

ACADEMIC REGULATIONS
COURSE STRUCTURE & DETAILED SYLLABUS

For

BACHELOR OF BUSINESS ADMINISTRATION
(Applicable for the batches admitted from 2025-26)



SREE VAHINI INSTITUTE OF SCIENCE AND TECHNOLOGY (AUTONOMOUS)
TIRUVURU – 521235, ANDHRA PRADESH, INDIA

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC	Business Laws	4	0	0	4
2	CC	Fundamentals of E-Commerce	4	0	0	4
3	CC	Business Environment	4	0	0	4
4	CC	Operations Management	4	0	0	4
5	MDE	Business Ethics	2	1	0	2
6	SEC	Management Information system (MIS)	1	1	0	1
7	VAC	Information Technology – Lab (Spreadsheet and Tally)	0	0	4	1
TOTAL						20

BBA IV Semester

S. No.	Course Code	Course Title	L	T	P	Credit
1	CC	Human Resource Management	4	0	0	4
2	CC	Research Methodology	4	0	0	4
3	CC	Operations Research	4	0	0	4
4	CC	Cross culture Management	4	0	0	4
5	VAC	Public Health Management	1	0	0	1
6	SEC	Entrepreneurship Development	2	1	0	2
7	SEC	Design of New Start –up (Mini project)	0	1	3	1
TOTAL						20

BBA III Semester

L	T	P	C
4	0	0	4

BUSINESS LAW

Course Objectives:

The course aims to:

- Provide basic knowledge of laws governing business in India.
- Develop practical skills in preparing and interpreting business legal documents.
- Enable application of legal provisions to real-world business scenarios.
- Promote ethical and lawful business practices.

Course outcomes:

By the end of the course, students will be able to:

1. Explain key provisions of major business laws in India.
2. Apply legal concepts to common business situations.
3. Prepare basic business legal documents such as Partnership Deed, share classifications, and credit notes.
4. Analyze rights, duties, and liabilities of business stakeholders.
5. Evaluate legal compliance needs and remedies in business.
6. Demonstrate awareness of ethical and lawful business practices.

UNIT-I: LAW OF CONTRACT

Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration. Capacity of Parties to contract, Free Consent, Discharge of Contract, Breach of Contract and Remedies for Breach . Special Contracts, Indemnity, Guarantee, Bailment.

UNIT-II: NEGOTIABLE INSTRUMENTS ACT, 1881 AND PARTNERSHIP ACT, 1932

Nature and characteristics of Negotiable Instruments, Kinds of Negotiable Instruments- Promissory Notes, Bills of Exchange and Cheques. Partnership Act, 1932- Definition, Essentials of Partnership, [Partnership Deed](#), Kinds of Partners, Rights and Liabilities of Partners. Dissolution of Partnership Firm.

UNIT-III: COMPANIES ACT, 2013

Definition of Company, Types of Companies. Memorandum of Association, Articles of Association, prospectus, Meetings and Resolutions. Doctrine of Ultra Vires, Doctrine of Constructive Notice, Modes of Winding up of a Company. Types of shares and Dividends. [Types of shares and types of dividends.](#)

UNIT-IV: SALE OF GOODS ACT

Meaning and definition, Essentials of Sale Contract, Sale and Agreement to Sell. Rules of transfer of property- conditions and warranties. Unpaid Seller- Rights of Unpaid Seller. Sale by Non-Owners , Auction Sale. [Credit Note- Introduction and Proforma of Credit Note.](#)

UNIT-V: RIGHT TO INFORMATION ACT & CONSUMER PROTECTION ACT

Right to Information Act- Overview of the Act, The Consumer Protection Act 2019, Consumer Councils, Consumer Redressal Agencies- District Forum, State Forum, National Forum, Penalties for violation.

