
- Information System Threats and attacks
- Security Threats to E Commerce, Business Transactions on Web

Unit 2: Security Controls **(8L, 12M)**

- Cryptography and Model of Cryptographic Systems
- Digital Signature, Requirement of Digital Signature System
- Concepts in Electronics payment systems, Internet Banking, E-Cash, Credit/Debit Cards.
- Physical Security- Needs, Disaster and Controls,
- Access Control- Biometrics, Benefits of Biometrics Systems

Unit 3: Cyber Crime **(8L, 12M)**

- Cyber Crime: Meaning
- Email Tracing and Tracking,
- Hacking, Phishing
- Virus, Worms attacks
- Cyber Pornography and Cyber Terrorism

Unit 4: Cyber Law & IT Act **(8L, 14M)**

- Fundamentals of Indian Cyber Law: Information Technology Act 2000.
- Main features of the IT Act2000,
- Objectives of Information & Technology Act,2000
- Information Technology Amendment Act 2008 and its major strengths.
- Few Provisions related to Offences & Punishment under Information Technology Act, 2000.

Suggested Classroom Activities/ Readings:

Unit	Classroom Activities	Readings
1: Introduction to Information Security	Quiz on security threats and mitigation	Case:Data breach of any Social Media and its implications.
2: Security Controls	Interactive ***Role Play***Simulation based on - Secured Payment System Role Play	Case:Paytm's security architecture for digital transactions.
3: Cyber Crime	Research-based presentation on types of cybercrime	Case:Study on **any one**ransomware attack on WannaCry, BitPaymer, Cryptolocker, DarkSide, Darma, DoppelPaymer, GandCrab, Maze, MedusaLocker, NetWalker, NotPetya
4: Cyber Law & IT Act	Awareness Session by *Cyber Expert or Lawyer* based on IT ACT 2000 violation using Net Banking, Social Media.	Case:Landmark Indian cases under the IT Act 2000.

Reference Books:

1. Information Systems Security by Nina Godbole**,** Wiley India Pvt. Ltd.
2. Information Security: Principles and Practices by Mark Merkow and Jim Breithaupt**,** Pearson Education
3. Foundations of Information Technology by D.S. Yadav**,** New Age International Publishers, Delhi
4. Information Assurance for the Enterprise: A Roadmap to Information Security by Corey D. Schou and Daniel Shoemaker**,** Tata McGraw Hill
5. Cyber Laws Simplified by D.P. Sood**,** McGraw Hill Education
6. Computer Insecurity: Risking the System by Steven Furnell**,** Springer
7. Cyber Law by Pawan Duggal**,** Universal Law Publishing Co.
8. Information Technology Law and Practice (Law & Emerging Technology – Cyber Law & E-Commerce) by Vakul Sharma**,** Universal Law Publishing

Course Code: BBA-204
Course Title: Data Analytics using R/Python

Course Code: BBA-204	**Course Category: Minor**
Course Title: Data Analytics using R/Python	**Type: Theory**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To understand the basics of data analytics.
- To introduce R and Python programming for data analysis.
- To develop theoretical knowledge of data handling and manipulation using Python.
- To learn data visualization concepts and interpret visual data for decision-making.

Course Outcomes: After completion of the course, the student will be able to -	**Cognitive Level** [Bloom's Taxonomy]
Understand the fundamental concepts of data analytics.	2
Understand the basics of R and Python programming for Data Analytics.	2
Apply data handling and manipulation techniques using R/Python	4
Analyze data visualizations to interpret results and make informed business decisions.	3

Course Content:

Unit 1: Basics of Data Analytics **(6L, 12 M)**

- Meaning and concept of Data Analytics
- Data Analytics Life Cycle
- Importance of Data Analytics in Modern Business,
- Essential Skills for Managers in Data Analytics.
- Tools of Data Analytics

Unit 2: Introduction to R and Python **(8L, 12 M)**

- Concept and application of R Programming for Data Analytics
- R programming packages - dplyr, tidyr, ggplot2
- Concept Python for Data Analytics
- Essential Libraries of Python-NumPy,Pandas
- Basic Syntax ,Data Types and Variables of Python
- Control Structures: If, Loops, and Functions

Unit 3: Working with Data using Python **(8L, 14M)**

- Import various data sources(.csv, .xlsx, SQL)
- Understanding DataFrames and Series
- Viewing, indexing, and selecting data
- Handling missing values and data cleaning basics
- Sorting, filtering, and summarizing business data
- Combining and merging datasets (joins and unions)

Unit 4: Data Visualization and Reporting **(8L, 12 M)**

- Importance of Visualization in Analytics
- Python Libraries for Data Visualization- Matplotlib,Seaborn,Plotly
- Types of Charts: Bar, Line, Pie, Histogram (Conceptual Understanding)
- Interpreting of charts for Decision-Making

Reference Books:

1. Data Analytics using R by U. Dinesh Kumar, Wiley India.
2. Python for Data Analysis by Wes McKinney, O'Reilly Media.
3. Big Data Analytics: Concepts, Techniques, Tools, and Technologies by G. Sudha, M. Thangaraj, and S. Suguna, PHI Learning Pvt. Ltd.
4. Data Analytics for Beginners: Basic Guide to Master Data Analytics by Paul Kinley.
5. Data Analytics using Python by BhartiMotwani, Wiley India.
6. Data Analysis with Python by Rituraj Dixit, BPB Publications.
7. Python Data Analytics: With Pandas, Numpy, and Matplotlib by Fabio Nelli, Apress

Course Code: BBA-205
Course Title: Practical on Data Analytics using R/Python

Course Code: BBA-205	**Course Category: Minor**
Course Title: Practical on Data Analytics using Python	**Type: Practical**
Total Contact Hours: 60 (4/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To understand fundamental of R and Python programming concepts and their application in data analytics.
- To learn data preprocessing, cleaning, and transformation techniques using Python.
- To analyze data and generate meaningful conclusions
- To visualize data effectively using charts and graphs for decision-making.

