Integral University

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

PROGRAMME: BBA

PROGRAMME SPECIFIC OUTCOMES (PSO):

- Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
- Enable students to take up higher education such as MBA, MFC and other professional courses to become business professionals, researchers, consultants and teachers with core competencies and skills
- Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

- To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge of Commerce and Management subject's basic principles and practices.
- To sharpen the inbuilt skill of the students to match with Global Graduates & Post Graduates in the area of Commerce and Management along with producing corporate managers.
- To provide on the job training to the students to get industrial exposure and acquaintance to the real life business situations.
- To acquaint students with modern teaching pedagogy by teaching case studies and organizing brainstorming sessions.
  Organizing curricular and co-curricular activities for developing multifaceted growth and development of personality of students.
- To teach values and ethics of Management and Corporate Social Responsibility of business to meet the current day national and global corporate challenges.

PROGRAMME OUTCOMES (PO):

- To produce Commerce and Management graduates equipped with modern communication skills.
- To develop philosophical, legal and ethical awareness to solve the present day problems prevalent in the society.
- Updating Information Technology development by equipping the students with newer ICT mechanism.
- Inculcate the habit of living in groups by forming association/councils for the individual and social causes as well as to organize different functions during the program period.
- To impart ecological and environmental subjects for developing and understanding of health and hygiene by striking a balance between professional job culture and living conditions.
- Apply concept of Commerce & Management subject in developing critical thinking for taking rational decision to solve day to day problems by minimizing uncertainties.

Integral University
B.B.A
Scheme of Evaluation -2015-16

YEAR -III   SEMESTER- V

S. N.	Subject Code	Subject	Period (Per Week)			Credit	Evaluation Scheme				
			L	T	P	C	Sessional (CA)			Exam	Subject Total
							CA	TA	Total	ESE	
1	BM318	Business Environment & Analysis	3	1	0	4	15	10	25	75	100
2	BM319	Project Management	3	1	0	4	15	10	25	75	100
3	BM320	Advertising And Sales Management	3	1	0	4	15	10	25	75	100
4	BM321	Marketing Research	3	1	0	4	15	10	25	75	100
5	BM322	Introduction to Management Information System	3	1	0	4	15	10	25	75	100
6	BM323	Training Report Presentation	0	0	4	4	15	10	25	75	100
	TOTAL		15	5	4	24	90	60	150	450	600

L = Lecture, P = Practical, T =Tutorials, C= Credit, CT = Class Test, TA=Teacher Assessment,

ESE=End Semester Examination Subject Total = Sessional Total (CA) + End Semester Exam (ESE)

YEAR -III   SEMESTER – V

Course Code : BM318   Title of The Course : BUSINESS ENVIRONMENT & ANALYSIS

Approved On : 23/05/2015

Pre-Requisite : NONE   Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The aim is to provide information about business environment. To make the learner aware about basic factors affecting business environment.

	Course Outcomes
CO 1:	To know overview of Business environment
CO 2:	To understand the Socio- Cultural Environment including Social responsibility, social audit and consumer protection act.
CO 3:	To understand the Legal Environment and laws related to it and Economic Environment and policies related to it.
CO 4:	To understand the International Environment and different economic institutions related to it.
CO 5:	To understand the Political Environment and Technological Environment.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction To Business Environment	Basic concept of business environment, significance and nature, Types of business environment, environmental scanning, interaction between internal & external environment. Environmental scanning, interaction between internal & external environment.	10
2	Socio-Cultural Environment	Social environment: Social responsibility of business, social audit, Consumerism and Consumer protection act, culture and globalization.	7
3	Legal Environment & Economic Environment	Legal environment: Competition law, Foreign exchange management Act (FEMA), industrial policy, monetary & fiscal policy.	8
4	International Environment	International environment: Balance of payments/ trade, Foreign direct investment and collaboration, International economic institutions- WTO, UNCTAD, IMF, European Union (EU).	10
5	Political & Technological Environment	Political & Technological Environment : Political systems, Government and business, technology policy, Technology transfer, and problems in import of technology.	10

References Books:
Business Environment by Cherunilam, Francis,Published by Himalaya Publishing House Pvt. Ltd. (2009)
Business Environment by Gupta, C. B., 5th edn, 2009, S. Chand & Sons Publication
Business Environment by Shukla, M.B. 2012 Edn. Taxman Publication Pvt. Ltd
Business and Its Environment (6th Edition) Sixth (6th) Edition By David P. Baron Publisher: Pearson Indian,2017
Essentials of Business Environment by K. Aswathappa By Himalaya Publishing House,India.2018