Reference Books:

1. P. C. Tulsian, Bharat Tulsian, Business Law, McGraw Hill Education.
2. N.D. Kapoor, Elements of Business Law, Sultan Chand Publication, Company.
3. Dr S.N.Maheshwari & Dr S.K.Maheshwari, Business Law, Himalaya Publishing House.
4. M. C. Kuchhal and Vivek Kuchhal, Business Law, Sultan Chand & Sons (P) Ltd. India.
5. Satyanarayana., Corporate Business Law, Discovery Publishing House Pvt. Ltd.,

BBA III Semester

L	T	P	C
4	0	0	4

FUNDAMENTALS OF E-COMMERCE

Course Objectives:

The course aims to:

- Introduce the concepts, models, and technologies used in E-Commerce.
- Develop understanding of E-Retailing, E-Services, and B2B transactions.
- Familiarize students with EDI, online payment systems, and security measures.
- Create awareness of ethical, legal, and social issues in the digital business environment.
- Equip students with practical knowledge to apply E-Commerce concepts in real business scenarios.

Course outcomes:

By the end of the course, students will be able to:

1. Explain the scope, benefits, and limitations of E-Commerce.
2. Compare different models of E-Retailing and E-Services.
3. Apply knowledge of EDI and electronic payment systems in business contexts.
4. Identify security threats and suggest appropriate security measures for online transactions.
5. Analyze ethical, legal, and social issues related to E-Commerce operations.

Unit 1: Introduction: Overview of developments in Information Technology and Defining E-Commerce: The scope of E-commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

Unit 2: Consumer Oriented E Commerce -E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of E- retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information- selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

Unit 3: Electronic Data Interchange: Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

Unit 4: Security in E Commerce: Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server

Unit 5: Issues in E Commerce: Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance. [Data protection laws in India \(IT Act, Digital Personal Data Protection Act 2023\)](#).

Suggested Reading:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.

BBA III Semester

BUSINESS ENVIRONMENT

L	T	P	C
4	0	0	4

Course objectives:

The course aims to:

- Understand the nature, scope, and significance of the business environment.
- Examine political, legal, and economic factors influencing business.
- Analyze the impact of environmental trends on decision-making.
- Familiarize with government policies, reforms, and MSME development.
- Understand global trade, FDI, and the role of international institutions.

Course Outcomes:

By the end of the course, students will be able to:

1. Describe micro, macro, and global business environments.
2. Assess the influence of external factors on business.
3. Interpret key policies, reforms, and schemes affecting business.
4. Analyze MSME roles and challenges.
5. Evaluate BOP issues and global economic institutions.

UNIT-I: INTRODUCTION

Business Environment- Concept, Significance and Nature of Business Environment; Elements of Environment- Internal and External. Salient features of Indian Economy, evolution in the recent years. [Types of business environment \(micro, macro, global\)](#), [Impact of environment on business decision-making](#), [Brief on sustainable and green business environment trends](#).

UNIT-II: POLITICAL, LEGAL AND ECONOMIC ENVIRONMENT OF BUSINESS

Elements of Political Environment, Role of Government in Business facilitation. Competition Act 'FEMA, Licensing Policies. Elements of Economic Environment, Economic systems. Industrial Policy 1991, Economic Reforms. Planning Commission Vs NITI Aayog. [Current government business facilitation schemes \(Digital India, PLI schemes\)](#), [Recent major economic reforms \(GST, Insolvency and Bankruptcy Code\)](#)

UNIT-III: MANAGEMENT OF MICRO, SMALL & MEDIUM ENTERPRISE (MSME)

Concepts and Definitions of MSME, The MSME Development Act, 2006. Government Policy Initiative, Current Schemes for MSME development. Problems faced by MSME Sector. Role of Clusters in Promoting MSME.

UNIT-IV: BALANCE OF PAYMENTS

International Trade, Components of BOP, Disequilibrium in BOP, Reasons for disequilibrium. Measures to bring back equilibrium in BOP –trade regulation, Exchange Control, Convertibility of Currency, Current Account and Capital Account convertibility.