Course Outcomes: After completion of the course, the student will be able to -	**Cognitive Level [Bloom's Taxonomy]**
Understand basic concepts of R and Python programming and their role in data analytics.	2
Apply data preprocessing and cleaning techniques using Python	3
Analyze datasets using sorting, filtering, and aggregation methods.	4
Evaluate Business data to support data-driven decision-making using Python.	5
Create meaningful visualizations using Python to represent data insights	6

Course Content:

R Programming

1. Write a program to read a .csv file and display the first 5 rows.
2. To demonstrate dplyr and tidyr packages in R programming.
3. To demonstrate ggplot2 package in R Programming.

Python Programming

4. Write a program to print the message: "Hello, Data Analytics!"
5. Write a program to classify sales performance using if-else:
6. Write a program to store monthly sales in a list and calculate the total using a for loop.
7. Write a program to define a function that calculates average revenue from a list of values.
8. Write a program to read a .csv file and display the first 5 rows.
9. Write a program to load a dataset into a DataFrame and display its structure.
10. Write a program to clean data by: Removing whitespace in column names, Renaming columns and Changing data types as needed
11. Write a program to sort sales data by revenue or date and then filter and display only top-selling products where sales are greater than 1000.
12. Write a program to summarize the dataset and aggregation functions.
13. Write a program to create visualizations using Python:

(a) A bar chart showing product categories vs. total sales

(b) A line graph displaying the trend of monthly revenue

(c) A pie chart showing the percentage of market share by region

Course Code: BBA 206
Course Title: Advanced Excel

Course Code: M-226	**Course Category: VSC**
Course Title: Advanced Excel	**Type: Practical**
Total Contact Hours: 60 (4/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To understand fundamental Excel functionalities, including navigation, cell formatting and basic data entry.
- To analyse and use core Excel functions and formulas to perform essential calculations and data analysis
- To Create Pivot Tables to summarize and analyse large data sets effectively.
- To Insert and configure Sparkline to represent data trends for stock market analysis.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level [Bloom's Taxonomy]**
Use basic Excel functions and formulas to perform routine calculations and data analysis	3
Apply basic data analysis techniques to interpret and present data effectively.	3
Create and customize various types of charts and graphs to visually represent data.	6
Create and customize Pivot Tables to summarize and analyze large volumes of data, making it easier to extract actionable insights.	6
Change Sparkline types and data ranges to fit different analytical needs and formats.	3

Course Content:

Practical 1: Basic Formatting features

Create an excel spreadsheet to create marks statement of students using basic Formatting features

- Format Font, Format Text Size, Bold / Italic / Underline, Format Text Color,
- Format Cell Borders, Format Cell Background, Format Text Alignment
- Merge / Unmerge Cells
- Highlight Cells, Top 10/ Bottom 10 Values, Data Bars, Color Scales, Icon Sets
- Identify Duplicate Values, Clear Rules

Practical 2: Advanced Formulas

Create an excel spreadsheet for student list with marks details

- Calculate Total, Percentage, Grade
- Nested IF statements
- VLOOKUP and HLOOKUP functions

Practical 3: Data Analysis Tools

Create spreadsheet for employee details and apply sort, filter on data and also use various graphs.

(Employee details such as Employee Code, Name, Department, Shift, City, Location and Date of Birth)

- Sort Data on Single Column & Multiple Columns, Apply a Data Filter,
- Filter by Selected Cell, Remove a Data Filter, Sort Data with Filter
- Create a Chart, Change Chart Type, Format Chart Title
- Format Chart Plot Area, Format Gridlines, Format Chart Area,
- Format Chart Colors

Practical 4: Pivot Tables and Pivot Charts

Generate a sales report using Pivot Tables and Pivot Charts.

- Creating and customizing Pivot Tables
- Using Pivot Charts to represent data
- Grouping and ungrouping data in Pivot Tables

Practical 5: Sparkline

Create spreadsheet for stock market analysis of 10 companies for 5year, and represent this data using Sparkline.

- Insert a Sparkline Group, Change Sparkline Type
- Change Sparkline Data, Format Sparkline

Course Code: FP-208
Course Title: Field Project

Course Code: FP- 208	**Course Category: FP**
Course Title: Field Project	**Type: Practical**
Total Contact Hours: 48 Hours (4 week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To provide students with exposure to cross-functional business environments.
- To offer practical experience in handling real-time managerial situations.
- To encourage the application of management theories to everyday business challenges.
- To strengthen skills in research methodology, critical thinking, and strategic analysis.
- To build capabilities in team collaboration, project management, and professional communication.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level [Bloom's Taxonomy]**
Apply cross-functional management knowledge to identify and analyze organizational problems.	3
Use appropriate tools to collect, interpret, and synthesize organizational data..	4
Work collaboratively with team members and organizational stakeholders.	3
Prepare a structured project report with findings, analysis, and actionable recommendations.	6
Present findings effectively through verbal and written communication.	5

