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BBA (Global Business) 4ᵗʰ Semester Course Structure

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
				Theory	Practical	Tutorial	Offline #	Online	Blended	
CC 8	Marketing & Sales Management	BBA GB 401	6	5	0	1	✓			As per MAKAUT Notification
CC 9	Human Resource Management	BBA GB 402	6	5	0	1	✓			
CC 10	Research Methods	BBA GB 403	6	5	0	1	✓			
GE 4	Students will have to select from the GE Basket	-	6						✓	
SEC 2	Statistics Lab II	BBA GB 455	2	0	2	0	✓			
			26							

 # Only in case offline classes are not possible due to reasons like COVID Pandemic the classes will be in synchronous online mode

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CC 8: Marketing & Sales Management
Code- BBA GB 401
Credits- 5L+1T
Course Objective:

- To understand the concepts of marketing management
- To learn about marketing process for different types of products and services
- To understand the tools used by marketing managers in decision situations
- To understand the marketing environment

Sl	Course Outcome	Mapped modules
1	Define and relate the Marketing Concepts, mix & Environment	M1
2	Understand Product Management, Branding and New Product Development	M1, M2, M3, M4, M5, M6
3	Utilize the knowledge of Pricing Strategies and Distribution	M1, M2, M3, M4, M5, M6
4	Analyze Integrated Marketing Communication	M1, M2, M3, M4, M5, M6
5	Explain Consumer Behaviour and Segmentation	M1, M2, M3, M4, M5, M6
6	Create awareness about Personal Selling process	M1, M2, M3, M4, M5, M6

Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	Introduction to Marketing Concepts, mix & Environment	5	10%	1, 2, 3, 4, 5, 6	

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M 2	Product Management, Branding and New Product Development	15	25%	1, 2, 3, 4, 5, 6	
M 3	Pricing Strategies and Distribution	10	20%	1, 2, 3, 4, 5, 6	
M 4	Integrated Marketing Communication	10	15%	1, 2, 3, 4, 5, 6	
M 5	Consumer Behaviour and Segmentation	10	15%	1, 2, 3, 4, 5, 6	
M 6	Introduction to Personal Selling process	10	15%	1, 2, 3, 4, 5, 6	
		60	**100**		
	Tutorials	**16**			
	Total	**76**			

Module 1: Introduction to Marketing Concepts, mix & Environment   **[5 L]**

   a) Nature and scope of marketing; Importance of marketing as a business function and in the economy;
   b) Marketing concepts – traditional and modern; Selling vs. marketing;
   c) Marketing mix;
   d) Marketing environment.

Module 2: Product Management, Branding and New Product Development   **[15 L]**

   a) Concept of product, consumer, and industrial goods; Product planning, management and development; Product Portfolio management; Packaging – role and functions; Product life cycle concept.
   b) Brand name and trade mark; Branding Strategies
   c) New Product development process
   d) Case Study

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Module 3: Pricing Strategies and Distribution [10 L]

a) Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates. Mark up Vs. Mark down pricing. Concept of breakeven pricing concept. Pricing strategies

b) Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.

c) Case Study

Module 4: Integrated Marketing Communication [10 L]

a) Methods of promotion; Optimum promotion mix;

b) Advertising media – their relative merits and limitations; Characteristics of an effective advertisement;

c) Sales Promotion Techniques

d) Introduction to personal selling and public relation

e) Introduction to Digital marketing or promotion

f) Case Study

Module 5: Consumer Behaviour and Segmentation [10 L]

a) Nature, scope and significance of consumer behaviour; Factors influencing consumer behaviour.

b) Market segmentation – concepts and importance; Bases for market segmentation.

c) Targeting and Positioning; Positioning Errors

d) Case Study

Module 6: Introduction to Personal Selling process [10 L]

a) Selling as a career; Classification of a successful sales person; Functions of salesman. Nature and importance; Functions of a salesman: Types of selling; Personal selling as a career.

b) Buyer-seller dyads; Product knowledge; Customer Knowledge – buying motives and selling points.