UNIT-V: INTERNATIONAL BUSINESS ENVIRONMENT

International economic institutions-Significance, Evolution and Functions - International Monetary Fund, World Trade Organization, World Bank , BRICS and EU. Objectives and Evolution of GATT, Uruguay Round. Foreign Direct Investment- Need for FDI in Developing Countries, Role of FDI in India.

Reference Books:

1. Francis Cherunilam, Business Environment-Himalaya Publishing House.
2. Aswathappa, Essentials of Business Environment, Himalaya Publishing House.
3. Mishra and Puri, Indian Economy, Himalaya Publishing House.
4. Raj Aggarwal, Business Environment, Excel Books.

BBA III Semester

OPERATIONS MANAGEMENT

L	T	P	C
4	0	0	4

Course Objectives:

The course aims to:

- Understand the role of operations management in business success.
- Learn key concepts, tools, and techniques for efficient operations.
- Analyze production planning, scheduling, and control processes.
- Explore quality management and continuous improvement strategies.
- Examine supply chain and inventory management practices.

Course Outcomes

By the end of the course, students will be able to:

1. Explain the scope and functions of operations management.
2. Apply forecasting, planning, and scheduling techniques.
3. Evaluate quality management approaches.
4. Optimize inventory and resource utilization.
5. Integrate supply chain strategies into business decisions.

UNIT-I: Introduction to Operation Management: Nature & Scope of Operation/ Production Management(cover both manufacturing & service sectors), Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system. [Role of Operations Manager in business success](#), [Differences between Operations and Production Management](#), [Service Operations Management basics \(hospitality, healthcare, IT services\)](#).

UNIT -II: Product Design & Process Selection: Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.

UNIT- III: Forecasting & Capacity Planning: Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

Unit- IV: Productivity: Factors, Affecting Productivity – Job Design – Process Flow Charts – Methods Study – Work Measurement – Engineering and Behavioral Approaches. [Service productivity challenges \(intangibility, variability, perish-ability\)](#), [Role of technology in productivity improvement](#), [Introduction to business process improvement tools \(Lean basics, waste elimination\)](#)

UNIT -V: Quality Management: Quality- Definition, Dimension, Cost of Quality, Quality Circles- Continuous improvement (Kaizen), ISO (9000&14000 Series), Statistical Quality Control: Variable & Attribute, Process Control, Control Charts - Total Quality Management (TQM). [Six Sigma overview \(DMAIC concept at a basic level\)](#), [Service quality frameworks \(SERVQUAL model\)](#)

References:

1. Krajewski & Ritzman (2004). Operation Management -Strategy and Analysis. Prentice Hall of India.
2. Panner Selvem, Production and Operation Management, Prentice Hall of India.
3. Chunnawals, Production & Operation Management Himalaya, Mumbai
4. Charry, S.N (2005). Production and Operation Management- Concepts, Methods Strategy. John Willy & Sons Asia Pvt Limited.
5. K Aswathappa & Sridhar Bhatt, Production & Operations Management, Himalaya, Mumbai.
6. Satyanarayana (2020), Production and Operation Management - Discovery Publishing House Pvt. Ltd., New Delhi

BBA III Semester

BUSINESS ETHICS

L	T	P	C
2	1	0	2

Course Objectives

The course aims to:

- To develop an understanding of ethical principles and values in business.
- To analyze the role of ethics in personal growth, leadership, and corporate behavior.
- To enhance decision-making skills through ethical reasoning and Indian ethos.
- To apply ethical frameworks in various functional areas of business.
- To promote awareness of environmental, gender, and cross-cultural ethics in management.

Course Outcomes

By the end of this course, students will be able to:

1. Explain the concepts of ethics, values, and moral standards in business.
2. Assess the impact of ethical leadership and corporate responsibility.
3. Apply Indian ethos and holistic approaches in managerial decision-making.
4. Evaluate ethical practices in marketing, finance, HR, and IT.
5. Address environmental, gender, and cross-cultural ethical issues in business contexts.