Course Content:

Guidelines for Field Project Formulation

- Each student enrolled in the BBA program is required to undergo a **Field Project** during their **3rd Semester**.
- For the **3rd Semester Examination**, the Field Project can be carried out **individually** or in **a group of two students** under the supervision of an internal faculty member.
- Students should focus on studying **functional domain** (Marketing, Finance, HR, Operations, etc.) to gain practical exposure and deeper insight into the subject matter.
- The Field Project must be **based on real-world business processes** in domains such as: Retail Stores / Shops, Banks and Financial Institutions, Educational Institutions (Schools, Colleges), Government Offices and Public Sector Units, Manufacturing and Service

Industries (Small & Medium Enterprises), Healthcare and Hospitality Sector (Hospitals, Clinics, Hotels), Startups and Entrepreneurial Ventures, NGOs and Cooperative Societies.

- Students are required to finalize the **project topic** under the guidance of an **Internal Faculty Guide** from the Institute/College.
- The chosen project should encourage the student to explore aspects of: Business Usability, Problem Identification and Solving, Research Orientation, Innovative Solutions, Practical Implementation.
- The student should study the organization's business problems, systems, and practices, evaluate their strengths and weaknesses, and suggest potential solutions or improvements.
- Students are encouraged to create business strategy that reflects real-world decision-making considerations and practical business applications.
- The student has to write a report based on the actual Field Project, get it certified by the Guide/teacher concerned that the Field Project has been satisfactorily completed and submit TWO typed copies of the same to the Head / Director of the institute /Principal of the college.
- Students are required to submit an official certificate from the organization where they have completed their Field Project. This certificate should verify the duration, nature of work, and successful completion of the assigned tasks during the Field Project.
- The Field Project will carry maximum 50 marks, of which internal teacher shall award marks out of maximum **20 marks** based on work done by the student.
- Remaining marks shall be awarded out of maximum **30 marks** by examining the student during Viva-voce, by the **External examiner**.

Field Project Work Proposal / Report:

The project report should be prepared in consultation with your guide. The Field project work should compulsorily include the study of **business processes** as per guidelines. The Format of project report shall be as follows.

1. Title Page:
   - Title of the Project.
   - Organization Name and Location of Project.
   - Student Name and PRN Number.
   - Guide Name.
   - Program Name.
   - Logo and Name of Institution.
   - Logo and Name of University
   - Academic Year
2. Acknowledgment
3. Declaration
4. Introduction:
   a. Background of the Field Project.
   b. Purpose and scope of the Field Project.
   c. Objectives of the Field Project.
   d. Limitations of study.
5. Company/ Industry Profile

6. Research Methodology: [if field project is based on some tools and techniques]
    a. Introduction
    b. Tools, Techniques, and processes used during the Field Project.
    c. Data collection methods (if applicable)
7. Analysis and interpretation of Data collection. (if applicable)
    a. Results achieved (use charts, graphs, or tables-if applicable)
8. Findings:
    a. Key observations and insights gained during the Field Project.
    b. Findings of the study.
9. Conclusion and Recommendations:
    a. Summary of the work completed.
    b. Future Work (if applicable).
    c. Outcomes.
10. References
11. Annexures (if applicable)

General Project Execution Guidelines:

- Duration: 4 weeks
- Mode: Field visits, internships, or virtual projects (as applicable)
- **Assessment Criteria:**
- CA (20 Marks): Internal viva, attendance, and interim report.
- UA (30 Marks): Final viva, report quality, presentation, and outcome relevance.

1. Suggested Field Visit Areas:

- Small and Medium Enterprises (SMEs)
- Start-ups
- Banks, Financial Institutions & Co-operative Societies
- Retail Shops and Showrooms
- Service-Based Companies
- Schools and Colleges (for admin-related projects)
- Hospitals (for management process studies)
- Government Departments
- Manufacturing Units
- NGOs and Non-profit Organizations etc.

2. Suggested Topics for Field Projects:

- Organizational Structure and Design
- Office and Work Environment Management
- Business Process Optimization
- Customer Relationship Management Practices
- Supply Chain and Operations Overview
- Decision-Making and Problem-Solving Practices
- Business Ethics and Corporate Governance
- Innovation and Change Management
- Time and Resource Management
- Strategic Planning and Execution etc.

Guidelines for Organization Where the Field Project Will Be Carried Out:

As part of the curriculum in the 3rd Semester, **BBA students** are expected to undertake a **Field Project** to bridge the gap between theoretical learning and real-world business practices. The field project provides students with the opportunity to gain hands-on exposure to organizational operations, business processes, management techniques, and problem-solving approaches.

- **Permission and Acceptance:** The organization should formally accept the student(s) for the field project as part of their academic curriculum, allowing them to observe and study real-world business processes.
- **Orientation and Overview:** The organization should provide students with an orientation about its structure, key business operations, departments, and workflow, enabling them to understand how the organization functions.
- **Observation and Mentorship:** Monitor the student's knowledge, behaviour, engagement, creativity, and other relevant attributes
- **Authorized Completion Certificate o**n official letterhead, confirming the student's participation and the nature of the project undertaken.
- **Feedback to Institution:** The organization is requested to provide **feedback** on the student's performance (knowledge, attitude, practical skills, and professionalism) to the respective college project guide or department via email.

