

**DEPARTMENT OF MANAGEMENT**  
**NAGALAND UNIVERSITY**  
**KOHIMA CAMPUS, MERIEMA, NAGALAND**



**Syllabi for**  
**Bachelor of Business Administration (BBA)**  
**4<sup>th</sup> Year**  
**As per NEP 2020**  
**(PROPOSED)**

**December 2024**

### Proposed Course Structure for 4<sup>th</sup> Year BBA Programme

Semester	Honours				Minor	Semester	Honours with Research				Minor
VII	Course Code	Course Name	Credit	Mark	Course Code/Name/ Credit/Mark	VII	Course Code	Course Name	Credit	Mark	Course Code/Name/ Credit/Mark
	BBA C-16	Advertising & Brand Management	4	100	BBA M7: Project Management Credit: 4 Mark: 100		BBA C-16	Advertising & Brand Management	4	100	BBA M7: Project Management Credit: 4 Mark: 100
	BBA C-17	Financial Advising	4	100			BBA C-17	Financial Advising	4	100	
	BBA C-18	Management of Industrial Relations	4	100			BBA C-18	Management of Industrial Relations	4	100	
	BBA C-19	Research Methodology-I	4	100			BBA C-19	Research Methodology-I	4	100	
Total Credit/Marks			20	400	100	Total Credit/Marks			16	400	100
VIII	BBA C-20	Managerial Skill Development	4	100	BBA M8: Office Management Credit: 4 Mark: 100	VIII	BBA C-24	Research Methodology-II	4	100	BBA M8: Office Management Credit: 4 Mark: 100
	BBA C-21	Business Environment and Indian Economy	4	100			BBA C-25	Project/Dissertation	12	200	
	BBA C-22	Managerial Economics	4	100							
	BBA C-23	Operations Research	4	100							
Total Credit/Marks			20	400	100	Total Credit/Marks			16	300	100

## **Semester VII**

### **Major 16**

#### **BBA C16: Advertising & Brand Management**

**Credits: 4**

**Max Marks: 100**

**Course Objectives/Course Description:** The course dwells on the core concepts of Advertising and Brand management. This course will introduce and equip the students with the nature, roles, issues, and various strategies in the planning and execution of a successful advertising program and brand management.

#### **Course Outcomes:**

CO 1: To acquaint an understanding on the fundamental concepts of advertising in the business environment.

CO2: To acquire knowledge on the various advertising models and develop a strategic advertising planning

CO3: To develop effective advertising messages and strategies

CO4: To explain the core concepts of branding and curate effective brand management

#### **Course Content:**

**Unit I:** Introduction to Advertising Definition, Objectives, Functions, Classifications of Advertising, Advertising as a tool of Communication, Integrated Marketing Communications, Advertising Department and Agencies- meaning, roles and functions

**Unit II:** Setting advertising objectives Advertising models- AIDA Model, DAGMAR Approach, DRIP model, and Ehrenberg's model; Strategic Advertising Planning, Setting advertising objectives, Continuous advertising planning programme.

**Unit III:** Advertising message and strategy Advertising message: concept, message objectives, recall, attitude, emotions and feelings; Creative approaches to effective Message tactics, copy writing in Ads; Message Strategy and Message Design, Elements of Advertisement, Copy Developing Effective Advertising, Copy Creativity and Visualization in Advertising.

**Unit IV:** Media Planning and Strategy Role of Media in Advertising, Comparative study of Different Advertising Media, Media Planning, Media Scheduling- Flighting, Pulsing and Continuous; Allocation of Budget for Advertising, Approaches and Procedure for determining the size of the Budget; Social, Economic, Ethical and Regulatory Aspects of advertising.

**Unit V:** Brand management Concept of brand- meaning, definition, types and significance of a brand; Selecting a brand name; Strategic brand management process; Brand identity, Brand Equity, Brand personality- concept and dimensions; Brand building and Positioning; Brand hierarchy; Measuring Brand performance, Emerging trends in brand management.