YEAR -III   SEMESTER – V

Course Code : BM319   Title of The Course : PROJECT MANAGEMENT

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE   Co-Requisite : NONE

Objective : The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

	Course Outcomes
CO 1:	To be familiar with the concept of project and different activities performed during different phases in the project life cycle.
CO 2:	To understand the different network techniques and also method of finding the Critical Path.
CO 3:	To understand the probability of completing a project on time and also the concept of PERT cost.
CO 4:	To make students familiar with different forms of project organization and also how project performance is reviewed.
CO 5:	To make students aware with major reasons for cost & time over runs in a project and also remedial measures taken by project manager to minimize them.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	The concept of a project: characteristics of a project, Phases in the life cycle of a project. Human Resource aspect of Project Management.	10
2	Project Scheduling techniques	Time Scheduling a Project: Gantt Carts and LOB. Network Techniques: Concept of project network, Critical path method, Slack and free float, PERT and its advantage over CPM.	10
3	Project Completion	Probability of completing a project on time. Crashing a network (Overview), and concept of PERT cost.	07
4	Project Types	Forms of project organization, project planning and control . Performance reviews on the basis of planned project cost and time.	10
5	Project Feasibility	Major reasons for cost & time over runs and remedial measures.	08

References Books:
Desai, Vasant; Project Management, Himalaya Publishing House, Fourth Edition, 2018.
Chandra, Prasanna; Projects: Planning, Analysis, Financing, Implementation and Review, Tata McGraw Hill Publishing Company Limited, 2014.
Nagarajan, K.; Project Management , New Age International (P), Publishers limited 2010.
Desai, Vasant; Project Management, Himalaya Publishing House, Fourth Edition, 2014
Nagarajan, K.; Project Management , New Age International (P), Publishers limited 2012

BBA

Course Code : BM320 Title of The Course : ADVERTISING & SALES MANAGEMENT

Approved On : 23/05/2015

L	T	P	C
3	1	0	4

Pre-Requisite : NONE   Co-Requisite : NONE

Objective : The objective of this course is to provide the learner an overview of the advertising and sales management practices and concepts. The aim is to provide knowledge about conventional and upcoming trends in advertising and sales.

	Course Outcomes
CO 1:	To know the basics of marketing communication and the processes.
CO 2:	To develop an understanding of strategic and tactical level decisions involved in development of an advertisement and their application.
CO 3:	To know about possible arrangements for organizing and evaluating advertising efforts.
CO 4:	To comprehend the sales promotion techniques.
CO 5:	To explain the decisions involved in planning and organizing the sales efforts.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	INTRODUCTION OF ADVERTSING	Advertising definition and objectives, benefits of Advertising, advertising agencies, media and the target audience, different kinds of advertising, economic & social implication of advertising.	10
2	ADVERTSING PLANNING	Triangle of communication, definition of target audience, product personality, applying DAGMAR, advertising effectiveness, basis approach for testing advertisement.	10
3	CREATIVE STRATEGY & MEDIA	Advertising copy, advertising art & layout, positioning strategy, mode of message, theme, comparative messages, role of media, types of media, concept of media scheduling & planning.	10
4	INTRODUCTION MANGEMENT TO SALES	Concept and objective, management of sales promotion at the consumer, trade and sales force levels, recruiting & testing for sales ability, training sales force .	8
5	SALES DISPLAY & EVELUATION	Sales displays & merchandising. Introduction to types of sale quotas, after sales service, standard performance (quota, selling expense ratio, call frequency ratio, order fall ratio).	7

References Books:
Advertising Management: Aaker, David A and Myers John G. (Prentice Hall of India),2015
Advertising: Border, W.H. –1981 John Wiley N.Y.2012
SalesandDistributionManagement,Panda,T.K.andSahadev,S(2005)OxfordUniversityPress, NewDelhi.
Sales and Distribution Management :Text and Cases, . Havalda, K K. and Cavale, VM.((2007), Tata McGraw Hill, New Delhi
Ghosh, B.N. Advertising Methods (Sterling: New Delhi),2013

BBA

YEAR -III   SEMESTER – V

Course Code : BM321   Title of The Course : MARKETING RESEARCH
Approved On : 23/05/2015

Pre-Requisite : NONE   Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The objective of this paper is to understand the various aspects of marketing research, identify the various tools available

to a marketing researcher. Marketing research can help the marketing manager in decision making.

