

BBAI601 ENTREPRENEURSHIP

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI601	Entrepreneurship	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The objective of the course is to introduce students to the process of venture creation and discuss the core issues in creating a successful business. It also explains the students the major strategic decisions that entrepreneurs must make when creating a business.

Course Outcomes

1. Understanding the major strategic decisions that entrepreneurs must make when creating a business.
2. Familiarize the students with operational and organizational challenges during the start-up phase

COURSE CONTENT

Unit I: Introduction to Entrepreneurship

1. Meaning and concept of entrepreneurship,
2. History of entrepreneurship development,
3. Role of entrepreneurship in economic development,
4. Agencies in entrepreneurship management
5. Future of entrepreneurship.

Unit II: The Entrepreneur

1. Meaning of entrepreneur,
2. Skills required to be an entrepreneur,
3. Entrepreneurial decision process, and role models,
4. Mentors and support system.



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Unit III: Business Opportunity Identification

1. Business ideas,
2. Methods of generating ideas,
3. Opportunity recognition

Unit IV: Preparing a Business Plan


1. BMeaning and significance of a business plan, components of a business plan, and feasibility study,
2. Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks

Unit V: Launching the New Venture

1. Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture,
2. Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital

Suggested Readings

1. Dorf, R.C. (2007). *Technology Ventures: From Idea to Enterprise with Student DVD*. McGraw-Hill Higher Education: New York.
2. Shane, S. and Ventakaraman, S. (2000). *The promise of entrepreneurship as a field of research*. Academy of Management Review
3. Baron, J.N. and Hannan, M.T. (2002) *Organizational Blueprints for success in High-Tech start-ups*. California Management Review.
4. Swiercz, P.M. and Lydon, S.R. (2002). *Entrepreneurial leadership in high-tech firms: a field of study*. Leadership and Organization Development.
5. Berry, M.M.J. and Taggart, J.H. (1994). *Managing technology and innovation: a review*. Journal of R& D Management Journal.


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		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment				
BBAIEM602	Strategic Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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Course Objectives

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Course Outcomes

Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

COURSE CONTENT

Unit I: Introduction

1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision-Making Processes – Rational–Analytical
5. Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management



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Unit II: Mission, Business Definition and Objectives

1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, Factors affecting; Techniques of Internal Analysis;
4. Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)
5. Environment analysis – factors influencing it, ETOP

Unit III: Strategy Alternatives, Grand Strategies and their sub strategies

1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives

Unit IV: Strategic Choice and Analysis

1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

Unit V: Strategy Implementation, Concept, Barriers, Implementation Process

1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

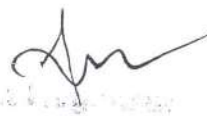
Suggested Readings

1. Kazmi, Ajhar (2009). *Strategic Management and Business Policy*. Tata McGraw Hill:New Delhi
2. Lomash, Sukul& Mishra P.K. (2003).*Business Policy & Strategic Management*. Vikas Publication: New Delhi. .
3. Trehan, Alpana (2010).*Strategic Management*. Dreamtech: Wiley.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Vikas Publication: New Delhi.
5. Parthasarthy, Raghavan (2008). *Fundamentals of Strategic Management*. Wiley:India
6. Pankaj, Ghemawat (2006).*Strategy and the Business Landscape*. Pearson.
7. Haberberg, Adrian &Rieple Alison (2010).*Strategic Management*. Oxford Press: New York.
8. Tushman (2010.) *Managing Strategic Innovation& Change*. Oxford Press: New York.



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Dr. Sandeep Mishra
Member

SEMESTER-VI

BBAIEF603 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAIEF603	Investment Analysis and Portfolio Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
***Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objectives of this course is to provide the students in depth understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of portfolio management services.