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Suggested Readings:

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education

2. Arun Kumar: Marketing Management, Vikas

3. Saxena, Rajan: Marketing Management, Tata McGraw Hill

4. Gandhi, J.C.: Marketing, Tata McGraw Hill

5. Tapan Panda: Marketing Management, Excel Books

6. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillan.

7. B. Ghosh: Fundamentals of Marketing Management, Books & Allied.

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CC 9: Human Resource Management
Code- BBA GB 402
Credits- 5L+1T
Course Objective:

- To enable the students to understand the importance, concepts and functions of Human Resource Management

- To familiarize with the sub systems of Human Resource Management.

- To sensitize the students on the emerging trends in the field of HRM

Sl	Course Outcome	Mapped modules
1	Define Human Resource Management (HRM) and remember the objectives and functions of HRM	M1
2	Understand the importance of Human Resource Planning (HRP) & explain the process of Talent Acquisition	M1, M2, M3, M4, M5, M6
3	Utilize the knowledge of Training and Performance Appraisal and select appropriate methods for training and evaluation of performance	M1, M2, M3, M4, M5, M6
4	Analyse the different components of Compensation Management	M1, M2, M3, M4, M5, M6
5	Explain management of Industrial Relations	M1, M2, M3, M4, M5, M6
6	Create knowledge about the Emerging Areas in HRM	M1, M2, M3, M4, M5, M6

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Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	Introduction to Human Resource Management (HRM)	10	20%	1, 2, 3	
M 2	Human Resource Planning (HRP) & Talent Acquisition	12	25%	1, 2, 3, 4	
M 3	Training & Performance Appraisal	10	20%	1, 2, 3, 4, 5	
M 4	Compensation Management	10	15%	1, 2, 3, 4, 5	
M 5	Management of Industrial Relations	10	15%	1, 2, 3, 4, 5	
M 6	Emerging Areas	8	5%	1, 2, 3, 4, 5	
		60	**100**		
	Tutorials	**16**			
	Total	**76**			

Module 1: Introduction to Human Resource Management (HRM)   **[10 L]**

Introduction to HRM: Concept and Meaning of HRM, Evolution of HRM, Nature, Objectives, Scope, Importance of Human Resource Management, Functions of HRM – Operative and Managerial functions, Role and responsibilities of Human Resource Manager, Role of Line Managers in Managing Human Resources, Challenges faced by HRM, Impact of Globalization on Human Resource Management.

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Module 2: Human Resource Planning (HRP) & Talent Acquisition   **[12 L]**

Human Resource Planning (HRP): Objectives, Need, Importance and Process of HRP; Human Resource Planning at different levels; Assessing human resource requirements; Human resource demand forecasting – Ratio Trend Analysis, Judgemental Method, Workload Analysis, Delphi Technique; Job Analysis – Job Description, Job Specification.

Recruitment: Definitions, Objectives, Process of Recruitment, Source and techniques of Recruitment, Advantages and Disadvantages of different techniques, Recruitment practices in India

Selection: Definition, Objective, Differentiation between Recruitment and Selection, Process of selection, Different types of Interview, Common Interview Problems.

Induction: Purpose and Process. Placement: significance, Promotion. Transfer. Retention – Need, Objectives, Retention strategies.

Retirement: Voluntary Retirement Schemes, Exit Strategies, Retrenchment.

Module 3: Training & Performance Appraisal   **[10 L]**

Training: Definition, Importance, Objective, Process of Training, Methods of Training, Specialized Training: Managerial Grid Training, Sensitivity Training, Personality Development Programmes, Out-Bound Training.

Development: Concept, Need, Importance, Techniques of Executive Development, Training Vs Development.

Performance Appraisal: Concept, Objectives, Need, Importance, Methods of Performance of Appraisal System, Factors affecting Performance Appraisal

Module 4: Compensation Management   **[10 L]**

Wage and Salary: Meaning, need for wage & salary administration, Importance, Factors influencing wage decisions, Concept of wages – Living Wage, Minimum Wage, Fair Wage, Real Wage; Essentials of sound wage structure, Types of wage differentials,

Compensation: Job Evaluation – Purpose, Process, Methods; Components of Employee Compensation; Incentives – classification of Incentive schemes; Fringe benefits; Monetary and Non-Monetary reward system.