### **Suggested Readings:**

1. Ramaswamy M.S, Marketing Salesmanship and Advertising, Sterling Publisher Pvt. Ltd.
2. Chunawalla S.A, Advertising sale and Promotion Management, Himalaya Publishing House.
3. Aaker & Mayer, Advertising Management , Prentice Hall of India
4. George E. B & Michael E B, Advertising & Promotion, Tata McGraw Hill
5. Strategic Brand Management, Kevin Lane Keller, M.G. Rameswaram and Isaac Jacob, Pearson Education, Third Edition.
6. Ramesh Kumar, “Managing Indian Brands”, Vikas publishing House (P) Ltd., New Delhi, 2002.

## **Major 17**

### **BBA C17: Financial Advising**

**Credits: 4**

**Max Marks: 100**

**Course Objectives/Course Description:** The objective of this paper is to know the different aspects of Investment banking and financial services such as Issue Management, Leasing, Hire Purchase, the detailed SEBI guidelines on issue management. The course will enable the learners to understand the various financial services offered by the financial institutions in the country.

#### **Course Outcomes:**

**CO1:** To understand the overview of Indian Financial System and Investment Banking

**CO2:** To analyse the various stages of public issue and the protection of its investors

**CO3:** To understand the concepts of Leasing and Hire Purchase and its implication in the country's economic

**CO4:** To understand the financial services offered.

**CO5:** Ability to understand the other players of financial services.

#### **Course Contents:**

**Unit-I:** Introduction to Investment Banking Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, obligations and responsibilities of Lead Managers, Regulations regarding Continuance of association of lead manager with an issue.

**Unit-II:** Issue Management Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus, allotment, preferential allotment, private placement, Book Building process, designing and pricing, Green Shoe Option; Right Issue: promoter's contribution, minimum subscription, advertisements, contents of offer document, bought out Deals, Post issue work & obligations, Investor protection.

**Unit-III:** Leasing and Hire Purchase Leasing and Hire Purchase: Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and

limitations of leasing, Lease rental determination; Finance lease evaluation problems Lessee's angle (NPV (L). PV and IRR methods) and Lessor's perspective Housing Finance - Meaning and rise of housing finance in India, floating vs. fixed rate.

**Unit-IV:** Introduction to Financial Services Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector. Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology, International credit rating practices.

**Unit-V:** Venture Capital, Insurance, and Mutual Funds Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing. Insurance- Meaning, Nature and Importance, Insurance Regulation: IRDA Regulations - Insurance Contract. Mutual Funds- Introduction, Types of mutual funds, Organization of mutual funds, Regulation of Mutual Funds: Brief introduction to SEBI guidelines.

### **Suggested Readings:**

1. M.Y.Khan: Financial Services, Tata McGraw –Hill. Essential Reading / Recommended Reading 1. Machiraju, H. R. (2002). Indian financial system. New Delhi, Vikas Publication House
2. M.K.Ghosh & A. N.Agrawal, Insurance Principles, Practice and Registration,
3. R.S.Sharma, Insurance Principles and Practice, Vora Publication.
4. Verma, J. C. (1996). Bharats manual of merchant banking: Concept, practices and procedures with SEBI clarifications, guidelines, rules and regulations. New Delhi: Bharat Law House.

## **Major 18**

### **BBA C18: Management of Industrial Relations**

**Credits: 4**

**Max Marks: 100**

**Course Objectives/Course Description:** The course focuses on acquainting students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial laws.

### **Course Outcomes:**

**CO1:** To gain insights into conceptual knowledge on industrial relations

**CO2:** To appraise the extent to which the workers can participate in management

**CO3:** To Interpret the mechanism for resolving industrial disputes

**CO4:** To realize the provision for payment of wages

**CO5:** To discuss the legal framework of factories act

**Course Contents:**

**Unit I:** Introduction to Industrial Relations Concept of Industrial Relations Aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives process, prerequisites of collective bargaining.

**Unit II:** Industrial Democracy Workers Participation in Management Levels & Mode of participation, Works Committee, Joint Management councils, Worker Director, Grievance Procedure, Quality Circles.

