

BBA Overview

The Department of Business Administration, Holy Cross College believes that the students undergoing this programme require to exhibit competence and proficiency to achieve business objectives and to provide values to make ethical choices in business. The Bachelors of Business Administration (BBA) Programme is a three year full time undergraduate programme in Management of Tripura University (A central University) offered by Holy Cross College, Jubatara, is an interdisciplinary and integrated course that offers young aspirant man and women to impart knowledge and skills with highest possible standard required for problem-solving, team-based environment at the business/workplace.

The programme specifically attempts:

- To prepare undergraduates with the required theoretical and interpersonal skills for managerial decision-making,
- To develop leadership and administrative competences to act as a change agents in the organizations they will work in,
- To nurture the desire to excel in the academics and to implement the theoretical knowledge in the practical situation without compromising the business integrity, honesty and fairness.

Paper: 101C (PPM)

Course objective:

- To develop capabilities and acquaintance of students to become effective business professionals.
- To orient undergraduates on recent changes and development in the field of business, management, and commerce.
- To impart knowledge on the Contemporary subjects and challenges in the field of management and commerce.

Learning Outcomes:

- Students will be capable of applying the knowledge in the field of management to the real life business situation.
- This subject will enable the student to enhance their managerial, leadership and administrative ability and professional skills.

Suggested readings:

- Essentials of Management, By Tripathi R., Himalaya Publishing House.
- Principles and Practice of Management, By Gupta R.S., Sharma B.D. & Bhalla N.S., Kalyani Publishers.

Paper:102C (Business Communication)**Course objective:**

- Train students in communication, grammar skills and proficiency in reading, paragraph writing and essay writing
- Expose students to visual text as a means to learn language and the issues concerning social and economic stratification.

Learning Outcomes:

- Improved grammar skills.
- Increased proficiency in reading, paragraph writing and essay writing.

Suggested readings:

- Business Communication By M. K. Sehgal, Excel Books
- Organisation & Management And Business Communication By Sampat Mukherjee, New Age International Publication

Paper: 103C (Financial Accounting)**Course objective:**

- To impart knowledge about fundamental principles of Accounting
- Equip the students to maintain Books of Accounts and to prepare Final Accounts independently.
- To provide basic knowledge about Accounting and Financial Reporting on the global scenario.

Learning Outcomes:

- Gaining knowledge about fundamental principles and implementation of accounting skills.
- Ability to prepare books of accounts for business.

Suggested readings:

- Financial Accounting By Ashok Banerjee, Excel Books
- Financial Accounting: A Simplified Approach By Naseem Ahmed, Atlantic Publishers and Distributors Pvt Ltd.

Paper: 104C (Managerial Economics)**Course objective:**

- To provide a strong theoretical base of micro and macroeconomic principles and concepts applied in the field of management.
- To provide a strong understanding of the challenges of modern managers in the decision making process.

Learning Outcomes:

This course intends to provide the students an understanding of the various economic theories and micro-economic variables that have an impact in the business decision making.

Suggested readings:

- Managerial Economics By Arun Kumar, Rachana Sharma, Atlantic Publishers and Distributors Pvt. Ltd.
- Managerial Economics By D.N. Dwivedi, Vikas Publishing House Pvt. Ltd.

Paper: 201C (Cost & Management Accounting)**Course objective:**

To develop an understanding various concepts of cost and management accounting such as, cost classification, cost allocation, cost absorption, etc. and how the various costing techniques are useful in the process of managerial decision-making. This subject is very important and useful for optimum utilization of existing resources.

Learning Outcomes:

- To familiarize the students with costing terminology.
- To understand how cost accounting arises out of the need to make business decision.

- To gain knowledge regarding various techniques of costing.
- To develop skills in using various techniques of costing and their implementation for decision making.

Suggested readings:

- Jain, Khandelwal, Pareek— Cost Accounting (Ajmera Book depot, Jaipur)
- Oswal, Managal, Bidawat— Cost Accounting (RBD, Jaipur)
- Saxena and Vashistha— Advanced Cost Accounts (Sultan Chand & Sons)

Paper:202C (Quantitative Technique)

Course objective:

The objective of this course is to make the students aware of various statistical techniques to be used for critical appraisal of Business Information.