Unit I: Ethics and Business Ethics, Concepts Values and Ethics. Nature, scope and purpose of ethics Importance of Ethics & Moral standards; Ethics & Moral Decision Making, Ethical Principles in Business

Unit-II: Ethical Corporate Behavior, Its Development, Ethical, Leadership. Ethics and Business Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values, System: Markets, Environment, Trade, Consumer Production and Marketing, Finance, HR

Unit III: Ethical Decision-making, Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance. Indian Ethos: Need, Purpose & Relevance Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain

Unit IV: Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology. Holistic Approach for Managers in Decision Making Holistic Approach for Managers in Decision Making, Professional ethos and code of professional ethics.

Unit V: Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination. Rans-Cultural Human Values in Management Education Trans Cultural Human Values in Management Education; Psychological and Aesthetic Values, work ethics, secular and spiritual value

Recommended Books:

1. S.S. Iyer - Managing for Value (New Age International Publishers, 2002)
2. Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
3. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
4. Velasquez – Business Ethics – Concepts and Cases (Prentice Hall, 6th Ed.)
5. Reed Darryl – Corporate Governance, Economic Reforms & Development (Oxford).
6. Mathur UC – Corporate Governance & Business Ethics (Mc Millan).
7. Human Values By : Prof. A.N. Tripathi New Age International
8. Wisdom Leadership By : Prof. S.K. Chakraborty Wheeler Publication.
9. Corporate Governance2/e, MacMallin, OUP
10. The Management and ethics Omnibus- Chakraborty, OUP
11. Values and Ethics for Organizations, Chakraborty, OUP/OIP

BBA III Semester

MANAGEMENT INFORMATION SYSTEM

L	T	P	C
1	1	0	1

Course Objectives:

The course aims to:

- Introduce the concepts, structure, and role of Management Information Systems in organizations.
- Develop skills in planning, implementing, and managing MIS for decision-making.
- Familiarize students with data processing, system design, and security principles.

Course Outcomes:

By the end of the course, students will be able to:

1. Explain MIS concepts, components, and its role in business processes.
2. Plan and manage MIS implementation and control within an organization.
3. Apply data processing techniques and understand computer system components.
4. Use Decision Support Systems for effective managerial decision-making.
5. Design MIS considering inputs, outputs, databases, controls, and security.

Unit –I The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

UNIT – II Planning, Implementation and Controlling of Management Information System.

UNIT – III Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

UNIT – IV Managerial Decision Making, characteristics and components of Decision Support System.

UNIT – V System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

L	T	P	C
0	0	4	1

**INFORMATION TECHNOLOGY – LAB
(SPREADSHEET AND TALLY)**

Lab Evaluation:

- i) For practical (LAB) subject the distribution shall be **20 marks** for internal evaluation and **30 marks** for the semester end examinations. There shall be continuous evaluation by the internal subject teacher during the semester for **20** internal marks. Out of the **20 marks internal, 10 marks** shall be for day-to-day performance (**5 marks for day-to-day evaluation and 5 marks for Record**) and **10 marks** shall be evaluated by conducting an internal test towards the end of semester.
- ii) Semester End examination shall be conducted by the teacher concerned and external examiner for **30 marks. Three QUESTIONS will be given in the external examination from the experiments based on the syllabus. Each question carries 10 marks. Duration of the examination is 90 minutes.**

UNIT- 1

Introducing spreadsheet: Choosing the correct tool; Creating and Saving; Spreadsheet workspace; Managing the workspace; Entering and editing data; Data entry; Selecting cells; Saving time when entering data. Presenting a spreadsheet; Number and date/time format tools; Percentages; Dates and Times; Currency; Text; Performing calculations; Basic arithmetic; Using functions; Replicating formulae; Absolute cell addressing; References between worksheets.

UNIT -II

Ranges and functions: Creating named ranges; Using named ranges; Finding and inserting functions; Excel – Functions: what if, Conditional count, sum and average, Multiple criteria with count, sum and if. Time and date calculations.