**Unit III:** Industrial Acts Trade Union Act 1926 Immunity granted to Registered Trade Unions, Recognition of Trade Unions - The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, and interpretation, and enforcement - The Industrial Disputes Act 1947, forum for settlement of disputes, instruments of economic coercion, strikes, lockouts and closure

**Unit IV:** Labour Legislations Payment of Wages Act Salient features, coverage of employees and employers, rules and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, The Payment of Bonus Act 1965.

**Unit V:** The Factories Act 1948 & others The Factories Act 1948 Definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays. The salient features, coverage of employees and employers, and benefits under The Provident Fund and Miscellaneous Provisions Act 1952 and Employees' Pension Scheme and Employees State Insurance Act 1948.

**Suggested Readings:**

1. C.B.Mamoria, Mamoria & Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd, 13th Edition, 2014.
2. C.S. Venkat Rathnam, Industrial Relations, Oxford University Press, New Delhi, 2012.
3. Arun Monappa, Industrial Relations, Tata McGraw Hill Publishing Company Limited, New Delhi, 2017.
4. T N Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House, Edition 5th, 2013.
5. S C Srivastava, Industrial Relations and Labour Laws, Vikas Publishing House.2012.

**Major 19**

**BBA C19: Research Methodology-I**

**Credits: 04**

**Max Marks: 100**

**Course Objectives/Course Description:**

- To enable the students, know about the information needs of managements
- To introduce the concept of scientific research and methods of conducting scientific enquiry
- To introduce the statistical tools of data analysis

**Course Outcome:**

**CO1:** Become knowledgeable of the research process and its different approaches.

**CO2:** To apply quantitative and / or qualitative research techniques to business problems.

**CO3:** To understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.

**CO4:** Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process

**Course Content:**

**UNIT – I:** Research Methodology – Meaning – Objectives - Types - Significance - Research Process.

**UNIT – II:** Sampling – Introduction - Sample design - Sampling types – Probability, Non probability sampling - Sampling Errors.

**UNIT- III:** Data collection – Introduction.-Types of Data- Primary - Secondary - Qualitative - Quantitative. Data collection tools – Questionnaire –Schedule - Types of questions - Collection of secondary data. Scaling – scale classification bases -Non comparative scaling technique – Continuous rating - Itemized - Simple category verbal frequency scale.

**UNIT IV:** Data preparation process – Questionnaire checking – Editing – Coding - Classification-Tabulation. Hypothesis – Meaning – Null Hypothesis – Alternate hypothesis. (Simple Problems)

**UNIT V:** Report writing – Significance - Different steps - Layout- Types-Mechanics of writing a research report – Precautions.

**Suggested Reading:**

1. Kothari C.R., Research Methodology – Wishwa Prakashan.
2. Krishnaswami, O R and Ranganathan, Methodology of Research in Social Sciences, Himalaya.
3. Ghosh,B N, Scientific Methods and Social Research, Sterling, New Delhi.
4. Gupta, Santhosh, Research Methods and Statistical Techniques, Deep &Deep, New Delhi.

**Semester VIII****Major 20****BBA C20 – Managerial Skill Development****Credits: 4****Max Marks: 100**

**Course Objectives/Course Description:** The main objective of the course is to develop the overall personality of the students. The course aims at equipping the students with necessary techniques and skills of business communication. The course will also expose the students to various forms of business correspondence.

### **Course Outcome:**

- CO1:** Understanding communication fundamentals, processes, barriers, principles, and using ICT tools for effective communication.
- CO2:** Understanding organisational communication, analyzing corporate strategies, evaluating structures, and distinguishing formal and informal communication.
- CO3:** Understanding written business communication, applying effective writing principles, and drafting letters, memos, and reports with clarity.
- CO4:** Students will be able to develop negotiation, presentation, CV writing, job application, interview preparation, and business etiquette skills.
- CO5:** Understanding office management objectives, key elements, office manager roles, and effective space and records management.

### **Course Content:**

**Unit-I: Nature of Communication:** Meaning of communication, classification of communication, purpose of communication, process of communication, elements of communication, barriers to communication, elements for successful communication, Use of ICT for effective communication.