Learning Outcomes:

- To be able to identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.
- To be able to understand of different mathematical techniques and applications.
- To be able to translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving.
- Able to employ appropriate mathematical tools to solve problems.
- To develop skills to calculate and interpret numerous statistical values and appreciate their value to the business manager
- To develop skills to carry out a simple sample survey, analyze the results and present the findings to the class.

Suggested readings:

- Fundamentals of statistics: D. V. Elhance & Veena Elhance
- Statistics: V. K. Kapoor – S. Chand & Sons
- Statistics: B. New Gupta – Sahitya Bhavan Agra
- Statistics Methods: S.P. Gupta – S. Chand & Sons

Paper:203C (Computer)

Course objective:

- To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates.

- To introduce the students with some basic tools and applications this will enable them in e-communicating effectively and analyse data for decision making using data of different kinds.

Learning Outcomes:

- Apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications.
- Demonstrate employability skills and a commitment to professionalism.
- Operate a variety of advanced spreadsheet, operating system and word processing functions.

Suggested readings:

Computer Applications in Management ByRitendraGoel, New Age International Publication.

Paper: 204C (Business Environment)

Course objective:

- To familiarize the students with the fundamentals of business environment.
- To acquaint the students with the nature and dimensions of evolving business environment issues.
- To familiarize the youngsters to global business environment to keep them mentally

Learning Outcomes:

The students will be able to identify all of the internal and external factors that affect how the company functions including employees, customers, management, supply and demand and business regulations.

Suggested readings:

- Business Environment ByGopal N, The McGraw Hill Company

Paper: 301C (Organizational Behaviour)

Course objective: This subject introduces the students to the various ideas related to how employees tend to behave in the working environment. The subject helps to develop basic understanding of individual behaviour and explore the issues of motivation, communication, leadership, decision-making, careers, power and organisational change.

Learning Outcomes:

- Understand the basic concepts in organizational behaviour.
- To able to analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.
- Assess the potential effects of organizational-level factors (such as structure, culture and change) on organisational behaviour
- Able to critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior.
- Gain an understanding about organizational behavioural issues, theories, models and concepts.

Suggested readings:

- Organizational Behaviour: Concepts, Realities, Applications and Challenges By P.G. Aquinas, excel Books

Paper: 302 C (Business Law)

Course Objectives: This course in Legal and Regulatory Framework of Business deals with the acts which have been formed and implemented from time to time thus, ensuring the smooth functioning of businesses in the Indian commercial scene.

Learning Outcomes:

On the completion of this course, the students will be able to:

- Understand the role played by legal and regulatory acts which have evolved over a period of time.
- Appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
- Identify the fundamental legal principles behind contractual agreements

- Examine how businesses can be held liable in tort for the actions of their employees
- Understand the legal and fiscal structure of different forms business organisations and their responsibilities as an employer.
- They will develop an understanding about the various nuances related to the three acts which are covered in this course

Suggested readings:

- Business Law By S.B. Mathur, Tata McGraw Hill Education Pvt Ltd

Paper: 303C (Financial Management)

Courses Objectives: This course in financial management has been designed keeping in mind the factor that the students should develop a basic understanding about financial management and the role it plays in the overall performance of a firm. This course will help them in grasping the nuances of the subject.

Learning Outcomes:

- Understand both the theoretical and practical role of Financial Management in business corporations
- Able to analyze the finances of individual corporations both in terms of their performance and capital requirements
- To acquaint the students with the basics of the field of financial management
- To develop skill to access financial information from a wide variety of sources and use this information to research and assess corporations.
- To make them understand the concepts such as cost of capital and investment decisions etc.
- To make them aware of the fundamentals of working capital management and how decisions are taken vis-à-vis dividend policy of a firm.

Suggested readings:

- Financial Management By C. Paramasivan, T. Subramanian, New Age International.