SEMESTER IV

Course Code: BBA-211
Course Title: Operations Management

Course Code: BBA-211	**Course Category: CC**
Course Title: Operations Management	**Type: Theory**
Total Contact Hours: 60 (4/week)	**Course Credits: 04**
College Assessment (CA) Marks: 40 Marks	**University Assessment (UA): 60 Marks**

Course Objectives:

- To develop students to the fundamental principles and practices essential for managing business operations efficiently
- To develop students to learn various Operational planning and controlling, process design and Analysis
- To develop students to optimize processes, implement quality management principles and adapt to technological and sustainable advancements, preparing them to manage operations in a dynamic business environment.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level** [Bloom's Taxonomy]
Understand the core principles of operations management and their significance.	2
Analyze different production systems and develop strategies aligned with business objectives.	4
Understand operational processes through effective process design, layout decisions and capacity planning.	2
Implement quality management principles to enhance product/service quality and reduce defects.	3
Understand how to plan and control operations effectively through demand forecasting, inventory management, material planning and scheduling.	2
Evaluate emerging trends in operations management, such as sustainable operations and technological advancements.	5

Course Content:

Unit 1: Introduction to Operations Management **(10L , 16M)**

- Definition and Scope of Operations Management

- Objectives of Operations Management
- Functions of Operations Management
- Importance of Operations Management
- Production and Operations Systems - Framework
- Alignment of Operations with Business Strategy.

Unit 2: Process Design and Analysis **(10L , 16M)**

- Introduction to Process Design
- Process Analysis Tools
- Techniques for Continuous Improvement
- Capacity Planning
- Design Considerations

Unit 3: Quality Management **(10L , 16M)**

- Introduction to Quality Management
- Key Concepts of Quality
- Total Quality Management (TQM),
- Six Sigma, Lean Manufacturing
- Quality Improvement Tools and Techniques
- Benefits of Quality Management

Unit 4: Facility Location and Layout **(10L ,16M)**

- Need For Selecting A Suitable Location
- Factors Influencing Plant/Facility Location
- Plant Layout – Objectives, Principles
- Classification of Layout - Process Layout, Product Layout and Service Layout
- Organisation of Physical Facilities- Building, Lighting, Climatic conditions, Ventilation, Work-related welfare facilities etc.

Unit 5:Planning and Controlling Operations **(10L, 16M)**

- Demand Forecasting – Design of Forecasting System, Developing the Forecasting Logic
- Inventory Management- Meaning, role of other functional departments in inventory management
- Material Requirement Planning and Just in Time
- Hierarchies and Need of Operations Planning
- Operations Scheduling

Unit 6: Emerging Trends in Operations Management **(10L, 20 M)**

- Principles and practices of sustainability in operations
- Green manufacturing and waste reduction
- Role of Artificial Intelligence (AI), IoT and automation in operations
- Smart factories and Industry 5.0
- Innovation in operational practices

Suggested Classroom Activities / Readings:

Unit	Classroom Activity	Readings
1: Introduction to Operations Management	Group Discussion on operations strategies with business.	Case:Operations strategy and standardization of any Food Company
2: Process Design and Analysis	Process of café/ Restaurant service	Case:Delivery process redesign of any company such as Flipkart, Dominos etc.
3: Quality Management	Create a Report on TQM for a factory.	Case:Six Sigma implementation of any Smart Phone Company
4: Facility Location and Layout	Design an ideal layout for a bakery or retail store	Case:Warehouse layout optimization of any Automobile or Manufacturing Companies
5: Planning &Control Operations	Forecast demand for a seasonal product using dummy data	Case:Inventory challenges of any SuperMarket.
6: Emerging Trends in Operations Management	Presentation on Industry 5.0 and smart factories	Case:Use of automation and AI in manufacturing,

Reference Books:

1. Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman
2. The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox
3. Introduction to Operations and Supply Chain Management by Cecil C. Bozarth and Robert B. Handfield
4. Operations Management- Theory and Practices by B. Mahadevan, Pearson Publication.
5. Production and Operations Management by Kanishka Bedi, Oxford University Press
6. Production and Operations Management by K. Aswathappa& K. Shridhara Bhat, Himalaya Publishing House

Course Code BBA-212
Course Title: Financial Management

Course Code: BBA-212	**Course Category: DSC/CC**
Course Title: Financial Management	**Type: Theory**
Total Contact Hours: 60 (4/week)	**Course Credits: 04**
College Assessment (CA) Marks: 40 Marks	**University Assessment (UA): 60 Marks**

Course Objectives:

- To develop a foundational understanding of financial management.
- To develop a basic knowledge regarding calculation of Working Capital.
- To understand foundation knowledge about Cost of Capital and their computation.
- To understand Investment projects and evaluating NPV, IRR, Payback Period, PI, ARR methods.
- To develop knowledge about Capital structure theories & value of firm.
- To Examine and interpret different types of leverage such as operating, financial and combined.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level [Bloom's Taxonomy]**
Understand the basic fundamentals of financial management	2
Analyze working capital needs, estimate working capital requirements, and working capital policies.	4
Compute costs of different sources of capital and calculate weighted average cost of capital	3
Compute investment projects using NPV, IRR, Payback Period, PI, ARR methods.	3
Understand Capital structure theories & value of firm	2
Compute different types of leverage such as operating, financial, combined)	3

Course Content:

Unit 1 Basics of Financial Management (Theory only) (7L, 16 M)

- Meaning, Nature, Scope and Objectives
- Sources of finance
- Functional areas of finance.
- Role of Finance Manager.
- Time value of Money, Concept of risk & return.
- Agency problems