	Course Outcomes
CO 1:	To know the concepts associated with the marketing research and to understand the importance of research design
CO 2:	To develop an understanding of population and sampling in context with the marketing research. It covers the process as well as the way of selecting the sample.
CO 3:	To describe the data collecting techniques to the students with its advantages and dis-advantages. It will lead the students to be skilled in knowing the way of selecting questions in the questionnaire through scales as well as to match it with the attitude.
CO 4:	To make students familiar with the concepts of analyzing the data as well as interpretation of the data. The interpretation will act as the information for the researcher. The student will come to know about the report writing.
CO 5:	To provide insights into the subject marketing research and acting as an aid for decision making. To help the students in applying marketing research for the growth of the company.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Basic concepts	Marketing Research - Definition, objectives, Meaning, Characteristics and Importance. Fundamental evaluation and control of marketing research, value of information in decision making, steps in mark process; An Overview and Steps, Meaning, Components and Steps during formulating a Research Pro Research Problem Research design and its types: exploratory, descriptive and experimental	10
2	Sampling	Some basic terms, Population & Census, advantages and limitation of sampling, sampling process, types sample designs, estimation of sample size.	10
3	Data collection	Primary and secondary data, Survey and Observation Methods, Scaling: meaning of scaling, classification techniques - rating scales and ranking scales. Nominal, Ordinal, Interval and Ratio Scales, multidimensional attitude, difficulty in attitude measurement, Questionnaire construction, compilation of data, Tabulation.	10
4	Data analysis	Measurement of central tendency & dispersion. Testing of Hypothesis, Parametric and Non – parametric based on t, F and Z distribution and chi-square test. Report writing and presentation, Characteristics Report.	10
5	Marketing research applications	Research as an aid to decision making, Applications of marketing research, Case studies related to Marketing research.	5

References Books:
Ghosh, B.N. Scientific Method and Social Research, Sterling: New Delhi, India, 1982
Kothari, C.R. Research Methodology – Methods and Techniques , New Age: New Delhi, India, 2004
Krishnaswami,O.R. Methodology of Research, Himalaya Publishing, Mumbai, India, 2005
Boyd, Westfall & Stasch: Marketing Research, ; 7th edition, February 1, Richard d Irwin,U.S.A., 1989
Gupta SL, Marketing Research, Excel Books, New Delhi, India, 2004

BBA

Course Code : BM322 Title of The Course : INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

Approved On : 23/05/2015

Pre-Requisite : NONE   Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : To acquaint students with knowledge of management information system and management control systems and help them understand their application in various business functions.

	Course Outcomes
CO 1:	Student will be able to understand the meaning of information systems and identify the different types of systems in an organization.
CO 2:	One should be able to differentiate between data and information. Also they will be able to explain the decision process.
CO 3:	To understand the different types of information systems used in an organization and the importance of databases.
CO 4:	To learn about the different software development models and the system development life cycle.
CO 5:	To understand the different types of system testing methods and the application of information system towards organizational effectiveness.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Definition, characteristics & significance of MIS. Introduction to business systems: payroll, inventory control, financial accounting, sales order processing, manufacturing plants etc.	10
2	Information Concept	Data Vs Information, types of information, quality of information. Decision Making: Simon's model of decision making, structured & unstructured decisions	10
3	Data Base Management	Objectives, Role, Advantages & disadvantages of DBMS ,SOI ,Use of databases for integration across functional areas. Introduction to Decision Support System (DSS),Executive support system(ESS),Transaction processing system(TPS),Expert system	10
4	Design Methodology & Techniques	System development life cycle, Software development models. System Analysis – SRS, DFD, & Decision Table	8
5	System Design	design methods, Detailed system design, Design documentation. System Implementation& testing. Implementation & Evaluation: Planning, organizing, testing & changeover. Evaluation approaches.	7

References Books:
C.S.V Murthy : Management Information Systems, Himalaya Publishing House, New Delhi.
Laudon K C & Laudon J P : Management Information Systems: Managing the Digital Firm, Prentice-Hall.
O'Brien J : Management Information Systems, Tata McGraw-Hill, Galgotia
Oz E : Management Information Systems, Vikas Pub.
Jawedkar W S : Management Information Systems, Tata McGraw-Hill,

YEAR -III   SEMESTER – V

Course Code : BM323 Title of The Course : TRAINING REPORT PRESENTATION
Approved On : 23/05/2015
Pre-Requisite : NONE   Co-Requisite : NONE

L	T	P	C
0	0	4	4

The students of BBA are required to undergo one month summer training in any organization between the fourth and the fifth semester .The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training for external evaluation and viva.This training report is required to be presented to the class. The work will be evaluated by a three member panel of teachers of the department.