Paper: 304C(Marketing Management)

Course objective: This course in marketing management has been designed to give insights into the subject so as to prepare the students about the various concepts related to it. The course has inputs about how marketing is integral to the overall business strategy of any firm.

Learning Outcomes:

- To acquaint the students with the nuances of marketing concepts, theories and techniques for analysing a variety of marketing situations.
- To understand the role and functions of marketing within a range of organizations.
- To understand the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
- Will be able to apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.
- Able to synthesize ideas into a marketing plan.

Suggested readings:

- Marketing Management By Rajan Saxena, The McGraw Hill Company

Paper: 401C (Research Methodology)

Course objective:

This course in business research has been designed keeping in mind the significance of it in management studies. This course will help the students to understand how research is carried out in organizations and how they benefit from it.

Learning Outcomes:

- To acquaint the students with the basics of business research and the various concepts related to it.
- To make them aware of the various methods which go about collecting the data and their subsequent analysis.
- To make the students learn the art of report writing related to any research-oriented topic.

Suggested readings:

- Research Methodology By J.A. Khan, APH Publishing Corporation

Paper: 402C (Human Resource Management)**Course objective:**

This course in human resource management will give insights to the students so as to make them understand the concept underlying this subject. It will be helpful for them to develop a broad view of the subject.

Learning Outcomes:

- To acquaint the students with the basic and theories of human resource management.
- To understand various design of training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results.
- To understand and able to interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.
- Able to demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices.
- Able to align Human Resource systems with the strategic business objectives of a firm.

Suggested readings

- Human Resource Management By Durai, Pearson

Paper: 403C (Operation Management)**Course objective:**

This course in productions and operations management intends to familiarize the students with the basics of this subject. The course has been designed keeping in mind the fact that such areas of this field should be covered so that the students can develop a general understanding of the field.

Learning Outcomes:

- Able to understand concepts of operations scheduling.
- To acquaint the students with the concepts related to productions and operations management

- To make them understand how planning and control are carried out vis-a-vis production
- To understand the significance of inventory and quality management
- Able to understand the importance of facility layouts.
- To develop the skills to apply techniques to measure quality control.
- Able to develop understanding of the principles underlying materials requirement planning.

Suggested readings

- Operations Management By Jae K. Shim, Joel G. Siegel, Barron's Educational Series

Paper: 404C(Entrepreneurship Development & Small Business Fundamentals)

Course Objectives: This course in entrepreneurship development has been designed to develop entrepreneurship skills in the students. The students will get a basic idea about how enterprises are formed and what is required to develop them in the right direction.

Learning Outcomes:

- It also covers the varied facts of financial analysis of projects, assesses the sources of finance available to entrepreneurs.
- It explains the Operations of small scale enterprise, Issues in financial management, Operations management. Marketing management, Organizational; relations, Performance assessment
- Ability to recognize a business opportunity regarding attractive market.
- Ability to understand and create business model & plan.
- Ability to understand the global and local business environment.
- Ability to analyze the internal/external factors affecting a business/organization to evaluate business opportunities.

Suggested readings:

- Entrepreneurship Development by Vasant Desai
- Entrepreneurship Development and Small Business Enterprise by Poornima M. Charantimath, Pearson
- Entrepreneurship Development by S. S. Khanka

(Marketing Management)

Paper: 501C (Consumer Behaviour)

Course Objectives:

This course in consumer behaviour has been designed keeping in mind the significance of it in management studies. This course will help the students to understand how consumer behaves in different situation and how organizations can develop strategies accordingly.

Learning Outcomes:

- To acquaint the students with the nuances of consumer behavior as a subject and how it helps to develop a general understanding about consumer response to the offerings of a marketer.
- To provide them an overview of consumer psychology and how to handle it in a better way from the perspective of a marketer
- To create awareness regarding the factors affecting buying behavior of consumer
- To understand the model of consumer behaviour.
- To provide the students an overview of consumer psychology and how to deal with consumer in a better way it in a better way.
- To make the students understand about the social and cultural setting of consumer.
- Identify the major individual, social and cultural factors that affect consumers' decision making process;
- Explain and analyze the major stages which consumers usually go through when making a consumption-related decision;
- Understand the essence of how consumers make decisions and assess the relevant implications for marketing practitioners.