Module 5: Management of Industrial Relations   **[10 L]**

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Industrial Relations: Objectives and Importance of Industrial Relations – Prevention and Settlement of Industrial Disputes – Discipline & Grievance Redressal, Trade Unions: Role and Responsibilities, Collective Bargaining, Workers' Participation in Management, Labour Welfare.

Module 6: Emerging Areas   **[8 L]**

Current trends in HRM: Benchmarking, Core Competency, Business Process Outsourcing, Business Process Reengineering, Competency Mapping, Skill Matrix, Total Quality Management (TQM) and Total Productivity Maintenance (TPM), Six Sigma, 5 S, Human Resource Accounting, Human Resource Auditing, Human Resource Information System (HRIS), Green HRM, E-HRM, HR Analytics

Suggested Readings:

1. D' Cenzo, David A., Robbins, Stephen P. & Verhulst, Susan L. (2012). *Human Resource Management.* New Delhi: John Wiley and Sons.
2. Dessler, Garry (2012). *Human Resource Management.* Prentice Hall of India.
3. Rao, V. S. P. (2010). *Human Resource Management: Text and Cases.* Excel Books.
4. Tripathi, P.C. (2010). *Human Resource Development.* New Delhi: Sultan Chand & Sons.
5. Durai, P. (2010), *Human Resource Management*, Pearson Education
6. Jyothi P & Venkatesh D.N (2006). *Human Resource Management*, Oxford University Press, New Delhi.
7. Gupta C.B (2002). *Human Resource Management*, Sultan Chand and Sons, New Delhi.

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CC 10: Research Methodology
Code- BBA GB 403
Credits- 5L +1T
Course Objective:

- To familiarize participants with basic of research and the research process.
- To enable the participants in conducting research work and formulating research synopsis and report.
- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

Sl	Course Outcome	Mapped modules
1	Understand and interpret the meaning and scope of social research in real life application	M1
2	Describe and plan research steps	M1, M2, M3,
3	Application of the design process in various types and research modes	M1, M2, M3, M4, M5, M6
4	Analyse the various tools and techniques in data collection	M1, M2, M3, M4, M5, M6
5	Analyse data, presentation and detailed evaluation of data	M1, M2, M3, M4, M5, M6
6	Examine data analysis results and interpretation of data and reporting	M1, M2, M3, M4, M5, M6

Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	Meaning, scope and significance of social research	10	15%	1, 2, 3,	
M 2	Research Process and Research Design	5	10%	1, 2, 3,	

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M 3	Exploratory , Descriptive and Causal Research Design	15	25%	1, 2, 3, 4, 5, 6	
M 4	Questionnaire and Form Design, Sampling and Scaling Techniques	10	15%	1, 2, 3, 4, 5, 6	
M 5	Data Presentation and Data Analysis	15	25%	1, 2, 3, 4, 5, 6	
M 6	Reporting and Report Presentation	5	10%	1, 2, 3, 4, 5, 6	
		60	**100**		
	Tutorials	**16**			
	Total	**76**			

Module 1: Meaning, scope and significance of social research [10 L]

A. Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.

B. Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science, (b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism

Module 2: Research Process and Research Design [5 L]

A. Research Process: Steps in Research process, problem identification and Literature survey

B. Research Design: Introduction to Research design

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Module 3: Exploratory, Descriptive and Causal Research Design   **[15 L]**
   A. Meaning of Exploratory research, exploratory research methods
   B. Sources of Data: Primary & Secondary
   C. Methods of research: (a) Quantitative and Qualitative (Characteristics and Differences)
   D. Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study.
   E. Causal Research or Experimentation: Use of causal research, concepts of independent, dependent and extraneous variables; types of experimentation.