UNIT- III

Basic of Accounting: Type of Accounts, Rules of Accounting, Principles of concepts and conventions, double entry system, book keeping Mode of Accounting, Financial Statements, Transaction, Recording Transactions. Getting the functional with Tally, Creation and setting up of company in Tally.

UNIT- IV

Accounting Masters in Tally- Features- Configurations- Setting up Account Heads.

UNIT- V

Inventory in Tally- Stock – groups – Stock Categories - Godowns / Location Units of Measure - Stock Items - Creating Inventory Masters for National Traders

BBA IV Semester

HUMAN RESOURCE MANAGEMENT

L	T	P	C
4	0	0	4

Course Objectives: The course aims to:

- Understand HRM significance and HR roles.
- Learn procurement, recruitment, and selection processes.
- Gain knowledge of training and development methods.
- Understand industrial relations and their HRM impact.

Course Outcomes: By the end of this course, students will be able to:

1. Understand HRM concepts, scope, and evolving role.
2. Apply recruitment, selection, and induction processes.
3. Design and assess training & career development programs.
4. Implement appraisal, job evaluation, and compensation systems.
5. Manage industrial relations, disputes, and collective bargaining

UNIT-1: INTRODUCTION

Human Resource Management –Nature, Significance and Scope. Functions of HRM, Role of HR Manager, Advisory and service function to other departments. Changing role of HRM, Contribution to Company's objectives and policies, organizing the HRM Department. [The Society for Human Resource Management \(SHRM\)](#).

UNIT-II: PROCUREMENT AND DEVELOPMENT FUNCTIONS

Human Resource Planning, Job Analysis, Job description, job specification. Recruitment- Sources of recruitment, process of recruitment, Selection- stages in selection process, techniques of Selection. Placement and induction of new candidates, socialization process.

UNIT-III: TRAINING AND DEVELOPMENT

Significance and scope of Training, Designing of a Training Program, Steps in Training. Methods of Training- On the Job and Off the Job techniques. Evaluation of Training effectiveness. Executive Development- Concept, significance, Training Vs Development. Techniques of Executive Development. [Career Planning and Development](#).

UNIT-IV: PERFORMANCE APPRAISAL AND COMPENSATION

Performance Appraisal- Importance of Performance Appraisal, Process of Performance Appraisal. Methods of Performance Appraisal- Traditional and modern techniques. Job Evaluation- Significance of Job Evaluation, Process of Job Evaluation. Methods of Job Evaluation, Role of Job Evaluation in wage fixation. Compensation- Introduction to Compensation Management, Objectives of Compensation, Components of Compensation. [Pay for Performance \(P4P\)](#).

UNIT-V: INDUSTRIAL RELATIONS

Industrial Relations -Definition , Significance, Objectives of Industrial Relations. Industrial Disputes- Types of Industrial Disputes. Grievance Redressal Procedure. Collective Bargaining- Objectives of Collective bargaining, Process of Collective bargaining, types of Collective bargaining. [Workers Participation in Management\(WPW\)](#).

Reference Books:

1. A Text book of Human Resource Management – C. B. Mammoria & S. V. Ghankar.
- Himalaya Publishing House.
2. Personnel and Human Resource Management - Text & Cases, P Subba Rao,
Himalaya Publishing House.
3. Human Resource Management – P. Jyothi, Oxford University Press.
4. Human Resource Management , R.Wayne Mondy, Robert M, Noe, Pearson Education.

L	T	P	C
4	0	0	4

The course aims to:

- Understand the nature, scope, and importance of research in business and social contexts.
- Learn various research types, methods, and ethical considerations.
- Acquire skills in data collection, sampling, measurement, and scaling techniques.
- Develop competence in survey design, data analysis, and hypothesis testing.
- Gain the ability to prepare and present structured research reports.