Suggested readings:

- Consumer Behaviour By C.L. Tyagi, Arun Kumar, Atlantic
- Consumer Behaviour: Insights From Indian Market by Ramanuj Majumdar, PHI Learning Pvt. Ltd.
- Conceptual Issues in Consumer Behaviour: the Indian Context by S. Ramesh Kumar, Pearson Education.

- Consumer Behaviour :Building Market Strategy by Del I Hawkins,David L. Mothersbaugh and AmitMookerjee, Tata McGraw Hill Education Pvt. Ltd.

Paper: 502C (Advertisement &Sales Promotioin)

Course Objective:

This course should develop the basic understanding about the concept related to Advertising such as Advertising Communication process, Media planning, Advertising Media Budget etc. It is hoped that the students would gain insight about the various issues related to Advertising.

Learning Outcomes:

- To understand the basic concepts and functions of Advertising
- To develop awareness about the various methods and applications of Advertising
- To enhance the creativity and understanding of the practical concepts of Advertising
- The career choices and personal skill set required succeeding in the advertising industry.
- The role, strengths and limitations of alternative media for advertising campaigns.
- How to assess the effectiveness of advertising (in different media contexts).
- The role of agencies and the mechanics and challenges of client-agency relationships.
- The theory, role and challenges of sales promotion
- Students will have develop an ability to analyze advertising and sales promotion issues critically, systematically and creatively to identify problems, and to propose and evaluate alternative approaches to solving these problems.

Suggested readings:

- Advertising and Sales Promotion By S H HKazmi, Satish K Batra, Excel Books.
- Advertising in India: Trends and Impact by OM Gupta, Kalpaz Publications, Delhi.
- Advertising and Sales Promotion: An IMC perspective, by Kruti Shah and Alan D'Souza, Tata McGraw Hill Publishing Company Ltd., New Delhi.

Paper: 503C (Retail Management)

There is an increased need of organized retail in India. Retail Management examines one of the most important and dynamic sectors in contemporary industrial nations. Therefore, it becomes important to make students understand the concepts related to retail management.

Course Objectives:

Share of organized retail is increasing at a great pace in India, therefore, it becomes important to make management understand the concepts related to retail management.

Learning Outcomes:

- To introduce the basic concepts of retail management and the latest developments in retailing in the Indian context.
- To provide a strategic perspective of the retailing industry
- To introduce to the framework of Retail mix and each of its elements.
- Understand and apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry
- Evaluate the implementation of marketing strategy through the retail mix – including product and merchandise mix, pricing, location and store-design, promotions, and store management - to improve the total customer experience and retailer market competitiveness.
- Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions.

Suggested readings:

- Retail Management By S.C. Bhatia, Atlantic Publishers.
- Retail Management, by Chetan Bajaj, RajnishTuli, NidhiVermaSrivastava,Oxford University press.
- Retail Management BySudarshanSeshanna, McGraw Hill India Publication Pvt. Ltd., New Delhi
- Retail Management, by Sajal Gupta and GurpreetRandhawa, Atlantic Publishers and Distributors (p) Ltd.

Paper: 504 C (Project Internal)

This course provides the students an exposure about the different issues of society.

Objectives:

1. To make the students understand about the application of theories while dealing with different issues.
2. To develop awareness about various issues and also recent happenings of the society.
3. To provide the students an opportunity to survey the market conditions and functions of organization.

Learning Outcomes:

On successful completion of this course, students should be able to:

- Develop the skills which will help them to complete their research work properly.
- Identify the key marketing problems or issues of society and they will be able to provide their valuable suggestions.

Financial Management

Paper: 505 C (Financial Statement Analysis)

Course objective:

The subject provides a basic understanding of Financial Statement and to the analysis and use financial information for decision-making purposes. The subject considers how the information disclosed can be best utilized by creditors and investors in making their lending and investing decisions.