Module 4: Questionnaire and Form Design, Sampling and Scaling Techniques   **[10 L]**

   A. Questionnaire Definition, Objectives, Design Process, Effect of Interviewing Method on Questionnaire Design, Form and Layout, coding

   B. Sampling Design, Sample size, Types, Advantages and Limitations

   C. Scaling Techniques: Measurement and Scaling – Meaning, Primary Scales of Measurement – Nominal / Ordinal / Interval / Ratio, Classification of Scaling Techniques, Comparative and Non Comparative Scales – Classification

Module 5: Data Presentation and Data Analysis   **[15 L]**
A. Basic Data Presentation: Bar diagram, histogram, pie chart, line chart, table and tabulation
1. It includes the various types of chart and representation of data in a pictorial representation.
2. It includes theory and practical case study to interpret the data in the form of a data dashboard
3. It will take at least 2 class lecture
B. Data Analysis: Central Tendency, Dispersion, Correlation and Regression
Central Tendency
1. Central Tendency includes areas like MEAN | MEDIAN | MODE - including composite group
2. Each will take at least 1 lecture and overall 3 lectures
Dispersion
1. Includes Range | Mean Deviation | Quartile Deviation | Standard deviation and COV
2. Overall it will take at least 3 Lecture classes
Correlation
1. Both Karl Pearson's Method and Spearman Method (Rank Correlation)
2. It will take at least 2 Lecture classes

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Regression
1. Basic Concept / theory require to be explained - Understanding the concept of IV and DV
2. Use of Simple Regression, Practical Problems
3. Use of Multiple Regression, Practical Problems
C. Case Analysis
1. Practical Problem with raw data - Use of Excel and SPSS

Module 6: Reporting and Report Presentation   **[5 L]**
    A. Research Proposal, Content of research proposal

    B. Report Preparation, Project report format

    C. Report writing, guidelines for tables and graphs, presentation.

Suggested Readings:

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

2. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.

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

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

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

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SEC 2: Statistics Lab II
Code: BBA GB 455
Credits- 2P
Course Objective:

- To familiarise students with the MS Excel & SPSS Statistical Tools.
- To aid as a complementary tool to comprehend Research Methodology.

Sl	Course Outcome	Mapped modules
1	Relate, demonstrate and assess students with technology in statistical and research analysis.	M1, M2, M3
2	Make use of statistical tools available with MS Excel and SPSS.	M1, M2, M3
3	Demonstrate and experiment in the operation of MS Excel and SPSS.	M1, M2, M3
4	Analyse & Assess the interpretation of the results of the various statistical tests on MS Excel and SPSS.	M1, M2, M3
5	Evaluate and Design students to develop problems on their own, followed by interpretation on MS Excel and SPSS.	M1, M2, M3

Module Number	Headline	Total Hours	%age of questions	Blooms level	Remarks (if any)
M 1	Sampling using MS Excel & SPSS, Inferences about Two Populations using MS Excel & SPSS, Hypothesis testing involving two population variances using MS Excel & SPSS	16	45%	1, 2, 3, 4, 5	

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M 2	Chi-Square Testing Using Excel for Goodness of fit, equality of proportions and tests of independence, Experimental Design and ANOVA	8	30%	1, 2, 3, 4, 5	
M 3	Simple and Multiple Regression using MS Excel & SPSS	4	25%	1, 2, 3, 4, 5	
		28	**100**		

Module I:
- Sampling using MS Excel & SPSS. Hypothesis Testing using MS Excel & SPSS, with population mean, both known and unknown. Hypothesis testing of population proportion using MS Excel & SPSS.
- Inferences about Two Populations using MS Excel & SPSS, both known and unknown population standard deviations. Difference between Two Population Means with Matched Samples.
- Hypothesis testing involving two population variances using MS Excel & SPSS

Module II:
- Chi-Square Testing Using MS Excel & SPSS for Goodness of fit, equality of proportions and tests of independence.

- Experimental Design and ANOVA using MS Excel & SPSS.

Module III:

- Simple and Multiple Regression using MS Excel & SPSS.

Suggested Readings:

1. Statistical Analysis – MS Excel 2016 by Conrad Carlberg: Pearson
2. Statistics for Managers Using MS Excel by Levine, Stephan & Szabat: Pearson
3. Statistics for Business & Economics by Anderson, Sweeney, Williams, Camm & Cochran: Cengage
4. Discovering Statistics using IBM SPSS Statistics by Andy Field: Sage Texts