**Unit-II: Organisational Communication:** Managing and communicating, corporate communication, communication structure in an Organisation, formal communication, informal communication.

**Unit-III: Forms of written communication:** Written business communication, purpose of writing, Principles of effective writing, writing- routine letters, persuasive letters, writing memos, report writing-purpose and elements of writing a report.

**Unit-IV: Applications of Communication:** Negotiation skills, Presentation skills, writing CVs, writing an application for a job, preparing for an interview, business etiquette.

**Unit -V: Office management:** Meaning, objectives, elements of office management, office manager, office space management, records management.

### **Suggested Reading:**

1. G.T.Hunt, *Communication skills in the organisation*, Prentice Hall of India
2. Sharma, *Business Correspondence & Report writing*, Tata McGraw Hill Publishing House
3. Bowman J.P. & Branchaw B.P., *Business Communication from process to product*, Dryden Press, Chicago
4. Murphy, Herta A. And Peck, C.E, *Effective Business Communication*, New Delhi, Tata McGraw Hill
5. Asha Kaul: *Effective Business Communication* –Prentice Hall
6. Raman Meenakshi & Singh Prakash: “*Business Communication*”; Oxford.



## Major 21

### BBA C21 – Business Environment and Indian Economy

**Credits: 4**

**Max Marks: 100**

**Course Objectives/Course Description:** The basic objective of this course is to acquaint the students with the business environment. The course will help understand the business and the various environmental aspects affecting the operations of the business enterprise. This course will further introduce Indian Economy to the students.

#### **Course Outcome:**

- CO1:** Understanding business environment, industrial policies, public and private sector roles, Indian planning features, and the importance of environmental analysis for strategic decisions.
- CO2:** Understanding and applying the PESTLE framework to assess opportunities and threats using national, global, and web sources, including international rating agencies and case studies.
- CO3:** Understanding India's economic environment, analyzing macroeconomic fundamentals, sectoral growth, foreign trade, globalization, and evaluating policies, economic survey, union budgets, and savings and investment trends.
- CO4:** Analysing key industries in India, including iron and steel, textiles, cement, sugar, jute, and fertilizers, and evaluating small-scale and cottage industries' role, problems, prospects, and government policies.
- CO5:** Students will analyse key industries in India, including their developments, challenges, and prospects, while understanding government policies and evaluating small-scale and cottage industries' roles and issues.

#### **Course Content:**

**UNIT I: Introduction to Business Environment:** Concept and significance of business environment; Industrial Policy and licensing policy; Role of public and private sector; Basic features of Indian planning. Significance of Environment Analysis for strategic business decisions; Elements of Business Environment.

**UNIT II: PESTLE Framework:** The PESTLE Framework; Relevant Variables & Crucial Variables in PESTLE Analysis; Application of PESTLE framework for identification of Opportunities and Threats and the most viable option; Sources of information and data for PESTLE Analysis – sources within the nation & global sources – WEB sources -International Rating Agencies – Case Studies for illustrating the PESTLE Framework.

**UNIT III: Macro Economics fundamentals:** Economic Environment in India; the Macro Fundamentals; Trends and Sectoral Composition of Growth; Trends, Composition and Direction of India's Foreign Trade; Globalisation and Trade Openness; Regulatory Framework; Liberalisation; Current Monetary & Fiscal Policies; Latest Economic Survey & Union Budget; Savings & Investment Trends.

**UNIT IV: Industries in India:** Principal Industries – A brief study of present position, recent developments, problems and future prospects of iron and steel, cotton textile, cement, sugar, jute and fertilizer industries of India; Govt. policy. Small Scale and Cottage Industries – their role, problems and prospects in India.

**UNIT V: Global Business Environment:** Globalisation of Indian Businesses; Indian MNCs; Decision to go global – Why, when, where & How? Application of PEST Framework in the global context; Global economic growth scenario - Dealing with Volatility, Shocks, Cultural Diversity, Political Risks & Technological obsolescence; International Outsourcing & BPO; Rating of Countries in terms Ease of Doing Business, Development Status, HDI, Governance, Corruption & Political Risk; Select Country Studies.