Learning Objectives:

On successful completion of this subject, students should be able to:

- Able to understand the impact of the institutional framework and regulatory forces that shape financial statements;
- Ability to develop skills to assess past performance and current performance.
- Ability to develop skills to predict of profitability, growth perspective and even bankruptcy and failure.
- Describe the impact that choices among permissible accounting methods may have on the figures reported in financial statements;

- Able to amend reported accounting data according to the purpose of the analysis;
- Able to analyze financial statement information to assess the performance of management and profitability;
- Able to analyze financial statement information to assess the financial position (solvency and liquidity) and to make predictions about corporate survival;
- Ability to use financial statements and other data to conduct in-depth analyses of public companies for valuation and risk assessments by creditors and investors.

Suggested readings:

- Financial Statement Analysis by G. Sinha, PHI

Paper: 506 C (Indian Financial System)

Course Objectives:

The objective of the course is to provide to the students an understanding of financial markets, the major institutions involved and the services offered within this framework. In this course the students will learn the concept of financial system and the financial markets and will also know about classification of financial market, functions of financial market and differences between money market and capital market.

Learning Outcomes:

After going through this course, the students will be able to:

- explain the financial system and its importance
- explain the components and the functions of a financial system
- explain the functions and classifications of the financial market
- distinguish between capital market and money market
- explain the functions of the regulatory institutions in the financial system describe the institutions providing long-term finance

Suggested readings:

- Indian Financial System, By H.R. Machiraju, Vikash Publishing House.

Paper: 507 C (Tax)

Course Objectives:

1. To provide an in-depth knowledge of the detailed procedure and documentation involved in tax management, both, direct and indirect.
2. To understand the basic concept of direct and indirect taxes in managerial decision making

Learning outcomes

1. The Syllabus aims to test the abilities of the students to compare and contrast the managerial decision with regards to taxation.
2. The students at the end of the course will be able to prepare tax planning for the business concerned as well as for the individuals.

Suggested readings:

- Practical Approach to Direct and Indirect Tax By G. Ahuja and R Gupta, Bharat Law House Pvt. Ltd.

Paper: 508 C (Project)

Course objective:

The course provides the theoretical and practical base for a straightforward research project in Finance for the students of BBA. It covers the fundamentals of the research proposal, literature review, and qualitative and quantitative methods. The course emphasizes the research process and the importance of the literature review. Overall, this course equips students with the skills and expertise to develop and implement a research dissertation in finance.

Learning Outcomes:

This course equips students with the skills and expertise to develop and implement a research dissertation in finance.

Human Resource Management

Paper: 509 C (HRP)

Course Objective

This course examines the impact of corporate and business strategy on human resources management. It stresses the importance of aligning human resources management policies and practices with organizational strategy. Strategic human resources planning model is introduced and includes the following elements: organizational strategy, HRM strategy, environmental influences on HRM, job analysis, HR management systems, forecasting supply and demand. Various corporate strategies in today's workplaces are examined in conjunction with their significant affect on human resources planning.

Learning Outcomes:

1. Analyze the theory and concepts of human resource planning.
2. Identify the evolution of HRP throughout the organization.
3. Relate and apply models and methods used in forecasting.
4. Describe the applications of a Human Resources Information System.
5. Evaluate the organization's planning program.

Suggested readings:

- Human Resource Planning By D K Bhattacharyya, Excel Books India

Paper: 510 C (HRD)

Course objective:

The aim of this course is to facilitate the learning of concepts and practices related to human resource development (HRD). The course will emphasise the role of HRD in operationalizing corporate strategy and in the creation and management of organisational knowledge. Students will learn the HRD theories and how to integrate the knowledge to analyze, design and develop effective HRD interventions in organisations.

Learning Outcomes:

On successful completion of this course students will be able to:

1. Differentiate between human resource development and other human resource management functions.
2. Critically analyse significant concepts and theories underpinning strategic Human Resource Development.
3. Identify issues that should be considered during the design, delivery, implementation and evaluation of HRD programs.

