



ASSAM SCIENCE AND TECHNOLOGY UNIVERSITY

Guwahati

Course Structure and Syllabus

BBA 4th Semester

Effective from Academic Session 2018-19

Programme : Under Graduate

Course : Bachelor of Business Administration (BBA)

BBA 4 th Semester						
Sl. No.	Paper Code	Name of the Paper	Hours per week			Credit
			L	T	P	C
Theory						
1	BBA181401	Marketing Research	4	0	0	4
2	BBA181402	Strategic Management	4	0	0	4
3	BBA181403	Organisational Change and Development	4	0	0	4
4	BBA181404	Business Law	4	0	0	4
5	BBA181405	Computer Application in Business	4	0	0	4
TOTAL			20	0	0	20
Total Credit Hours: 20						
Total Credit : 20						

Paper	:	Marketing Research
Paper Code	:	BBA181401
Total credit	:	4 (four)
L-T-P	:	4-0-0
Total Sessions	:	40

Course Objectives

1. To aware the students about different methods and approaches of research.
2. To enhance the research skills of the students for further study.
3. To build managers with strong analytical and technical research base.

Course Outcomes

1. Able to use various research techniques according to the need of the project/assignment.
2. Able to acquire various required information by using different research methods.
3. Able to make statistical inferences about the problems faced in marketing decision making.

Unit No.	Contents	No. of sessions
I	Meaning and definition and nature of research. Objectives and purpose of research, types of research, steps in research process.	8
II	Types of research design, similarities and dissimilarities among the methods, uses of the different designs. Exploratory research design: Focus group, Depth interview Descriptive research design: Survey and Observation	12
III	Census and Sampling, Probability and Non probability Sampling techniques	10
IV	Research Reports : Meaning and importance, structure of research report, data representation	10

Recommended Text Book:

1. Marketing Research –An Applied Orientation by N K Malhotra & S Dash, Pearson Publications

Collateral Reference(s):

1. Marketing Research –Text and Cases by R Nargunkar, Tata McGraw Hill
2. Marketing Research by G.C. Beri, Tata McGraw Hill Publications
3. Marketing Research by G A Churchill, D Iacobuchi & D Israel, Cengage Learning

Paper	:	Strategic Management
Paper Code	:	BBA181402
Total credit	:	4 (four)
L-T-P	:	4-0-0
Total Sessions	:	40

Course Objectives

1. To introduce students to the concept of strategic management.
2. To give them the understanding of strategy formulation, implementation, evaluation and control.
3. To familiarize students with various organizational structures.

Course Outcomes

1. Able to understand strategic management and its implications in the organization.
2. Able to formulate, implement, evaluate and control strategies at various levels.
3. Able to integrate organizational structures with strategy

Unit No.	Contents	No. of sessions
I	Strategic Management concept-strategy, levels of strategy, Strategic management-concept, definition, Establishment of strategy-strategic intent, vision, mission, goals, objectives. Concept of business-dimensions	10
II	Formulating strategy-Corporate level strategy- expansion, stability, retrenchment, combination, concentration, integration, diversification, cooperative, digitalization; Business-level strategy-concept, generic business strategies (cost-leadership, focus, differentiation)	10
III	Implementing strategy-Forward linkages, backward linkages, Structural implementation-considering organizational structure, types of organizational structures, structure for strategies (business-level, corporate-level); Functional and operational implementation-functional strategies (vertical fit, horizontal fit)	10
IV	Evaluating and controlling strategy-concept, nature of strategic evaluation & control, importance, participants, strategic control-	10

	premise control, implementation control, strategic surveillance; Operational control-process, setting up the standards, measurement of performance, analysis of variances, corrective action, Techniques of evaluation & control-techniques for strategic control & operational control.	
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Recommended Text Book:

1. Strategic Management & Business Policy by Azhar Kazmi, 3rd Ed., TATA McGraw Hill Pub., 2010

Collateral Reference

1. Concepts in Strategic Management & Business Policy by Thomas L. Wheelan & J. David Hunger, 12th Ed., Pearson Pub., 2011

Paper	:	Organisational Change and Development
Paper Code	:	BBA181403
Total Credit	:	4 (four)
L-T-P	:	4-0-0
Total Sessions	:	40

Course Objectives

1. To develop a basic understanding and appreciation for the issues and conditions creating the need for change in modern organizations.
2. To analyze ongoing activities within an organization and to design a plan for change implementation.
3. To identify organizational situations that would benefit from the implementation of OD interventions.

