

Proposal for Syllabus of FYUGP (BBA) under NEP2020, KOLHAN UNIVERSITY, CHAIBASA

Specializations for BBA	<ul style="list-style-type: none"> • Marketing • HR • Finance • Retail 	Proposed Specialization Scheme (s) for BBA:	<ul style="list-style-type: none"> • Single / Core • Dual
		Prepared and Proposed by:	<ul style="list-style-type: none"> • K. Eswar Rao • Amit Mehta

Sem	Code	Paper Name	Cr.
		BBA	
I	CC-1		6
	CC-2		2
	CC-3		2
	IRC-1	Management Principles and Applications	3
	IVS-1A	Entrepreneurship Development	3
	MJ-1	Marketing Management	6
II	CC-4		6
	CC-5		2
	CC-6		2
	IRC-2	Banking and Insurance	3
	IVS-1B	Design Thinking and Creativity for Innovation	3
	MJ-2	Human Resource Management	6
III	CC-7		3
	CC-8		3
	CC-9		3
	IRC-3		3
	IAP	Apprenticeship / Workshops / Trainings	4
	MJ-3	Financial Management and Accounting	6
IV	MJ-4	Statistics for Managers	6
	MJ-5	Managerial accounting	6
	MN-1	Organizational Behavior	6
	VS-1	Management Information System	4
V	MJ-6	Retail Management	6
	MJ-7	Project Management	6
	MN-2	Taxation	6
	VS-2	E - Commerce	4
VI	MJ-8	Strategic Management	6
	MJ-9	Business Ethics	6
	MN-3	Talent and Knowledge Management	6
	VS-3	Fundamentals of Operations Research	4
VII	AMJ-1	Elective – 1/1 OR Elective - 1/1	6
	AMJ-2	Elective – 2/1 OR Elective – 1/2	6
	RC-1	Research Methodology	6
	RC-2	Research Proposal (OJT / Live project)	4
VIII	AMJ-3	Elective – 3/1 OR Elective – 2/1	6
	AMJ-4	Elective – 4/1 OR Elective – 2/2	6
	RC-3	Research Internship / Field Work	4
	RC-4	Research Report	4
	VSR	Data analysis using MS Excel	2

Specializations and Elective Papers for BBA (Bachelor of Business Administration)

Specialization	Elective	Courses
Marketing	Section 1 for Sem VII	<ul style="list-style-type: none"> • Consumer Buying Behavior • Service Marketing • Product and Brand Management
	Section 2 for Sem VIII	<ul style="list-style-type: none"> • Advertising and Sales Promotion • Sales and Distribution Management • Rural and International Marketing
Human Resource	Section 1 for Sem VII	<ul style="list-style-type: none"> • Manpower Planning • Recruitment and Selection • Training and Development
	Section 2 for Sem VIII	<ul style="list-style-type: none"> • Industrial Relations and Labor Laws • Organizational Change and Intervention Strategies • Compensation and reward Management
Finance	Section 1 for Sem VII	<ul style="list-style-type: none"> • Commercial Banking • Principles of Investment Management • Financial Market & Institutions
	Section 2 for Sem VIII	<ul style="list-style-type: none"> • Management Of Insurance Services • Securities and Securities Analysis • Capital Investment and Financing Decisions
Retail	Section 1 for Sem VII	<ul style="list-style-type: none"> • Retail Store Operations • Customer Service and Personal Selling in Retailing • IT Application in Retail
	Section 2 for Sem VIII	<ul style="list-style-type: none"> • Store Layout, Design and Visual Merchandising • Merchandise Management and Pricing • Logistics and Supply Chain Management

Notes :

- Four functional areas (Specializations) are available
- Students require to opt for ANY ONE mode of specialization out of two modes (Core and Dual) at the time admission.
- Students require to select elective papers for both the semesters VII and VIII in the beginning of Semester VII.
 - ✓ Elective – 1/1 means Elective paper 1 of Specialization 1 (In case of Dual Spl. mode)
 - ✓ Elective – 1/2 means Elective paper 1 of Specialization 2 (In case of Dual Spl. mode)
 - ✓ Elective – 3 or 4 indicating Core specialization

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER 1 SUBJECT SUMMARY

Sem	Code	Paper Name	Cr.
I	CC-1		6
	CC-2		2
	CC-3		2
	IRC-1	Management Principles and Applications	3
	IVS-1A	Entrepreneurship Development	3
	MJ-1	Marketing Management	6