4. Explain the strategic importance of Human Resource Development and its contribution to organisational effectiveness, productivity and quality of work-life.
5. Analyse and evaluate contemporary HRD policies and practices.

Suggested readings:

- Readings in Human Resource Development By T. V. Rao, Published by Oxford and IBH Publishing

Paper: 511 C (WSA)

Course objective:

The main objective of wage and salary administration is to establish and maintain an equitable wage and salary system. This is so because only a properly developed compensation system enables an employer to attract, obtain, retain and motivate people of required calibre and qualification in his/her organisation. These objectives can be seen in more orderly manner from the point of view of the organisation, its individual employees and collectively. There are outlined and discussed subsequently:

Learning Outcomes:

The compensation system should be duly aligned with the organizational need and should also be flexible enough to modification in response to change.

Accordingly, the objectives of system should be to:

1. Enable an organisation to have the quantity and quality of staff it requires.
2. Retain the employees in the organisation
3. Motivate employees for good performance for further improvement in performance.
4. Maintain equity and fairness in compensation for similar jobs
5. Achieve flexibility in the system to accommodate organizational changes as and when these take places

Suggested readings:

- Compensation Management: Rewarding Performance By S.S. Upadhyay, Global India Publications
- Performance Appraisal And Compensation Management: A Modern Approach By DewakarGoel, PHI Learning Pvt. Ltd

Paper: 512 C (Project)

Course objective:

The course provides the theoretical and practical base for a straightforward research project in Human Resource Management for the students of BBA. It covers the fundamentals of the research proposal, literature review, and qualitative and quantitative methods. The course emphasizes the research process and the importance of the literature review. Overall, this course equips students with the skills and expertise to develop and implement a research dissertation in Human Resource Management.

Learning Outcomes:

This course equips students with the skills and expertise to develop and implement a research dissertation in Human Resource Management.

Marketing

Paper: BMGT 601 C (Service Marketing)

The service sector has become a vital one for both developed and developing countries as its contribution to GDP and employment grows progressively each year. At the same time, business model innovations and information technology advances continually create new services and opportunities to provide high value to customers. Therefore, studying services marketing is indispensable regardless of the industry one chooses to work in as services pervade the world around us.

Objectives:

1. To make the students focus on the unique challenges of marketing and managing services and delivering quality service to customers.
2. To make the students understand about attraction, retention, and building of strong customer relationships through quality service .

3. To provide the students an overview of current trends in service industry.
4. To make the students understand about service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
5. To provide them an overview about 7ps of service marketing.

Learning Outcomes:

On successful completion of this course students will be able to:

1. Identify and interpret the nature and role of services marketing in various service industries.
2. Discuss the major trends affecting the marketing of the service industry.
3. Examine the changing consumer needs and its implications for the marketers
4. Develop an appropriate marketing mix for the service sector
5. Identify and assess the various components of the service promotion mix.

Suggested Readings:

1. Services Marketing: The Indian Context, by R. Srinivasan, PHI, New Delhi.
2. Services Marketing: An Indian perspective, by By Ravi Shanker, Excel Books India

Paper: BMGT 602C (Rural Marketing)

The course helps to create awareness about the applicability of the concepts, techniques and processes of marketing in rural context, to familiarize with the special problems related to sales in rural markets, to help understand the working of rural marketing institutions and agricultural products.

Objectives:

1. To provide the students with adequate background knowledge on important issues related to rural marketing.
2. To provide conceptual understanding on the Rural Marketing with special reference to Indian context.
3. To make the students understand about the buying behaviour, the consuming pattern, the need and wants of the rural consumer

4. To provide the students an overview about some of the challenges and opportunities that the rural market holds for the Companies.

Learning Outcomes:

On successful completion of this course students will be able to:

1. Get an exposure about Indian rural economy and rural marketing environment.
2. Discuss the major trends affecting the rural market.
3. Examine the changing rural consumer needs and its implications for the marketers.
4. Identify the major challenges of rural market.