Course Outcomes

1. Able to evaluate challenges involved in implementing organizational change and formulate strategies to address such challenges.
2. Able to evaluate organizational development and change strategies.
3. Able to identify organizational situations for effective implementation of OD interventions.

Unit No.	Contents	No. of sessions
I	Organisational Change <ul style="list-style-type: none"> • Introduction to change, Importance and need for change, Forces of change, Types of change, Change and its impact on people. • Resistance to Change, Overcoming resistance, Minimising resistance, Organisational Culture and dealing with change. • Effective Change Management, Key factors in effective Change Management, Skills for leaders. 	12
II	Models of Organisational Change Lewin's Force Field Analysis Model, Greiner's Organisational Growth Model, Systems Model of change, Continuous Change Process Model.	10

III	Organisational Development Definition, Characteristics of OD; Model of OD – Action Research	8
IV	OD Interventions <ul style="list-style-type: none">• Definition of OD intervention, Selecting an OD Intervention, Classification of OD Interventions.• Personal and Interpersonal Intervention: Laboratory Training, Career Planning, Managerial Grid, Stress management, Johari Window & Transaction Analysis.	10

Recommended Text Book(s):

1. Organisation Change and Development by Kavita Singh, Excel Books.

Collateral Reference

1. Theory of Organisation Development and Change by Thomas G. Cummings and Christopher G. Worli, (9e), CENGAGE Learning.

Paper	:	Business Law
Paper Code	:	BBA181404
Total credit	:	4 (four)
L-T-P	:	4-0-0
Total Sessions	:	40

Course Objectives

1. To make the students aware about the basics of corporate law.
2. To make the students realize the various aspects of law and its implications on business.

Course Outcomes

1. Able to demonstrate an understanding of the legal environment of business.
2. Able to apply basic legal knowledge to business transactions.

Unit No.	Contents	No. of sessions
I	The Law of Contract Agreement and contract; void and void-able contracts; Capacity of parties; free consent; consideration; law relating to offer and acceptance; performance and discharge of contracts; indemnity and guarantee.	8
II	The Law Relating to Sale of Goods Sale and agreement to sell; classification of goods; implied conditions and warranties; transfer of property, doctrine of caveat emptor, auction sale; unpaid seller and his rights.	8
III	The Laws Relating to Partnership Nature, types of partnership; right and liabilities of partners; registration; dissolution of firm.	8
IV	The Laws Relating to Companies Company – Definition and types of companies, promotion and incorporation; memorandum and articles of association and prospectus; Shares and debentures, directors, meetings and resolutions, Winding up.	8

V	The Laws Relating to Consumer Protection and Right to Information Consumer Protection Act. , 1986 & The Right to Information Act 2005 - Salient features and Objectives of the Acts, definition of the terms and various provisions under the Acts.	8
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Recommended Books:

1. Elements of Merchantile Law by N.D. Kapoor, (Publisher:- S. Chand & sons)

Collateral Reference

1. Commercial Law by Chawla and Garg, Kalyani Prakashan
2. Business Law by Maheswari and Maheswari, National Publishing House
3. Business Law/Mercantile Law C. Kucchal, Vikas Publishing.House (P) Ltd.
4. Business Law by Gulshan Kapoor, New Age International Pvt. Ltd Publishers.

Paper	:	Computer Application in Business
Paper Code	:	BBA181405
Total Credit	:	4 (four)
L-T-P	:	4-0-0
Total Sessions	:	40

Course Objectives

1. To provide insight into DBMS and different information systems that helps in business decision making
2. To provide knowledge about data processing, computer networks, data security and the various elements of the

Course Outcomes

1. This course provides knowledge about the basics of all components associated with the computer and their changes with time, and organising data for decision making.
2. This course provides insight into the concept of networking, security and the problems faced by individual and organisation due to cyber crimes
3. This course provides insight into the data processing and the practical use of software packages for the same, insights in publishing and presentations.

Unit No.	Contents	No. of sessions
I	Information technology and its application in business across various industries. Introduction to information systems and types.	10
II	Data Organization and Database Management System, Internet and its Applications, Security and Encryption and cyber crimes	10
III	Data Processing: Batch processing, OLTPS. Office automation systems, Business Intelligence, Knowledge Management Systems, Groupware applications	10
IV	Elements of word processing, presentations, and application of spreadsheets. Use of formula and functions in excel.	10

Recommended Text Books:

1. Information Technology and its Application in Business by Reema Thareja, Oxford