Unit 2: Working Capital Management (Theory and Practical Problems) (10L, 20M)

- Meaning & objective of working capital
- Working capital policies
- Factors Affecting Working Capital
- Strategies in financing working capital
- Determinants of working capital
- Estimation of working capital (Practical Problems Based on working capital)

Unit 3: Cost of Capital (Theory and Practical Problems) (15L, 18M)

- Concept and Importance of Cost of Capital
- Cost of Debt
- Cost of Equity
- Cost of Preference Shares
- Weighted average cost of capital

Unit 4: Investment Decisions Capital Budgeting (10L, 18M)

(Theory & Practical Problems)

- Meaning and Importance
- Capital Budgeting Process
- Techniques of Investment Appraisal:
    - Payback Period
    - Net Present Value (NPV)
    - Internal Rate of Return (IRR)
    - Profitability Index
    - Accounting Rate of Return (ARR)
- Risk Analysis in Capital Budgeting

Unit 5: Capital Structure Theories &Value of Firm (Theory only) (8L, 16M)

- Equity & debt in capital structure
- Factor determining capital structure
- Optimum capital structure
- Capital structure theories; net income approach & net operating income approach

Unit 6: Leverage Analysis (Theory and Practical Problems) (10L, 12M)

- Meaning of Leverage
- Types of Leverages (Practical Problems)
- Operating
- Financial
- Combined leverage

Suggested Classroom Activities / Readings:

Unit	Classroom Activity	Readings
1: Basics of Financial Management	Debate: Debt vs Equity financing	Case: Capital structure decisions at Telecommunication Industries
2: Working Capital Management	Group discussion: Classification of Assets and Liabilities	Case: Working capital estimation at Automobile Industries
3: Cost of Capital	Calculate WACC of real firms using financial statements	Case: Cost of capital estimation at Green Energy Industries
4: Investment Decisions Capital Budgeting	Solve capital budgeting problems using hypothetical data	Case: Investment appraisal at Logistics Industries
5: Capital Structure Theories &Value of Firm	Analyze capital structure of real firms using financial statements	Case: Debt-Equity restructuring at Textiles Industries
6: Leverage Analysis	Brainstorm on “Why FL, OP and CL matters in financial status of the business”	Case: Operating leverage impact at Airlines Industries

Reference Books:

1. Financial Management: Dr. R P Rustagi, Taxmann Publications
2. Financial Management by Shrivastava & Mishra- Oxford University Press
3. Financial Management – By Dr. R. M. Srivastava, Pragati Prakashan Meerut.
4. Financial Management – I.M. Pandey (Vikas Publishing)
5. Financial Management Principles and Practice – By G. Sudarsana Reddy, Himalaya Publishing House
6. Accounting for Managers - Vijaykumar - Tata Mc-Graw Hill
7. Fundamentals of Financial Management- Eugene F.Brigham and Joel F. Houston.

Web Links

1. https://icmai.in/upload/Students/Syllabus2022/Inter_Stdy_Mtrl/P11.pdf
2. https://www.icai.org/post/19152

Course Code: BBA-213
Course Title: Essentials of Psychology for Managers

Course Code: BBA-213	**Course Category: OE**
Course Title: Essentials of Psychology for Managers	**Type: Theory**
Total Contact Hours: 30 (2/Week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To define the key concepts of psychology, significance in managerial functions and business stakeholder relationships.
- To Recall the basic structure and functions of the nervous system and describe how memory processes work.
- To analyze the role of emotional intelligence in managerial effectiveness and organizational behaviour.
- To evaluate strategies for managing workforce diversity and organizational change effectively.

Course Outcomes: After completion of the course, the student will be able to :	**Cognitive Level** **[Bloom's Taxonomy]**
Understand the meaning and definition of psychology and its goals.	2
Recall the building blocks, basic structure, and functions of the nervous system.	1
Analyze the connection between emotional intelligence and managerial performance.	4
Assess various strategies for managing workforce diversity and facilitating successful organizational change.	5

Course Content:

Unit 1: Psychology and Business Context (7L, 12M)

- Meaning, Definition of Psychology
- Goals of Psychology
- Key Perspectives of Psychology
- Significance of Psychology in the Managerial Functions
- Relevance of Psychology and Business Stakeholders

Unit 2: Neurons and Memory (7L, 12M)

- Meaning and Definition of the Nervous System
- Building Blocks of the Nervous System

- Basic Structure of the Nervous System
- Functions of the Nervous System
- Meaning and Definition of Information Stored in Memory
- Three Components of Memory

Unit 3: Emotion and Emotional Intelligence (8L, 12M)

- Meaning and Definition of Emotion
- Psychology of Emotion
- Emotional Expressions: Verbal and Non-Verbal
- Meaning and Definition of Emotion Intelligence
- Perspectives of Emotion Intelligence in Managerial Context
- Significance of Emotion Intelligence in Business Context

Unit 4: Workforce Diversity and Organizational Change (8L, 14M)

- Meaning and Definition of the Workforce Diversity
- Scope of the Workforce Diversity
- Strategies for Managing Workforce Diversity
- Promoting Employee Well-being and Psychology in the Workplace
- Meaning and Definition of Organizational Change
- Psychological factors influencing Organizational Change
- Strategies to facilitate successful Organizational Change