**Suggested Reading:**

1. Agarwal, A.N.: Indian Economy, New Age International, New Delhi.
2. Cherunilan Francis: Business Environment, Himalaya Publishing House, Delhi.
3. Dutta & Sundaram : Indian Economy, S. Chand, New Delhi.
4. Khan, Farooq A.: Business & Society, S. Chand, Delhi.
5. Sengupta, N.K.: Government and Business, Vikas Publishing House Pvt. Ltd.
6. Govt. of India: Economic Survey (relevant issues).
7. Reserve Bank of India: Report on Currency and Finance (relevant issues).
8. World Bank: World Development Report (relevant/ latest issues)
9. IMF: World Economic Outlook (relevant/ latest issues)
10. World Trade Organisation: International Trade Statistics (relevant/ latest issues)
11. UNCTAD: World Investment Reports (relevant/ latest issues)
12. UNDP: Human Development Report (relevant/ latest issues)

**Major 22**

**BBA C22 – Managerial Economics**

**Credits: 4**

**Max Marks: 100**

**Course Objectives/Course Description:**

To familiarize the students with the importance of economic approaches in managerial decision-making.

To analyze the macroeconomic policies and the role of world organizations.

**Course Outcome:**

**CO1:** Students will understand the key concepts of managerial economics, analyze demand and supply factors, including elasticity and forecasting methods, and explore the law of demand and its exceptions.

**CO2:** Students will understand production factors, cost analysis, breakeven analysis, economies of scale, externalities, and basics of econometrics.

**CO3:** Students will understand market structures, pricing strategies, and the theory of the firm, including profit maximization, price discrimination, and related profit policies.

**CO4:** Students will understand national income concepts, analyze India's economic growth, and evaluate issues like poverty, inflation, fiscal and monetary policies, banking, and financial sector performance, along with impending reforms.

**CO5:** Students will understand macroeconomic policies on foreign trade, balance of payments, and agriculture, and analyze the impact of land reforms, the Green Revolution, pricing policies, and subsidies, along with evaluating industrial policy and the role of the World Bank and IMF.

### **Course Content:**

**Unit-I: Introduction to Managerial Economics:** Definitions: Economics, Managerial economics - Nature, Scope and Importance of Managerial Economics – Meaning, Determinants, Types and Law of demand, Exceptions - Elasticity of Demand, Types of Elasticity of demand: Price, Income, Cross and Advertisement - Demand Forecasting: Methods – Supply: Determinants, Elasticity.

**Unit-II: Production and Cost Analysis:** Production: Factors, Function, Laws of variable proportion, returns to scale, Isoquant curves - Cost of production: Determinants and types, Short-run and long-run cost of production analysis, Breakeven Analysis, Contribution Analysis, Learning Curve, Economies and diseconomies of scale - Externality types. Basics of Econometrics.

**Unit-III: Market Structure and Pricing:** Market structure- Competition, monopoly, oligopoly, non-price competition, Pricing theories, Pricing and output under different market situations, Price discrimination, multiple product pricing, basic pricing, pricing objectives, product life cycle pricing. Theory of Firm- profit maximisation, sales maximisation, Nature and measure of profit, profit policy, theories of profit.

**Unit-IV: Macro Economics:** National Income Concepts, Indian Economic Growth and Development, Salient features of the underdeveloped economy, Economic factors, Non-economic factors, Poverty and inequality, Macro-economic Overview, Inflation analysis, Fiscal policy, Monetary policy and banking structure, Financial sector Performance, Impending reforms.

**Unit-V: Macroeconomic Policies and World Organizations:** Foreign Trade, Balance of Payments, Agriculture & Land reform policy, Policies towards Agriculture, Green revolution, Green revolution and its impact on economy and environment, Agriculture pricing policy, Procurement pricing and Minimum support pricing, Subsidies and food securities, Industrial policy, World Bank, IMF.