Course Outcomes

By the end of this course, students will be able to:

1. Explain the concepts, types, and processes of business and social research.
2. Apply suitable data collection methods, sampling techniques, and measurement scales.
3. Design and conduct surveys, manage fieldwork, and organize collected data.
4. Perform hypothesis testing using appropriate statistical tools.
5. Prepare well-structured research reports with clear presentation of findings.

UNIT I : Introduction: Nature and Importance of Research, The role of Business Research, Aims of social research, Types of Research- Pure research vs. Applied research, Qualitative research vs. Quantitative research, Exploratory research, Descriptive research and Experimental research, ethical issues in business research- Defining Research Problem, Steps in Research process.

UNIT II: Data Base: primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design. Designing of Questionnaire –Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale.

UNIT III: Survey Research and data analysis: Selection of an appropriate survey research design, the nature of field work and Field work management. Media used to communicate with Respondents, Personal Interviews, Telephone interviews, Self- administered Questionnaires- Editing – Coding – Classification of Data – Tables and Graphic Presentation –Preparation and Presentation of Research Report.

UNIT IV: Formulation of Hypothesis –Tests of Hypothesis - Introduction to Null hypothesis vs. alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test.

UNIT V: Report Writing: Process- type of reports - foundational elements of research, including research design, data collection and analysis, and the structure and components of a research report.

References

1. R. Kothari: Research Methodology, methods and Techniques New Age International Publisher.
2. Navdeep and Guptha : □**Statistical Techniques & Research Methodology**□, Kalyani Publishers
3. Willam G.Zikmund, Adhkari: □**Business Research Methods**□, Learning, New Delhi, 2013.
4. A.N. Sadhu, Amarjit singh, Research methodology in social sciences, 7th Edition Himalaya Publications.
5. A Bhujanga rao , Research methodology, Excel Books, 2008.

BBA IV Semester

OPERATIONS RESEARCH

L	T	P	C
4	0	0	4

Course Objectives:

The course aims to:

- Understand the concepts, models, and applications of Operations Research in decision-making.
- Develop skills to formulate and solve real-life business and engineering problems using OR techniques.
- Apply optimization methods for resource allocation, scheduling, and planning.
- Learn quantitative tools for analysis, prediction, and control.
- Enhance problem-solving abilities using mathematical modeling and computational tools.

Course Outcomes:

By the end of this course, students will be able to:

1. Formulate real-world problems as mathematical models for decision-making.
2. Apply linear programming, transportation, and assignment models to optimize resources.
3. Use simulation, game theory, and inventory models in business problem-solving.
4. Analyze and interpret quantitative results for managerial decisions.
5. Integrate OR techniques with software tools to solve large-scale problems effectively.

Unit I:

Importance-The History of OR-Definition-Features-Scope of Operations Research –Linear Programming: Introduction-Advantages of using LP-Application areas of LP- Formation of mathematical modelling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method.

UNIT II:

Transportation, Assignment Models: Definition and application of the transportation model, methods for finding initial solution-tests for optimality-variations in transportation problem, the Assignment Model, Travelling Salesman Problem.

Unit III: Sequencing: Job Sequencing - Replacement models comprising single replacement and group replacement.

Unit IV: Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods. Simulation – Simulation Inventory and Waiting Lines.

Unit – V:

CPM and PERT and Replacement Model: Drawing networks – identifying critical path – probability of completing the project within given time- optimum cost and optimum duration.

References:

1. Winston, Operations Research, Cengage, ND
2. Anand Sharma, Operations Research, Himalaya Publishing House, 3. Kalavarthy, S. Operations Research, Vikas Publishers House Pvt Ltd.,
4. Mcleavey & Mojena, Principles of Operations Research for Management, AITBS publishers,
5. V.K.Kapoor, Operation Research Techniques for Management, Sultan Chand & Sons,
6. Richard Bronson & Govindasami Naadimuthu, SCHAUM'S OUTLINE OF THEORY & PROBLEMS OF Operations Research, 2nd Ed., Tata Mc Graw-Hill Edition,
7. JK Sharma Operation Research – Theory and Applications, MacMillan.

