Semester-III

Business Research Methods
Paper Code: BBA (DM) - 301
Total Credit: 4
Total hours of lectures: 60 hours

Course Outcomes:

After the completion of this course the students will able to:

1. Understand the basic nature and purpose of Research and its advantages to business.
2. Familiar with the different research designs, data collection process, tools, data cleaning and analysis techniques.
3. Understand an introductory view about how to write reports.
4. Apply the understanding of various statistical tools and its application for data interpretation.

Sl.	Topic/Module	Hours
1.	**Module 1: Meaning, scope and significance of social research:** Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.	10
2.	**Module 2: Literature Review:** Concept, necessity, research gap, reference, and plagiarism. **Scientific Study of Social Phenomena:** (a) The Scientific Method, Logic in Social Science, (b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism. Methods of research: (a) Quantitative and Qualitative(Characteristics and Differences Sources of Data : Primary & Secondary.	10
3.	**Module 3: Techniques of Data Collection**: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study.	5
4.	**Module 4 : Sampling: Design**: Types, Advantages and Limitations.	5
5.	**Module 5: Classification & presentation of Data:** (a) Coding, Tables, Graphs, (b) Measures of Central Tendency & Dispersion.	5
6.	**Module 6: Hypothesis Testing:** Definition, Concepts, Types of hypothesis, Test Statistics, Critical Value, Decision Rule, Procedure, Hypothesis testing for mean, proportion etc.	10
7.	**Module 7: Introduction to Data Analysis Techniques:** Introductory concepts to Univariate, Bi-variate and Multi-variate techniques.	10

8.	**Module 8:** Data Ethics: Concept, business benefits, Principles, Ethical use of algorithms.	5

Suggested Readings:

1. Ranjit Kumar: Research Methodology- A Step by Step Guide for Beginners, 2/e, Pearson.

2. D.K. Bhattacharjee: Research Methodology, Excel Books.

3. Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern.

4. Sadhu, A.N. & Singh: A Research Methodology for Social Sciences, Sterling.

Course: Business Research Methods-Practical

Code: BBA (DM) 391

Total Credit: 2
Total hours: 40 hours

Sl.	Topic/Module	Hours
1.	**Module 1**: **Introduction :** Classification & presentation of Data , Frequency distribution, Sampling distributions, Central tendency, variance,	10
2.	**Module 2: Data types and Control structures**: Operators (unary, arithmetic, etc.) -- Data types, variables, expressions, and statements -- Assignment statements -- Strings and string operations -- Control Structures: loops and decision.	10
3.	**Module 3: Introduction to Hypothesis Testing using Python/R:** Large sample tests, Small sample tests, F distribution, Test for correlation co-efficient, ANOVA, Introduction to Data Analysis Techniques.	20

Suggested Readings:

1. Dr Pooja Sharma: Programming in Python, BPB.

2. Arora, Malik: R Programming For Beginners, Bookcentre

3. Vries Andrie De, R Programming for Dummies, Wiley india Pvt. Ltd

4. Yashavant Kanetkar: Let Us Python, BPB

Financial Accounting and Management
Paper Code: BBA (DM)- 302
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After the completion of this course the students will be able to

1. develop the conceptual knowledge of basics of accounting
2. outline the role of accounting information and its limitations
3. identify events that need to be recorded in the accounting records
4. classify various accounting methods, applicable to individual, partners, and company

Sl.	Topic/Module	Hours
1.	**Module 1** **Introduction to Financial Accounting:** Meaning and Scope of Accounting; the users of financial accounting information and their needs; Accounting Principles: Accounting Concepts and Conventions, GAAP; Accounting Transactions: Accounting Equation, Journal, Rules of debit and credit, Ledger, Trial Balance, Cash Book. Accounting Standards: Introduction, Objectives of Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India and IFRS	10
2.	**Module 2** **Final Accounts:** Introduction, Meaning, Objectives and Characteristics of Final Accounts; Final Statements of Sole Proprietorship without adjustment, Adjustments in Preparation of Final Statements.	15
3.	**Module 3** **Partnership Accounts:** Meaning and Features, Partnership Deed and Contents; Admission, Retirement, and Death of a Partner. Dissolution of Partnership including Garner Vs. Murray rule	15
4.	**Module 4** **Company accounts:** Issue of shares (application, allotment, first call, final call), Calls in arrear & forfeiture of shares.	10

5.	**Module 5** **Depreciation and Provisions:** Concept of depreciation; Causes of depreciation; depletion, amortization; Depreciation accounting; Methods of recording depreciation; Straight line and diminishing balance method, Provisions and Reserves: Preparation of provision for doubtful debt account, provision for discount on Debtors account and provision for Discount on Creditors account.	5
6.	**Module 6** **Bank Reconciliation Statement:** Introduction, Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation; Rectification of errors.	5