Suggested Classroom Activities / Readings

Unit	Classroom Activity	Readings
1: Psychology & Business Context	Brainstorm on "Why psychology matters in business"	Case: The Role of Emotional Intelligence in Leadership
2: Neurons & Memory	E-Quiz on Neurons & Memory	Case: Memory retention and customer service at Service Industries
3: Emotional Intelligence	Self-assessment Emotional Intelligence test	Case: Emotional Intelligence and Conflict Management in HR Teams
4: Diversity & Change	Group Discussion on "Employee Well-being and Psychology in the Workplace"	Case: Managing workforce diversity and organizational change

Reference Books:

1. Aswathappa, K. (2010). *Organizational behavior and management*. Himalaya Publishing House.
2. Bhandarker, A. (2018). *Managing workforce diversity*. Sage Publications India.
3. Feldman, R. S. (2019). *Understanding psychology* (13th ed.). McGraw-Hill Education.
4. Goleman, D. (1995). *Emotional intelligence*. Bantam Books.
5. Jain, H. K. (2013). *Change management: The Indian experience*. Oxford University Press.
6. Kalat, J. W. (2016). *Biological psychology* (12th ed.). Cengage Learning.
7. Mangal, S. K. (2013). *Psychology and work*. Sterling Publishers Pvt. Ltd.
8. Mangal, S. K. (2016). *Industrial psychology* (3rd ed.). Prentice-Hall of India.
9. Pestonjee, H. A. (1999). *Industrial psychology*. Macmillan India.
10. Srivastava, A. K. (2012). *Psychology: An Indian perspective*. Pearson India.
11. Singh, D. (2002). *Emotional intelligence at work: A professional guide*. Response Books.
12. Sundar, S. (2013). *Psychology of emotions*. New Age International.
13. Sundar, S. (2016). *Organizational change and development*. Tata McGraw-Hill.
14. Robbins, S. P., & Judge, T. A. (2018). *Organizational behavior* (17th ed.). Pearson.

Course Code: BBA-214
Course Title: Data Visualization Using Power BI

Course Code: BBA-214	**Course Category: Minor**
Course Title: Data Visualization Using Power BI	**Type: Theory**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To introduce the principles and importance of data visualization in business.
- To provide theoretical understanding of Power BI as a data visualization tool.
- To explain key concepts of data sources, data modeling and dashboard design.
- To familiarize students with best practices and ethical aspects of visual storytelling.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level** [Bloom's Taxonomy]
Explain the role and significance of data visualization in business contexts.	1
Describe the architecture and components of Power BI.	2
Understand data transformation and modeling concepts.	3
Identify and explain different types of visualizations and their purposes.	4
Applying effective design practices and common ethical considerations in dashboards.	4

Course Content:

Unit 1: Introduction of Power BI **(5 L , 10M)**

- What is Power BI?
- Components: Power BI Desktop, Service, Mobile
- Types of data sources (Excel, CSV, Cloud, Databases)
- Data connectivity and refresh overview

Unit 2: Overview of Data Visualization **(6L , 12 M)**

- Definition and significance of data visualization
- Business intelligence vs. data analytics
- Benefits of visualization for decision-making
- Key principles: clarity, accuracy, efficiency

Unit 3: Data Preparation Concepts **(9L, 12 M)**

- Introduction to Power Query (theory only)
- Data cleaning basics (remove nulls, duplicates)
- Data transformation (split, merge, formatting)
- Importance of clean data for visualization
- Data Modeling Basics
- What is a data model?
- Tables, fields, and relationships
- Introduction to DAX (only theoretical concepts)
- Use of measures and calculated columns

Unit 4: Dashboards and Reports **(10L,16 M)**

- Types of visualizations: charts, maps, tables, KPIs
- Use of filters, slicers, and hierarchies
- Layout and design principles
- Interactive dashboards – features and benefits
- Ethics and Best Practices :
    - Misleading charts and manipulation risks
    - Colour theory and accessibility
    - Privacy and data ethics in business reporting
    - Industry examples of ethical/unethical visualizations

Reference Books:

1. Data Visualization Made Simple by Kristen Sosulski
2. Analyzing Data with Power BI by Alberto Ferrari & Marco Russo
3. Successful Business Intelligence by Rolf Hichert & M. E. Froschl
4. Analyzing Data with Power BI and Power Pivot for Excel by Alberto Ferrari & Marco Russo
5. Mastering Microsoft Power BI by Brett Powell
6. Data Visualization Made Simple by Kristen Sosulski

Course Code: BBA - 215
Course Title: Practical's Data Visualization Using Power BI

Course Code: BBA – 215	**Course Category: Minor**
Course Title: Practical's Data Visualization Using Power BI	**Type: Practical**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To introduce students to the fundamentals of data visualization.
- To provide hands-on training in Power BI.
- To enable students to create interactive dashboards and business reports.
- To enhance decision-making skills using data insights.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level [Bloom's Taxonomy]**
Understand Power BI interface and basic data concepts.	1
Learn Power BI to Import, clean, and transform data	2
Make various types of charts and visuals.	3
Practice interactive dashboards for business decision-making.	4
Publish and share reports via Power BI service.	4

Course Content:

1. Exploring Power BI Interface and Loading a Sample Dataset
2. Connecting Power BI to Excel, CSV, and Web Data Sources
3. Cleaning Data Using Power Query Editor
4. Transforming Data: Split, Merge, and Format Columns
5. Creating Relationships in a Data Model
6. Building Basic Visualizations: Charts, Tables, and Maps
7. Using Filters, Slicers, and Hierarchies for Interactivity
8. Designing a Dashboard Layout with Visual Best Practices
9. Displaying KPIs and Key Metrics with Cards and KPI Visuals
10. Publish a report to Power BI Service and generate a shareable link
11. Create a Dashboard using marketing or social media data for insights.
12. Create a mini-project on Business functions (HR/Marketing/Finance etc).