Course Outcomes

1. Provide understanding of the concepts used in investment analysis
2. Identification of effective investment techniques
3. Understanding of importance of Portfolio Management

COURSE CONTENTS

Unit I: Introduction

1. Introduction: Concept of Investment, Investment V/S Speculation
2. Financial and Economic Aspect of Investment
3. Types, Characteristics and Objectives of Investment
4. Operations of Indian Stock Market; New Issue Market; Listing of Securities

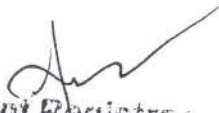
Unit II: Risk and Return

1. Risk Return: Concept Of Risk and Return
2. Systematic and Unsystematic Risk
3. Multifactor Model of Risk & Return, Efficient capital Markets
4. Concept of Beta, Capital Assets Pricing Model



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Unit III: Valuation of securities

1. Securities Valuation: An Introduction to Security Valuation
2. Macroeconomic & Market Analysis
3. Valuation of Bonds: Bond Fundamentals, Bond Valuation Models: PV Model
4. Bonds Yield

Unit IV: Bond Valuation

1. Bond Value Theorem. Valuation of Equity: Constant Growth Model
2. Multi-Stage Growth Model, P/E Ratio and Earnings Multiplier Models
3. Valuation Of Preference Shares
4. Valuation of Warrants

Unit V: Portfolio Management

1. Fundamental Analysis and Technical Analysis
2. Dow Theory, Elliott Wave Theory, Efficient Market Theories
3. Portfolio Concepts: Portfolio and Security Returns
4. Factor Models and Arbitrage Pricing Theory. Portfolio Investment Process.
5. Portfolio Evaluation: Measures of Returns, Formula, Plans, Sharpe and Treynor Measures
6. Portfolio Management Strategies: Bond Portfolio Management Strategies

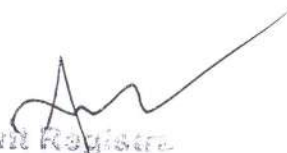
Suggested Readings

1. Donald, E. Fischer and Ronald, J. Jordan (2007). *Security Analysis and Portfolio management*. Pearson Education, New Delhi.
2. Bhall, V.K (2008). *Investment Management*. Sultan Chand, New Delhi.
3. Chandra, Prasanna (2009). *Investment Analysis and Portfolio Management*. TMH, New Delhi.
4. Avadhani, V. A. (2008) *Securities Analysis and Portfolio Management*. Himalaya, Mumbai.
5. Sharpe, William F., Alexander Gordon J. and Bailey Jeffery V. (2009). *Fundamentals of Investments*. Prentice Hall, New Delhi.
6. Reilly Frank K. and Brown Keith C. (2009), *Investment Analysis Portfolio Management*. Cengage learning, New Delhi.
7. Jones, Charles P. (2009). *Investments – Analysis and Management*. John Wiley, NY.
8. Bhat, Sudhindra (2009). *Security Analysis and Portfolio Management*. Excel Publication, New Delhi.
9. Hull John C. (2009). *Options, Futures and other Derivatives*. Pearson Education, New Delhi.



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BBAIEH604 MANAGING DIVERSITY ^{in the} WORKPLACE

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
BBAIEH 604	Managing Diversity ⁱⁿ The Workplace	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

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Course Objectives

This course aims at developing an understanding the issues and challenges involved in managing a diverse workforce and gaining deeper insights about individual biases towards diversity management.

Course Outcomes

Upon completion of this course, the student will be able to:

1. Recognize and appreciate the diversity inherent in today's workplace;
2. Describe several examples of current application of policies and concepts to deal with diversity in the workplace.
3. Summarize critical viewpoints that may be projected because of the diversity that exists in the workplace.