Suggested Readings:

1. Rural Marketing By U C Mathur , Excel Books India
2. Rural Marketing By Dogra, TataMcgraw-Hill Education.

Paper: BMGT 603 C (Sales Management and Personal Selling)

This course is designed to be a hands-on introduction to selling and sales management. Sales management and personal selling are critical to organisational success, especially in highly competitive markets. Good personal selling skills guide sales professionals toward alignment with buyers, by helping them overcome their problems and challenges, and creating value for both the customer and seller. Sales management skills are critical in developing compensation packages, and in training and motivation programs to make the organization's selling efforts more efficient and effective. The course focuses on the principles of creating and managing customer relationships both by face-to-face seller-buyer interactions, and through technology-mediated environments.

Objectives:

- To provide the students an introduction to personal selling as a systematic process.
- To provide them an insight into how people are motivated - both salespeople and prospective buyers.

- To provide an introduction to the basic activities of sales management: evaluation, compensation, and forecasting, budgeting, time and territory management.
- To prepare the students to become effective and ethical sales managers in today's highly competitive, global economy by integrating current technology, research, and strategic thinking.

Learning Outcomes:

On successful completion of this course students will be able to:

- Develop knowledge of selling activities that create, communicate, and deliver value to customers.
- Understand the basics of sales management.
- Design and deliver sales presentations and better understanding of personal selling skills.

Suggested Readings:

1. Sales Management: Keys to Effective Sales ByPundrik Mishra, Global India Publications.

Paper: BMGT 604 C Project Report-II (External)

This course provides the students an exposure about the different issues of society. Its foremost objective is the application of knowledge and techniques learnt throughout the semester to real business problems. It gives an insight into the working of the real organizations by giving deeper understanding in specific functional areas. It helps a student in exploring career opportunities in their areas of interest.

Objectives:

1. To make the students understand about the application of theories while dealing with different issues.
2. To develop awareness about various issues and also recent happenings of the society.
3. To provide the students an opportunity to survey the market conditions and functions of organization.

Learning Outcomes:

On successful completion of this course, students should be able to:

- Develop the skills which will help them to complete their research work properly.
- Identify the key marketing problems or issues of society and they will be able to provide their valuable suggestions.

Financial Management

Paper: 605 C (Advance Financial Management)

Course objective:

The aim of this course is to encourage the acquisition of knowledge and skills relating to the application of management accounting concepts and techniques for business decisions, short-term and long-term/strategic decision-making models, cost management ideas, and budgeting and associated performance measurement practices.

Learning Outcomes:

By the end of this course students should be able to:

- Explain the nature and the processes of businesses and how management accounting plays important roles in their decision-making scenarios.
- Explain how management accounting contributes to financial reporting, how it is different from financial accounting, and how management accounting ideas and practices are relevant to business decisions: short term and strategic decisions.
- Define and explain cost accounting terminologies and methods, their rationale of classification, and their relevance to business decisions.
- Apply management accounting ideas and practices in making short-term/on-going decisions in businesses.
- Apply management accounting ideas and practices in making strategic/long-term business decisions.

- Apply cost management ideas in determining product/service costs and in making business decisions, with an emphasis on Activity-based Costing (ABC).
- Use the ideas and practices of budgeting in a business decision-making context, with an emphasis on flexible budgeting, standard costing, variance analysis, and performance management, and their inherent problems.

Suggested readings:

- Financial Management: Principles and Practice by SudhindraBhat, Excel Book
- Financial Management by Prasanna Chandra, McGraw Hill Education.

Paper: 606 C (Banking &Insurance Management)

Course objective:

The course attempts to provide a conceptual view and comprehensive insights into the basics of Banking and Insurance services.

Learning Outcomes:

After going through this course, students will be able to understand the roles of Banking and Insurance Sector, will be able to identify the features of banking and its services, will be able to differentiate the banking and insurance products, will be able to identify the role of Banks and Insurance companies in the development of the economy.

Suggested readings:

- Elements of Banking and Insurance by JyotsnaSethi, Nishwan Bhatia, PHI.
- Banking and Insurance by Shakti R. Mohapatra, DebiduttaAcharya, Pearson.