Mini Project Ideas:

- Sales Dashboard for a Retail Store
- Social Media Performance Tracker
- Financial Report of a Company
- HR Analytics Dashboard
- Customer Feedback Analysis

Reference Books:

1. "Power BI: A Complete Introduction" by Murray
2. “Storytelling with Data" by Knaflic
3. "Now You See It: Simple Visualization Techniques for Quantitative Analysis" by Few, S.
4. Microsoft Learn:Power BI Learning Paths

Course Code: BBA - 216
Course Title: Design Thinking and Innovation

Course Code: BBA - 216	**Course Category: SEC**
Course Title: Design Thinking and Innovation	**Type: Theory**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To understand the concepts of Design Thinking
- To understand the approach to new product development
- To analysis design concepts and prototypes.
- To develop a mindset for continuous innovation and improvement.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level** [Bloom's Taxonomy]
Understand problems from a user's perspective and articulate design criteria.	1
Describe empathy and observation to gain insights into user needs and behaviors	2
Practice basic prototypes and test design solutions to refine and improve them	3
Analyze user responses and iterate solutions based on feedback.	4

Course Content:

Unit 1: Basic Concept of design thinking **(7L, 12M)**

- Concept and definition of Design Thinking
- Importance in modern problem-solving
- Stages of design thinking
- Organizational culture and innovation readiness
- Design vs. Design Thinking

Unit 2: Empathy and User Understanding **(8L, 12M)**

- The role of empathy in design
- Understanding user needs and behaviors
- (Activity: Analyze a user persona (from provided case))
- Framing and reframing problems, "How Might We" questions
- Problem-solution fit in innovation theory

Unit 3: Creativity and Ideation **(10L, 14M)**

- **Creative thinking in design**
  - Brainstorming principles and techniques
  - Ideation as a Thinking Process
  - Divergent vs. convergent thinking
  - Barriers to innovation: fear, culture, and constraints
- **Prototyping, Testing, Feedback**
  - Low-fidelity vs. high-fidelity prototypes
  - How prototyping supports innovation
  - Feedback loops and iteration cycles, Learning from failure
  - Concept: The "Build-Measure-Learn" loop (Lean Startup)
  - Reflection: What makes feedback useful?

Unit 4: Innovation Models and Ecosystems **(5 L, 12M)**

- Types of innovation: incremental, disruptive, radical
- Open innovation and user-driven innovation
- **Future Thinking:** Trends in design and innovation (technology, sustainability, social impact)
- Design ethics and inclusivity
- Final reflection: "Design thinking in real world"

Case Studies:

1. Design Thinking in Healthcare: Redesigning a patient's waiting room experience.
2. Design Thinking in Product Development: The evolution of the smartphone.
3. Design Thinking in Social Innovation: Improving access to clean drinking water in rural areas.

Suggested Classroom Activities / Readings:

Unit	Classroom Activity	Readings
1: Basic Concept of design thinking	Storyboarding the 5 stages of DT	Case:Showing Stages of Design Thinking
2: Empathy & User	Build user personas for a target group	Case: Empathy-driven design in IT industry
3: Creativity and Ideation	Conduct brainstorming and build low-fidelity prototypes	Case: Testing and iteration of Logistic Industry
4: Innovation Models and Ecosystems	Presentation on open innovation models	Case: Frugal innovation in India

Reference Books:

1. Design thinking for strategic innovation by Idris Mootee
2. Design Thinking: Understanding How Designers Think and Work by Nigel Cross
3. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown
4. The Design of Everyday Things by Don Norman
5. Design Thinking: Creativity and Innovation by S. Balaram
6. Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days by Jake Knapp
7. Creative Confidence: Unleashing the Creative Potential within Us All by Tom Kelley and David Kelley (with a foreword by Ratan Tata)

Course Code: BBA-217
Course Title: Entrepreneurship and Startup Ecosystem

Course Code: BBA-217	**Course Category: AEC**
Course Title: Entrepreneurship and Startup Ecosystem	**Type: Theory**
Total Contact Hours: 30 (2/week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To introduce the concepts of Entrepreneurship and Startups.
- To analyze the Entrepreneurship and Startup Ecosystem.
- To create awareness about Institutional Support for Entrepreneurship and Startup Initiatives in India.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level** [Bloom's Taxonomy]
Understand the concepts of entrepreneurship.	2
Apply the key concept and stages of startup	3
Analyze the entrepreneurship and startup ecosystem.	4
Evaluate the role of institutional support & Startup initiatives	5

Course Content:

Unit 1: Introduction to Entrepreneurship (6L, 12 M)

- Meaning and concept of entrepreneurship
- types of entrepreneurship
- The skills/ traits required to be an entrepreneur
- Factors influencing Entrepreneurship Growth in India

Unit 2:Introduction to Startup in India (6L, 12M)

- Concept and Types of Startup
- Stages of Startup
- Three pillars of Startup: Handholding, Funding, Incubation
- Types and importance of Incubator in Startups

Unit 3: Entrepreneurship and Startup Ecosystem (9L, 12M)