### **Suggested Reading:**

1. Petersen & Lewis: Managerial Economics (Prentice Hall of India)
2. Maheshwari: Managerial Economics (Prentice Hall of India)
3. Chopra, D.P: Managerial Economics (Tata Mcgraw Hill)
4. Bacemol W.J.: Economic Theory and Operation Analysis (Prentice Hall of India)
5. Rangarajan and Dholakia: Macro Economics (Tata Mcgraw Hill)
6. Chetan Ghate, Kenneth M. Kletzer, “Monetary policy in India: A modern macro-economic perspective “, springer, 25-Nov-2016.

7. Nilanjan Banik, "The Indian Economy: A macro-economic Perspective", SAGE publishing India, 2015.
8. Dominick Salvatore, Managerial Economics Principles and Worldwide Application by Dominick Salvatore, Oxford, 2020.

### **Major 23**

#### **BBA C23 – Operations Research**

**Credits: 4**

**Max Marks: 100**

#### **Course Objectives/Course Description:**

To build capabilities in the students for analysing different situations in the industrial/ business scenario involving limited resources and finding the optimal solution within constraints.

To understand and analyse managerial and engineering problems to equip him to use the resources such as capitals, materials, productions, controlling, directing, staffing, and machines more effectively.

#### **Course Outcome:**

**CO1:** Solve linear programming problems using appropriate techniques and optimization

**CO2:** Determine optimal strategy for Minimization of Cost of shipping of products

**CO3:** Finding initial basic feasible and optimal solution of the Transportation problems

**CO4:** Optimize the allocation of resources to Demand points in the best possible way

**CO5:** Apply operations research techniques and algorithms to solve these Network problems

#### **Course Content:**

**UNIT – I:** Operations research – meaning – scope – uses – operations research in India – models in Operations, research – limitations of model – general methods for solving operations research models.

**UNIT – II:** Linear programming problems – requirements – formulation of L.P.P. by graphical method – simplex method (simple problem only).

**UNIT – III:** Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

**UNIT- IV:** Assignment problems – formulation and solution assignment problems.

**UNIT-V:** Decision theory – types of decision making criteria statement of Baye's theorem – application of Bay's theorem – use of probability – decision tree.

#### **Suggested Readings:**

1. Kapoor V.K. Operations Research, SulthanChand& Sons, NewDelhi.
2. Prem Kumar Gupta, Operations Research – Sultan Chand &Co.
3. P.K. Man Mohan, Operations Research – Sultan Chand &Sons.
4. Vohra N.D., Quantitative techniques in Management, Tata McGrawHill.
5. Agarwal B.M. Quantitative Methods, New AcademicPublication.

## Major 24

### BBA C24: Research Methodology-II

**Credits: 4**

**Max Marks: 100**

#### Course Objectives/Course Description:

- To enable the students to know about the information needs of Management.
- To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry.

#### Course Outcome:

**CO1:** Understand the Concepts of Research, research problems and explain the research process

**CO2:** Students will understand data types, apply data collection methods, design questionnaires, measure attitudes with scales, and develop sampling designs.

**CO3:** Students will learn about the parametric, non-parametric and Multivariate Analysis

**CO4:** Students will gain proficiency in statistical software for data creation, entry, and sample analysis.

**CO5:** To learn about the various types of reports, reports formatting - Typing Instructions-Oral Presentations

#### Course Content:

**UNIT-I: Introduction to Research Methodology:** Research methodology: an overview, importance of research in decision making, research process, defining research problem and formulation of hypothesis, research designs.

**UNIT-II: Data Collection and Measurement:** Data and its types, methods and techniques of data collection, attitude measurement and scales, questionnaire designing, sampling and sampling designs.

**UNIT-III: Data Presentation and Analysis:** Data processing, statistical analysis, and interpretation of data: parametric & nonparametric tests, multivariate analysis of data.

**UNIT-IV: Computer Software and Research:** Introduction to SPSS, data creation and entry, some sample analyses; Introduction to R Programming.

**UNIT-V: Report Writing and Presentation:** Ethics in research, substance of reports, formats of reports, presentation of a report; Plagiarism, plagiarism checker software; Referencing styles.