Paper: 607 C (IBF)

Course objective:

A course cover the fundamentals of international business and finance and takes into account the impact of various economic, legal, cultural, geographical, and political systems on international business.

Learning Outcomes:

- Students will analyze the international environments in which businesses operate
- Students will model the data from the international environments to support decision making
- Students will solve problems related to international competition.

Suggested Readings:

- International Business: Competing In TheGlobal Marketplace By Charles CW Hill, The McGrawHill Company
- International Business By K. Aswathappa, McGraw Hill Education.

Paper: 608 C (Project 2)

Course objective:

The course provides the theoretical and practical base for a straightforward research project in Finance for the students of BBA. It covers the fundamentals of the research proposal, literature review, and qualitative and quantitative methods. The course emphasizes the research process and the importance of the literature review. It then focuses upon the appropriateness of specific research methods. Students are encouraged to critically evaluate different strategies and methods by identifying both the strengths and weaknesses of qualitative and quantitative methods.

Learning Outcomes:

Overall, this course equips students with the skills and expertise to develop and implement a research dissertation in finance.

HRM-6

Paper: 609 C (IR)

Course objective:

The effective management of complex employment relationships is a critical function in contemporary organisations. The course introduces industrial relations delineating its essential concepts. In so doing, it considers the

historical dimensions of work and the employment relationship, and the origins and the development of industrial relations up to the present time. Particular detailed attention is given to the present day structures and characteristics of employee representation, management and employers' associations. This is complemented by an examination of the role of the state, and how recent systemic changes affect state regulation and the workplace. The problem based learning structure allows you to develop your inquiry and communication skills.

Learning Outcomes:

On successful completion of the course students will be able to:

1. Demonstrate descriptive knowledge of the field of industrial relations.
2. Apply the essential concepts of industrial relations and their interrelationship at the personal, organizational and national levels.
3. Recognize and consider the social, historical and equity issues within industrial relations.
4. Investigate solutions to industrial relations problems based on research and assessment of current practices.
5. Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.

Suggested readings:

- Industrial Relations, Trade Unions, and Labour Legislation, Pearson Education India.

Paper: 610 C (OD)

Course objective:

To provide learners with the skills to conduct and critically analyze organisational development, including its consequences on human resources management.

Learning Outcomes:

1. Critically evaluate the theories and models applicable to organisational development, and more generally to change management, and apply them to a practical context.
2. Critically analyse strategies to adopt to involve stakeholders in an organisational development process.

3. Critically assess the impact organisational development has on the management of human resources.

Suggested readings:

Organization Development By V. G. Kondalkar, New Age International.

Paper: 611 C (LL)

Course objective:

This course focuses on institutional structures, policies and procedures in industrial relations conflict resolution under arbitration and bargaining. The course covers topics and issues of importance in the employment and industrial law field. Others include the nature and purposes of the legal system and industrial law, the law concerning the contract of employment, Trade union law and industrial law powers of Governments.

Learning Outcomes:

The course is intended to:

- Provide students with knowledge of labour laws, especially the nature and scope of labor law, the rationale of labor laws in organizations, the international labor organization, the labor laws in Uganda, occupational hazards and risk, and managing employee relations at work.
- To examine the theoretical aspects, problems and issues in arbitration and bargaining and models of bargaining and arbitration.

Suggested readings:

- Industrial Relations And Labour Laws By Monappa ,Tata Mcgraw Hill Education Pvt. Ltd.
- Labour And Industrial Laws By P. K. Padhi, Phi Learning Pvt. Ltd.

Paper: 612 C (Project-2)

Course objective:

The course provides the theoretical and practical base for a straightforward research project in Human Resource management for the students of BBA. It covers the fundamentals of the research proposal, literature review, and qualitative and quantitative methods. The course emphasizes the research process and the importance of the literature review. It then focuses upon the appropriateness of specific research methods. Students are encouraged to critically evaluate different strategies and methods by identifying both the strengths and weaknesses of qualitative and quantitative methods.

Learning Outcomes:

Overall, this course equips students with the skills and expertise to develop and implement a research dissertation in Human Resource Management.