BBA IV Semester

CROSS CULTURAL MANAGEMENT

L	T	P	C
4	0	0	4

Course Objectives:

The course aims to:

- Understand the impact of culture on management practices and organizational behavior.
- Develop awareness of cultural diversity in global business environments.
- Learn strategies for effective cross-cultural communication and negotiation.
- Equip students with skills to manage multicultural teams and international projects.
- Apply cultural frameworks to solve business challenges in a global context.

Course Outcomes

By the end of this course, students will be able to:

1. Explain key concepts and theories of culture and their relevance to management.
2. Analyze the influence of cultural differences on leadership, decision-making, and HR practices.
3. Demonstrate effective cross-cultural communication and conflict resolution skills.
4. Adapt management strategies to diverse cultural contexts for better organizational performance.
5. Exhibit cultural sensitivity and competence in global business operations.

Unit I: Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers and others] – An Analytical framework.

Unit II: Culture and Global Management – Global Business Scenario and Role of Culture. Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building.

Unit III: Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

Unit IV: Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre.. Motivating and Leading; Developing the values and behaviours necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

Unit V: Corporate Culture – The Nature of Organizational Cultures Diagnosing the As is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Cashby Franklin, Revitalize your corporate culture: PHI, Delhi
2. Deresky Helen, International Management: Managing Across Borders and Cultures, PHI, Delhi
3. Esenn Drlarry, Rchildress John, The Secret of a Winning Culture: PHI, Delhi

BBA IV Semester

L	T	P	C
1	0	0	1

PUBLIC HEALTH MANAGEMENT

Course Objective:

The Course aims to:

- Provide knowledge of environmental factors affecting human health.
- Develop understanding of health policy, management, and healthcare systems.
- Explore the social and behavioral determinants of health outcomes.
- Study major communicable and non-communicable diseases and their control.
- Promote skills in designing and implementing health promotion strategies.

Course Outcomes

By the end of the course, students will be able to:

1. Identify and assess environmental health hazards and preventive measures.
2. Analyze health policies and apply management principles in healthcare settings.
3. Evaluate the influence of social and behavioral factors on health.
4. Explain the causes, prevention, and control of communicable and chronic diseases.
5. Develop and apply effective health promotion and education programs.

Unit I: Environmental Health Sciences: Focuses on understanding and preventing environmental health hazards.

Unit -II: Health Policy and Management: Covers health policy development, healthcare systems, and management principles.

Unit III: Social and Behavioral Sciences: Explores the social and behavioral factors influencing health outcomes.

Unit IV: Communicable and Non-Communicable Diseases: In-depth study of infectious and chronic diseases.

Unit V: Health Promotion and Education: Strategies to promote healthy behaviors and lifestyles.

L	T	P	C
2	1	0	2

Course Objectives:

The course aims to:

- Understand entrepreneurship and its global and national impact.
- Identify personal entrepreneurial strengths and basics like opportunity discovery, prototyping, and competition analysis.
- Develop and refine a Business Model Canvas with bootstrapping strategies.
- Learn customer acquisition, channel management, business model finalization, and growth processes.
- Explore advanced topics in innovation, franchising, renewal, and profit maximization.

Course outcomes:

By the end of this course, students will be able to:

1. Explain the concept, importance, and impact of entrepreneurship in various contexts.
2. Identify entrepreneurial traits, strengths, and opportunities for business ventures.
3. Apply tools like the Business Model Canvas to develop and refine business ideas.
4. Demonstrate understanding of customer acquisition, channels, and growth strategies.
5. Analyze and implement advanced entrepreneurial concepts such as innovation, franchising, and profit maximization.

UNIT I

Entrepreneurship Introduction: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, Theories of entrepreneurship; Classification of entrepreneurship - Entrepreneur: the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis.