Suggested Readings:

1. Ashoke Banerjee: Financial Accounting, Excel Books

2. Basu & Das : Financial Accounting, Rabindra Library

3. Ramchandran Kakani: Financial Accounting for Managers, TMH

4. P. C. Tulsian: Financial Accounting, Pearson.

5. M. Hanif, A. Mukherjee: Financial Accounting, TMH.

6. Dr. S. N. Maheshwari, Sharad K. Maheshwari: Financial Accounting for BBA, Vikas Publishing House Pvt. Ltd.

Advertising and Brand Management
Paper Code: BBA (DM) - 303
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completion of this course, the students will be able to

1. define the main concepts and explain the purpose and concepts of branding in real-life
2. describe the process and methods of brand management, including brand identity and build brand equity.
3. formulate effective branding strategies for both consumer and business.
4. understand the role of advertising in marketing as well as advertising agencies, how to make an advertising campaign.

Sl.	Topic/Module	Hours
1.	**Module 1:** Introduction to Advertising, Evolution of Advertising,	8
2.	**Module 2**: Promotional Mix Elements & Integrated Marketing Communication, Setting Advertising Goals & Objectives - DAGMAR, AD-SPIRAL etc.	10
3.	**Module 3**: Advertising Campaign - Strategy and Planning, Creative Strategy and Creative Development, Media Strategy and Planning	10
4.	**Module 4** : Understanding of Brands - Hierarchy, Personality, Image, Identity, Positioning & Equity, Brand Customer Relationship & Brand Loyalty	10
5.	**Module 5:** Managing Brands - Creation, Extensions & Assessment & Portfolio Management	8
6.	**Module 6**: Advertising Agency - Structure, Processes, Remuneration, Client Relationship	8
7.	**Module 7:** Social, Ethical and Regulatory Aspects of Advertising, New Trends in Advertising (including subliminal Advertising)	6

Suggested Readings:

1. G. E. Belch, M. A. Belch: Advertising and Promotion, McGraw Hill, 1996 .

2. Paul E. Green, Donald S. Tull, Gerald Albaum : Research for Marketing Decisions (Prentice Hall of India, 1998).

3. D. A. Aakers and J. G. Myers : Advertising Management, Prentice Hall, 1999.

4. S. M. Davis : Brand Asset Management, Jossey-Bass Wiley & Sons, 2002.

5. J. N. Kapferer : Strategic Brand Management : Kogan Page, 2000.

6. Ogilvy : Ogilvy on Advertising, Prion Books Ltd., 1998.

Personality Development

Paper Code: BBA (BA)- 395

Total Credit: 2

Total hours of lectures: 40 hours

Course Outcomes:

After the completion of this course the students will be able to

1. develop the understanding of traits and factors that affect the development of personality.
2. outline the personality formulation structure.
3. apply various forms of communication effectively
4. apply the business and professional etiquettes in real life scenario.

Sl.	Topic/Module	Hours
1.	**Module 1:** Introduction: • Meaning and Definition of Personality. • Factors affecting Personality Development: Biological, Personal, Social. • Understanding self and others (Johari Window)	8
2.	**Module 2**: Personality Traits. • Meaning and Definition: Personality Traits. • Developing Positive Personality Traits: Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude.	8
3.	**Module 3**: Pillars of personality development: Self-Assessment, Self Appraisal. Factors behind personality development. Perspectives: • Sigmund Freud ID, EGO and SUPER EGO Concept. • Erikson's Psychosocial concept.	8
4.	**Module 4**: Personality Formation Structure: Mind mapping, Competency mapping, Strategies of gaining power and influence. Enhancing personality through effective communication. Intentional Communication: Listening and Speaking.	8
5.	**Module 5:** Grooming: Business and professional etiquettes, Presenting yourself (dressing, hair etc.), Handling interviews and rejections, Leadership: Definition, Types, Qualities of a good leader.	8

Suggested Readings:

1. Stephen Covey: Seven Habits of Highly Effective People, Simon & Schuster.

2. Shiv Khera: You Can Win – A Step-by-Step Tool for Top Achievers, Bloomsbury India.

3. Wehtlel David A and Kin S Kemerron: Developing Managerial Skills – Pearson Education New Delhi.

4. Rajendra Pal and J. S. Korlhalli: Essentials of Business Communication - Sultan Chand & Sons, New Delhi.

5. Nirmal Singh : Business Communication (Principles, Methods and Techniques) - Deep & Deep Publications Pvt. Ltd., New Delhi.

6. Barbara Engler: Personality Theories, An Introduction, 8th edition – Cengage Learning.