Code – IRC-1	Subject – MANAGEMENT PRINCIPLES AND APPLICATIONS			
Sem – I	L – 45	T – 0	P – 0	C – 3

Objective: The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

Course contents:

Unit 1 – Introduction to management

Definition, Nature, Role of managers, Managerial skills and levels, basic function of management, management as an art, science or profession

Unit 2 – Evolution of management theory

Scientific management F. W Taylor, Henry L gantt, Frank and lixian Gilbreth, Theory of henry fayol, Fayol's vs Taylor's comparison. Behavioral model of management (Howthorne studies), Modern theories of management (system management school, situational approach school)

Unit 3 – Planning

Definition, Nature, Importance, types of planning, steps in planning, planning premises. Types of plans; planning process; Business forecasting; MBO; concept types, process and techniques of decision making

Unit 4– Organizing

Concept, definition, formal and in formal organization, organizational structure (functional organization, product/Market organization and matrix structure), span of management, delegation of authority.

Unit 5 – Staffing

Definition, factors affecting staffing-The external and Internal environment Identification of job requirements, Job design, Recruitment, Selection (process and limitations of selection process), Nature and importance of staffing

Unit 6 – Motivating and leading

Meaning, Nature and importance of motivation; types of motivation; Theories of motivation -Maslow, Herzberg, X, Y and Z; Leadership- meaning and importance, Traits of a leader, Leadership styles

Unit 7 – Controlling

Nature and scope of control; Types of control; Control process; control techniques -traditional and modern; Effective control system.

Text Books:

1. Koontz, H. and Weihrich, H. Essentials Of Management (Tata McGraw Hill: New Delhi)
2. Bose, D. Chandra, Principles of Management and Administration, (Prentice HallIndia: New Delhi)
3. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi)
4. Principles and Practices of Management, Haynes, W., New Central Book Agency. Calcutta.

Code – IVS-1A	Subject – ENTREPRENEURSHIP DEVELOPMENT			
Sem – I	L – 43	T – 2	P –	C – 3

Objective:

It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

Course Contents

Unit 1

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; Definition and concern of Entrepreneurship, theories of entrepreneurship; role of social economic environment; classification, Characteristics and importance of entrepreneur; leadership; risk taking ; decision making and business planning.

Unit 2

Promotion of a venture: Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

Unit 3

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and Psycho-theories, social responsibility.

Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDP's critical evaluation.

Unit 4

Role of entrepreneur: Role of an entrepreneur in economics growth as an innovator, generation of employment opportunities.

Unit 5

Entrepreneurship & Innovation: Overview of project identification, search of a business idea, Identification of project, Business Opportunities.

Text Book:

1. Vasant, DCSAI; Entrepreneurship, Himalaya Publishing House, 2003.
2. Taneja &S.L. Gupta.; Entrepreneurship Development, 2003.
3. Pandey , I.M.; venture capital- The Indian Experience, Prentice Hall of India, 2003.
4. Tandon B.C,"Environment and Entrepreneur ",Chug publication, Allahabad.
5. Srivastava S.B.; A practical guide to industrial entrepreneurs, Sultan Chand & Sons, New Delhi.
6. Chandra, Prasana ; Project Preparation, Appraisal, Implementation, TMH ,New Delhi.

Code – MJ-1	Subject – MARKETING MANAGEMENT			
Sem – I	L – 90	T – 0	P – 0	C – 6

Objectives: The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Course Contents:

Unit 1 – Introduction to Marketing

Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences), Relationship of marketing with other functional areas of Management.

Unit 2 – The Marketing Environment

Elements of Company's Micro and Macro environment, Market Segmentation: Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market, Marketing Mix.

Unit 3 – Product Management and Pricing Decision:

Definition of Product, Classification of Product and Levels of Product, Concept of Product Line, Product Line Decisions, Product Mix Definition, Definition of Brand and Brand Equity, Selection of Brand Name, Product Lifecycle: Concept, Stages and strategies in PLC, Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented), Price Adaptation.

Unit 4 – Channel Management

Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision, Channel conflicts

Unit 5 – Promotion Decisions

Promotion mix, Advertising, Difference between advertising and promotion, personal selling, sales promotion, publicity and public relations; Determining factors of advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Unit 6 – Marketing Research: Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.