#### Suggested Reading:

1. Goode & Hatt: *Methods in Social Research*
2. Kothari: *Research Methodology*, New Age
3. Rummel and Ballaine: *Research Methodology in Business*:

4. Yogesh Kumar Singh: *Fundamental of Research Methodology and Statistics*, New Age
5. Cooper D & Schindler P: *Business research methods*, Tata Mc Graw Hill
6. Panneer Selvam R: *Research Methodology*, PHI
7. Chawla & Sondhi: *Research Methodology Concepts & Cases*, Vikas Publishing
8. Leech, N. L., Barrett, K. C. & Morgan, G. A.: *IBM SPSS for Intermediate Statistics: Use and Interpretation*, Routledge

## **Major 25**

### **BBA C25: Project/Dissertation**

**Max Marks: 200**

#### **Credits: 12**

Research Project Report is an essential and important part of the BBA curriculum, which helps in developing knowledge and understanding of present business scenario. This also gives students an exposure of work and to improve his/her skills.

#### **Guidelines:**

1. BBA students are required to prepare Research Project Report with the help of their respective faculty guides which have been allotted to them earlier. You have to meet your respective faculty guides on weekly basis.
2. Students have to decide a topic on which they have to prepare a Research Project Report. The Topic has to be approved by their respective Faculty Guide and has to be submitted to their respective Coordinators.
3. The Research Project Report must have an appropriate Title. (Students should meet their respective guides and finalize a title for their Research Project Report as early as possible).
4. In case of Primary data collection, the questionnaire has to be designed in consultation with their respective guides.
5. In case of Secondary data collection, Internet and other sources are to be used for secondary data collection. Copying of any similar study from internet will be subject to strict action.
6. Report has to be systematically written as per standard guidelines given by the Department of Management. Each page should carry statement of identification and Page number, using header & footer app of identification and Page number, using header & footer application.
7. No two or more reports could be identical even if the organization and project is common. Each student should write a separate report and clearly mention his /her individual contribution.
8. Prepare 2 book binding copies of Dissertation Report

## **Standard Guidelines for Writing Dissertation Project Report**

1. Title Page
2. Acknowledgment
3. Certificate- By Guide
4. Table of Contents or Index
5. Executive Summary (A brief summary of the Project /Abstract)
6. Literature Review
7. Conceptual Background
8. Brief Profile of the Company/ Organization/prod product/services on which Research is conducted
  - i. Brief History of the company (Industrial Growth and Market Share)
  - ii. Vision/ Mission of company
  - iii. Organizational Chart
  - iv. Details of the product/Services
9. Research Methodology: From this stage, there will be two types of report preparation
10. In case the student is performing a Primary data Collection and Analysis, this section will have the following components-
  - i. Research Objectives
  - ii. Research Methodology (Including Type of Research design e.g. Exploratory, Descriptive, Experimental, etc., Sampling Technique & Sample Size)
  - iii. Analysis and Interpretation of Data
  - iv. Findings, Conclusions and Suggestions
  - v. Limitations of the Study
  - vi. References: Books, Articles, Web addresses, Link etc.
  - vii. Annexure ( For example - Questionnaire has to be enclosed)
11. In case the students is performing a Secondary data based Research, this section will have the following components-
  - i. Research Objectives
  - ii. Research Methodology (Including Type of Research design)
  - iii. Proceeding of the task and completion of the task
  - iv. Learning and knowledge gained as per objective of the study.
  - v. Findings, Conclusion and Suggestions

vi. Limitations

vii. References: Books, Articles, Web addresses, Link etc.

viii. Annexure (For example - Reports/ Tables etc are to enclosed)

### **At The Time of Research Project Report Presentation**

Students must undergo research and for preparation and presentation for a period of 10 weeks. Power point presentation has to be prepared by each student. It must contain the brief summary of research project report. The students may do PPT presentation before the class and the faculties. The maximum marks to be awarded is 200. Out of these 200 marks, 150 marks may be awarded by the guide and the HOD. External viva voce will be conducted by an external examiner at the end of the semester for 50 marks.