UNIT II

Entrepreneurial Plan: Idea Generation: - Sources of business ideas -Opportunity recognition. - **Idea Evaluation:** - Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, capstone project presentation. - **Feasibility Analysis:** - Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis- Understanding legal requirements, and compliance issues

UNIT III

Development Processes: Translate Business Model into a Business Plan, Visioning for venture- Startup, Standup programmes, other Government initiative programmes for Women entrepreneur and Rural entrepreneur - Institutional support for new ventures- Supporting organizations- Govt. Incentives and facilities, Financial Institutions support- Small-scale Industries, Govt. Policies for SSIs- Role of SIDBI in Project Management- E-cell

UNIT IV

Operation problems: Incubation and Take-off, Problems encountered Structural, Financial and Managerial Problems -Business Licenses, business permits- creating scalability-understanding of market size- Managing start-up finance, Types of Uncertainty- Sick industries- Anti dumping – Foreign Market- Reasons for Sickness, Remedies for Sickness- Role of BIFR in revival, Bank Syndications.

Unit V

Introduction to Innovation management, Managing Innovation within Firms, Business strategy & organization Knowledge, New Product Strategy & Managing New Product Development, Role of Technology in Management of innovation, Managing for Intellectual Property Right.

References:

- 1) Robert D Hisrich & Michael P Peters (2023) Entrepreneurship –McGraw Hill
- 2) Nina Jacob, -Creativity in Organisations (Wheeler, 1998)
- 3) Jonne & Ceserani-Innovation & Creativity(Crest) 2001.
- 4) Bridge Setal-Understanding Enterprise: Entrepreneurship and Small Business (Palgrave,2003)
- 5) Holt-Entrepreneurship: New Venture Creation (Prentice-Hall) 1998.
- 6) Singh P&Bhandarkar A-Winning the Corporate Olympiad: The Renaissance paradigm (Vikas)
- 7) Dollinger M J-Entrepreneurship (Prentice-Hall, 1999).
- 8) Tushman, M.L. & Lawrence, P.R. (1997)-Managing Strategic Innovation & Change Oxford .
- 9) Jones T. (2003)-Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability. Butterworth Heinemann, U. K.
- 10) Satyanarayana (2018) Entrepreneurship Management - Discovery Publishing House Pvt. Ltd., New Delhi
- 11) Amidon, D. M.(1997)-Innovation Strategy for the Knowledge Economy: The Kanawakening.Butterworth-Heinemann, New Delhi, India.

DESIGN OF NEW START-UP (Mini Project)

BBA IV Semester

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Course Objectives

The course aims to:

- Develop the ability to conceive, plan, and execute a start-up idea.
- Gain skills in business model creation, market validation, and financial planning.
- Learn risk management, innovation, and sustainable business practices.
- Enhance teamwork, problem-solving, and pitching skills.

Course Outcomes

By the end of this course, students will be able to:

1. Identify and validate a viable start-up idea.
2. Create a business model and financial plan.
3. Build an MVP/prototype for the start-up.
4. Apply risk management and sustainability strategies.
5. Deliver a professional start-up pitch to stakeholders.

Unit 1: Idea Generation & Opportunity Identification: Understanding the start-up ecosystem. Identifying problems worth solving. Opportunity discovery and screening. Introduction to Digital Entrepreneurship

Unit 2: Market Research & Validation: Customer profiling and segmentation. Competitor analysis. Surveys, interviews, and feedback loops. Value proposition design

Unit 3: Business Model Development: Business Model Canvas framework. Revenue models and cost structures. Branding and positioning. Legal considerations for start-ups

Unit 4: Execution Planning: Risk management tools: Business continuity planning, market adaptability. Building an MVP or prototype. Marketing channels and customer acquisition strategies. Operational planning and resource allocation

Unit 5: Growth, Sustainability & Pitching: Green innovation & sustainable product development strategies. Scaling strategies and growth hacking. Preparing the pitch deck: story-boarding, financial, and presentation skills. Final start-up pitch presentation to panel (assessment)