- Role of entrepreneurship and startups in economic development
- Growth drivers of the Indian Entrepreneurship and start-up Ecosystem
- Challenges of Indian Entrepreneurship and Startup Ecosystem
- Strategies to Strengthen India's Entrepreneurship and Startup Ecosystem

Unit 4: Institutions Support to Entrepreneurship and Startup (9L, 14M)

- Schemes under Startup India Initiatives
- Central & State level Institutions
- Other agencies and Industry Associations
- Angel Networks

Suggested Classroom Activities / Readings:

Unit	Classroom Activity	Readings
1: Introduction to Entrepreneurship	Quiz on traits of successful entrepreneurs	Case: Based on journey of any famous Indian Entrepreneurs
2: Introduction to Startup in India	Map startup types with Indian startups examples.	Case: Based on Startup stages of Ola Cabs /Zomoto /Flipkart etc.
3: Entrepreneurship and Startup Ecosystem	Group Discussion on "Entrepreneurship and Startups: Key Drivers and Challenges in India	Case: Based on Industry specific Entrepreneurship and Startup Ecosystem
4: Institutions Support to Entrepreneurship and Startup	Presentation on institutions and schemes like Startup India Initiatives	Comparative Study of Entrepreneurship and Startup ‘s Schemes in Maharashtra State.

Reference Books:

1. Dynamics of Entrepreneurial Development and Management by Vasanth Desai, Himalaya, Publishing House.
2. Entrepreneurial Development by N.P. Srinivasan & G.P. Gupta, Sultanchand&Sons.
3. Entrepreneurship Development by S.S. Khanka, S. Chand Publishing.
4. India's Startup Ecosystem: Innovation, Investment & Infrastructure by Rajeev K. Seth, SAGE Publications.
5. Entrepreneurship And Start-Up Ecosystem in India-A Roadmap For Entrepreneurs And A Legal Business Guide For Start Up by CA Vijendra K. Pamecha ,Xcess Books.

Course Code: BBA-219
Course Title: Disaster Management

Course Code: BBA-219	**Course Category: CC**
Course Title: Disaster Management	**Type: Theory**
Total Contact Hours: 30 (2/Week)	**Course Credits: 02**
College Assessment (CA) Marks: 20 Marks	**University Assessment (UA): 30 Marks**

Course Objectives:

- To provide understanding of the concepts related to disaster.
- To highlight the importance and role of disaster management.
- To enhance awareness of institutional processes and management strategies to mitigate the impacts of disasters.
- To understand emergency management of various agencies.

Course Outcomes: After completion of the course, the student will be able to	**Cognitive Level [Bloom's Taxonomy**
Articulate the critical role of disaster management in reducing risks and enhancing resilience.	2
Identify and describe key institutional frameworks and processes in disaster management.	2
Conduct risk assessments & emergency management for disaster management.	3

Course Content:

Unit 1: Concepts and Terminologies of Disaster (8L, 12M)

- Hazards and Disasters
- Risk and Vulnerability in Disasters
- Natural Disasters: Earthquakes, Floods Drought, Landside, Land subsidence, Cyclones, Volcanoes, Tsunami, Avalanches and Global Climate Extremes.
- Man-made Disasters: Terrorism, Gas and Radiations Leaks, Toxic Waste Disposal, Oil Spills, Forest Fires.

Unit 2: Key Concepts of Disaster Management Cycle (6L, 12M)

- Components of Disaster Management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning)
- Disaster Risk Reduction (DRR)
- Community based Disaster Risk Reduction

Unit 3: Mitigation and Management Techniques of Disaster (8L , 12M)

- Basic Principles of Disasters Management
- Disaster Management Cycle
- Disaster Management Policy
- National and State Bodies for Disaster Management
- Early Warming Systems
- Building Design and Construction in Highly Seismic Zones
- Retrofitting of Buildings

Unit 4: Initiatives at National and International Level (8L, 14M)

- Disaster Risk Management in India and at international level: Related policies, plans, programmes and legislation
- International strategy for disaster reduction and other initiatives
- Emergency Management of NIDM, NDRF, NCDC, Param Military, Fire Brigade and CISF etc.

Suggested Classroom Activities / Readings:

Unit	Classroom Activity	Reading
1: Concepts and Terminologies of Disaster	Match disaster types with real-world events	Case: Uttarakhand flash floods management
2: Key Concepts of Disaster Management Cycle	Roleplay emergency response team simulation	Case: Disaster response plan for Kerala floods
3: Mitigation and Management Techniques of Disaster	Research presentation on retrofitting buildings	Case: Earthquake-resistant infrastructure in Japan
4: Initiatives at National and International Level	Chart national vs international disaster protocols	Case: Role of NDRF during COVID-19 and Cyclone Amphan

Reference Books:

1. Sharma, S.C., Disaster Management, Khanna Book Publishing.
2. Clements, B. W., Disasters and Public Health: Planning and Response, Elsevier Inc.
3. Dunkan, K., and Brebbia, C. A., (Eds.): Disaster Management and Human Health Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.
4. Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability and Mitigation, Rawat Publications, New Delhi.
5. Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods of Containment, New India Publishing Agency, New Delhi.
6. Modh, S. Managing Natural Disaster: Hydrological, Marine and Geological Disasters, Macmillan, Delhi.
7. Carter, N. Disaster Management: A Disaster Management Handbook. Asian Development Bank, Manila.
8. Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.
9. Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.
10. Matthews, J.A., Natural Hazards and Environmental Change, Bill McGuire, Ian Mason.