## **Minor 7**

### **BBA M7: Project Management**

**Credits: 4**

**Max Marks: 100**

#### **Course Objectives/Course Description:**

- The successful development and implementation of all project's procedures.
- Productive guidance, efficient communication and apt supervision of the project's team.
- The achievement of the project's main goal within the given constraints.
- Optimization of the allocated necessary inputs and their application to meeting the project's pre-defined objectives.

#### **Course Outcome:**

**CO1:** Describe a project life cycle, and can skillfully map each stage in the cycle

**CO2:** Identify the resources needed for each stage, including involved stakeholders

**CO3:** Describe the time needed to successfully complete a project, considering factors

**CO4:** Provide internal stakeholders with information regarding project costs by considering factors develop a project scope while considering factors such as customer and external goal.

#### **Course Content:**

**UNIT-I:** Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.

**UNIT –II:** Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management.



**UNIT-III:** Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs.

**Unit-IV:** Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT.

**UNIT-V:** Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Project Termination: Types of Terminations, Project Termination Process.

**Suggested Reading:**

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel,
2. Project Management: Mr. Sanjiv Marwah- (Wiley Dreamtech)
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)
4. Project Management Core Text Book: M R Gopalan (Wiley) Quantitative Techniques in Management: N D Vohra (TMH)

**Minor 8**

**BBA M8: Office Management**

**Credits: 4**

**Max Marks: 100**

**Course Objectives/Course Description:**

This course provides a comprehensive understanding of the principles, functions, and evolving nature of modern office management. It explores the changing perspectives of office operations, roles and responsibilities of the modern office manager, and the significance of office layout, accommodation, and environment. Students will gain insights into modern office systems, appliances, and the principles of effective record management. Additionally, the course highlights public relations' objectives, scope, and importance, focusing on the role of public relations officers in contemporary organizational contexts.

**Course Outcome:**

**CO1:** Understanding of Office Management, Office Automation, space management, workplace environment.

**CO2:** Learn the procedures of mailing as well as record management and understand the budgets and audit system in the Office.

**CO3:** Understand and acquire the skills for secretarial functions and proceedings of official meetings.

**Course Content:**

**UNIT –I: Modern Office and Management:** Meaning, Objectives, Importance functions of modern office. Office Management – Concepts and Definition, Nature & Scope, Elements, Functions. Changing Office view – Past, Present & Future. Modern Office Manager - Meaning, Functions, Rights, Duties and Responsibilities and their role.

**UNIT –II: Office Accommodation, Lay-out and Environment:** Meaning, Objectives, Importance and Principles office location & Lay-out - New Trends in office layout in modern office management context - Environment: Meaning, importance, factors of good environment - Office Safety and Remedies.

**UNIT-III: Modern Office System & Appliances:** Definitions, Characteristics of Office System, Importance of Office System, Need and Principles of Office System, Techniques and steps for designing Office System, Advantages and Limitations of Office System. Objectives, advantages & importance of Office Appliances and Machines, Types of Office Appliances and Machines Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs.

**Unit-IV: Record Management:** Management of Record – Meaning & importance, Principles and process; Legal aspect of Records, Process of Record Management, Modern tendencies of Record making Filing – Meaning, importance & advantages – essentials of good filing system, classification of files.

**UNIT-V: Public Relations:** Definitions, Nature & scope of public relation; Objectives & importance of public relation; Public relation department: functions - Types of public relations - Role of public relation officer in the modern context. Monitoring and Control: Planning-Monitoring and Control Cycle. Project Management Information System. Project Termination: Types of Terminations, Project Termination Process.

**Suggested Reading:**

1. Pillai R.S.N and Bagavath, Office Management, S. Chand and co. Tanon B.N, Manual of Office Management and Correspondence, S. Chand and Co.
2. BaigN, Company law and Secretarial practice, Sterling Publication
3. Bagaria, A.K, Secretarial Practice, Vikash Publication
4. Fundamental of office management – J. P. Mahajan, Pitamber Publishing Co. New Delhi. Modern Office Management - I. M. Sahai, Kitab Mahal, Allahabad. ,