

Course Code: BBA601		Course Title: Project Management	
Course outcomes: • Students will be able to understand the characteristics of Project and Project Management Knowledge • The students will understand the managerial process along with tools & techniques used in Project management Knowledge • Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling • Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
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.		10
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		12
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. 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,		12
IV	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process		11
Suggested Readings: 1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons) 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) 5. Entrepreneurship and Small Business Management : M B Shukla			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA 602		Course Title: Marketing of Services	
Course outcomes: Services are a very important area of in the prevailing business scenario. This course is concerned primarily with the conceptual and practical dimensions of marketing of services. It will examine the distinguishing features of consumers of services, delivering of service and related issues.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
I	Nature and definitions of services. Differences in goods versus services marketing, Services marketing Mix. Trends in services marketing. Classification of different types of services, Taxation of services.		11
II	Positioning and differentiation of services, Positioning process. Consumer behavior in services: Consumer purchase behavior in services. Consumer decision making, Creating the service product-stages in new service development, Service blueprint.		11
III	Distributing services-Distribution in service context, Services distribution planning, Options for service delivery, Key intermediaries for service delivery and strategies for effective service delivery.		12
IV	Marketing research for services, Marketing planning for services, Internal marketing, Relationship marketing, Measurement of service Quantity. Pricing of services and integrated services marketing communications. Co-operative management: Co-operation: meaning and objectives, Development of –Cooperatives in rural areas, Co-operative credit societies, Co-operative marketing, Evolution of some successful co-operative organisation.		11
Suggested Readings: 1. Services Marketing by Govind Apt (oxford Higher Education) 2. Services Marketing teset by Harsh V. Varma (Pearson Education) 3. Sadhu & Singh, “Fundamentals of Agricultural Economics”, Himalaya Publishing House. 4. Desai R.G., “Agricultural Economics”. Himalaya Publishing House. 5. Singh S., “Rural marketing management” , Vikas Publishing House. 6. Singh K., Rural Development-Principles, Policies and Management”, Sage Publications.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			

Course Code: BBA603		Course Title: Agricultural and Rural Marketing
Course outcomes: The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Rural Marketing Concept --- Nature --- Scope --- Significance of Rural Marketing --- Factors contributing to Growth of rural markets -- - Components and classification of Rural markets --- Rural Market VS Urban Market --- e-rural marketing.	10
II	Agricultural Marketing – Concept --- Nature and Types of Agriculture produce --- concept and types of Agricultural Markets --- Marketing channels --- Methods of Sales --- Market functions ---	11
III	Agricultural Marketing Risks Marketing agencies --- Marketable surplus --- Characteristics of Scientific Marketing --- Risks involved in marketing --- Types of risks --- Measures to minimise risks --- Contract Marketing (Farmer – Processor linkage) --- Distress sales.	11
IV	Issues in Rural Marketing - Rural Consumer behaviour --- features --- factors influencing --- Lifestyle of rural consumer --- FMCG sector in Rural India --- concept and classification of consumer goods --- Marketing Channels for FMCG --- Fast growing FMCG --- Marketing of consumer durables --- The role of Advertising	13
Suggested Readings: 1. Badi R.V. Badi N.V. Rural Marketing Himalaya Publishing House – 2010 Page Nos. for Module 1 P.No. 3 to 7, 15 to 44, 33. 2. Acharya S.S. Agarwal N.L. Agriculture Marketing in India Oxford & IBH Publishing Company Pvt. Ltd. 113-B, ShahpurJat, Asian village side Now Delhi India 110 049 India Fax – 011 41517559 – 2004 Page No. for Module 2 – 01 to 17, 151, 41 to 44, 185 to 197, 80 to 81, 40 to 61, 69 to 71, 170 to 172, 201 to 204. 3. Understanding Rural Buyer Behaviour, Jham, IIM – B Management Review Vol. 15 No. 3 2003 4 4. Badi R.V., Badi N.V. Rural Marketing P.Nos. – 112 to 114, 233 to 241.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA604		Course Title: International Business	
Course outcomes: The aim of the course is to build knowledge and understanding about International Trade among the student The outcome of the course will be as follows: • To provide knowledge about different methods of international trade. • To provide knowledge about international economic institutions. • Students will get an overview about India foreign trade and India’s trade policy.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures Total=45	
I	Overview of International Business: Meaning, significance; Factor leading to the growth of International Business; Multinational Companies- Nature and Meaning. International Economics Institution: World Trade Organisation (WTO), International Monetary Fund(IMF), World Bank- IFC, IDA, ADB.	10	
II	Introduction of International Trade: Meaning and need of International Trade, Theories of International Trade- Classical Theories; Mercantilism; Absolute Advantage; Comparative Advantage; and Modern theory; Resource & Trade theory; Specific factor & Income distribution; The standard Model of Trade; Competitive Advantage.	11	
III	Export/Import - Policy, Procedure, Documentation. Export Promotion. Regional Trading Block- SAARC, APEC, NAFTA. Foreign Exchange Market- Meaning and need, functions, Financing Foreign Trade - Letter of Credit, Forfeiting, FERA and FEMA	11	
IV	Government Influence on Trade: Balance of Payment- Current Account, Capital Account and Official Reserve Account, Disequilibrium in BOP- Its Causes and measures to correct disequilibrium. Free Trade V/S Protection; EPZ/SEZ, Quota, Tariff	13	
Suggested Readings: 1. Bhalla, V.K. & Shiv Rama <i>International Business; Environment and Management</i> . 2. Verma,M.L. <i>Foreign Trade Management</i> . 3. Woods, Margaret – <i>International Business</i> . 4. Cherunilam, Francis – <i>Business & Government</i> . 5. Paul, Justin- <i>International Business</i> .			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA605		Course Title: Strategic Management	
Course outcomes:			
The aim of the course is to build knowledge and understanding about Strategic Management among the student. The outcome of the course will be as follows:			
• To develop learning and analytical skills among the students to solve business problems and provide strategic solutions. • The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures Total=45	
I	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	10	
II	Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL.	12	
III	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter’s 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies.	12	
IV	Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	11	
Suggested Readings:			
1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill 2. Wheelen& Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education. 3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education. 4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India 5. L. M. Prasad – Strategic Management – Sultan Chand			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA 606		Course Title: Training and Development
Course outcomes: • The field of Training and Development and its role in optimizing performance. • Applying theoretical concepts and models to training design. • Designing training interventions using a variety of methodologies. • Evaluating the effectiveness of training & development interventions. • Assessing whether training & development is a viable career option.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.	11
II	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	11
III	Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	12
IV	Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	11
Suggested Readings: 1. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012. 2. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013. 3. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd. 4. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge. 5. Dayal, Ishwar, Management Training in Organisations, Prentice Hal		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instil in student a sense of decision making and practical learning.		

Examination

- The paper computer fundamental-Practical will be evaluated by internal & external examiner appointed by University.
- Comprehensive viva-voce shall be conducted jointly by internal & external examiners appointed by the University.