COURSE CONTENT

Unit I: Basic Precepts of Cultural Diversity

1. Individual Perspectives of Diversity
2. Prejudice, stereotypes, discrimination
3. Differences and conflict



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Unit II: Primary Dimensions of Diversity

1. Race, ethnicity, age, gender, sexual orientation, physical and mental challenges
2. Organizational adaptation : Effective communication among cultures

Unit III: Secondary Dimensions of Diversity

1. Social class, religion, appearance/weight, language/communication,
2. Impact on work and personal experiences
3. Differences between primary and secondary dimensions of diversity

Unit IV: Organizational Strategies for Managing Workforce Diversity

1. Workplace inclusion strategies through corporate leadership,
2. Diversity training, mentoring,
3. Employee Resource Groups

Unit V: Cultural audit and Recent Trends in Workforce Diversity

1. Cultural audit and its three components
2. Flexible work programs, Workplace bullying

Suggested Readings

1. Stewart R Clegg, C. H. (1999). *Managing Organizations: Current Issues Handbook of Organization Studies*, Vol 2. SAGE.
2. Michael Armstrong, S. T. (2017). *Armstrong's Handbook of Human Resource Management Practice*. Kogan Page Publishers.
3. Guptan, S. U. (2011). *Executive Coaching: A Practitioner's Guide to Creating Excellence*. SAGE Publications: India.



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BBAIEM605 DIGITALMARKETING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
		THEORY			PRACTICAL			L	T	P	CREDITS
		END SEM I University Exam	Two Term Exam	Assessment* nt*	END SEM I University Exam	Teachers Assessment* nt*					
BBAIEM60	Digital Marketing	60	20	20	-	-	4	-	-	4	

Legends: L - Lecture:T - Tutorial/Teacher Guided Student Activity:P – Practical:C - Credit:

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Course Objectives

This course aims to impart an in-depth perspective into digital marketing, and prepare students for the fast-paced world. The approach of the course is to place it in the context of fundamental marketing concepts, and to delve in detail into the specifics of what constitutes digital marketing.

Course Outcomes

On successful completion of this course a student will be able to:

1. Develop a far deeper understanding of the changing digital landscape
2. Identify some of the latest digital marketing trends and skill sets needed for today's marketer
3. Discover the theories, tools and techniques to help you to successfully plan, predict, and manage your digital marketing campaigns

COURSE CONTENTS


Unit I: Digital Marketing-An Overview

1. Introduction, Objectives, Definition, History and, Features of Digital Marketing
2. Digital Marketing: Scope, Benefits and Problems
3. Digital Marketing Techniques
4. Examples of best practices in Digital Marketing

Unit II: Digital Customers

1. Introduction, Objectives, Definition of Digital Customers
2. Dealing with Customers' Motivations and Expectations
3. Fears and Phobias of Digital Customers
4. Digital Buying Process


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Unit III: Digital Market

1. Definition of E-Malls
2. E-Storefront, E-Marketplace
3. Web stores, Online stores
4. Concept of E-CRM
5. Legal and Ethical Issues in Digital Marketing

Unit IV: Applications of Digital Marketing

1. Introduction, Objectives, Online Advertising
2. Search Engine Optimization (SEO)
3. Search Engine Marketing (SEM)
4. Social Media Marketing
5. Mobile Marketing
6. E mail Marketing
7. Web Marketing

Unit V: Methods and Techniques of Digital Marketing

1. Introduction, Objectives
2. Advertising Techniques
3. Copy writing for the Web, Social media and mobiles
4. Selling Methods, Sales Promotion
5. Direct Marketing Techniques

Suggested Readings

1. Strauss, Judy & Frost Raymond (2009). *E-Marketing*. Prentice Hall: New Jersey
2. Agarwala, K.N. & Agarwala, D (2006). *Business on the Net: What's and How's of E-commerce*. McMillan: New Delhi
3. Ravi, Kalakota & Andrew, Whinston (1997). *Frontiers of E-Commerce*. Addison Wesley New Delhi
4. O'Brien J. (2011). *Management Information System*. TMH: New Delhi
5. Oberoi, Sundeep (2001). *E-Security and You*. TMH: New Delhi
6. Levine, Young Margaret (2002). *The complete reference to Internet*. TMII: New Delhi



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