Unit 7 – Issues and Developments in Marketing:

Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing

Text Books:

1. Kotler, P. and Armstrong G. Principles of Marketing (Pearson Prentice Hall: New Delhi)
2. Ramaswamy, V.S. and Namakumari, S. Marketing Management (Macmillan: New Delhi)
3. Saxena, R. Marketing Management (Tata McGraw Hill: New Delhi)
4. Stanton, W.J., Fundamentals of Marketing

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER 2 SUBJECT SUMMARY

Sem	Code	Paper Name	Cr.
II	CC-4		6
	CC-5		2
	CC-6		2
	IRC-2		3
	IVS-1B	Design Thinking and Creativity for Innovation	3
	MJ-2	Human Resource Management	6

Code – IRC-2	Subject –			
Sem – II	L – 45	T – 0	P – 0	C – 3

Code – IVS-1B	Subject – DESIGN THINKING AND CREATIVITY FOR INNOVATION			
Sem – II	L-43	T-0	P-1	C-3

Objectives: To enable students,

- Complete a historical review of creativity and innovation
- Relate the role of thinking in the process of creativity
- Match and apply creative and critical thinking to problems.

Course Content:

Unit 1: Understanding Design Thinking

- Meaning, Concept, Need and Scope: Product, Service, Design, etc.
- Key Factors in Design Thinking: Desirability, Feasibility, and Viability
- Benefits of Design Thinking in Real Life, Business Organization

Unit 2: Phases of Design Thinking

- Empathize: Identifying Human Centric Problems
- Define: Organizing Thought and Framing Question
- Ideate: Researching, Brain Storming, Thinking Critically, Idea Generation, Sketch Modeling
- Prototype: Building Raw Prototypes for Trial
- Test: Refining Idea by Gathering Feedbacks and Experiments

Unit 3: Creativity

- Creativity, identification creative tools (S-C-A-M-P-E-R),
- Vertical thinking, and lateral thinking,
- Critical Thinking: Critical thinking, role of logic in critical thinking,
- Phases of decision making, Critical thinking and objectivity,
- Inductive/deductive reasoning,
- Applying structured knowledge to unstructured problems,
- Domain criteria, traditional and out-of-the-box thinking

Unit 4: Innovation

- Concept, Need and Scope
- Differences: Creativity, Invention and Innovation
- Strategy for Innovation, Effective Commercialization
- Innovation and Intellectual Property Rights
- Basic IPR for Patent, Trademark, Design and Copyright
- Difference between creativity and innovation

Practical Work

- Share Your Story: Identify Area of Innovation and Prepare a Project of Design Thinking in the Area of Your Choice and Present it through Sketch Modeling

Text Book:

- Innovation and Entrepreneurship by Peter F. Drucker, Harper publications
- Innovation and Entrepreneurship (Theory, Policy and Practice) by Elias G. Carayannis Elpida T. Samara Yannis L. Bakouros

Code – MJ-2	Subject – HUMAN RESOURCE MANAGEMENT			
Sem – V	L – 90	T – 0	P – 0	C – 6

Objectives: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Course Contents:

Unit 1 – Introduction

Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM, Difference between HRM and Personnel Management.

Unit 2 – Acquisition of Human Resources

HR Planning: Definition, Objectives, Need, Importance and the Process, Job analysis — job description and job specification; recruitment— sources and process, selection process— tests and interviews; placement and induction. Job changes— transfers, promotions/demotions, separations.

Unit 3 – Training and Development

Concept and importance of training: types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development— process and techniques; career planning and development.

Unit 4 – Compensation and Maintenance

Compensation: Elements of Compensation, Base Compensation, factors Affecting Compensation, Fringe Benefits, Time Wage and Piece Wage Systems; Job evaluation— concept, process and significance; components of employee remuneration— base and supplementary.

Unit 5 – Performance and Potential appraisal

Concept and objectives; traditional and modern methods, limitations of performance appraisal methods, 360 degree appraisal technique; Maintenance: overview of employee welfare, health and safety, social security.

Unit 6 – Worker's Participation in Management

Concept and Evolution, Trade Unionism (TU): Meaning, Objectives and Criticism, Collective - Bargaining - Features - Pre-requisite of Collective Bargaining - Agreement at different levels.

Unit 7 – International Human Resource Management

Text Books:

1. Chhabra, T.N; Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
2. Dr. Gupta, C.B.; Human Resource Management, Sultan Chand and Sons, New Delhi, 2003.
3. Rao, V S P, Human Resource Management, Text and Cases, Excel Books 2004.
4. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata McGraw Hill Publishing Company, New Delhi, 2003
5. Flippo, Edwin B., Personnel Management, Tata McGraw Hill.

