Bachelor of Business Administration
B.B.A (GEN) Semester – VII

Course Code	**UM07HMABBA01**	**Title of the Course**	Strategic Business Management-I
Total Credits of the Course	04	**Hours per Week**	04

Core Objectives	1. To develop strategic thinking and analytical skills 2. To develop the ability to analyze different types of managerial decisions and apply principles of effective decision-making 3. To introduce the concepts of data, information, and Management Information Systems (MIS). 4. To develop an understanding of organizational power, politics, and coordination. 5. To develop the ability to formulate and evaluate business policies and strategic decisions.

Course Content		
Unit	**Description**	**Weightage (%)**
1	**BASIC MANAGEMENT AND DECISION MAKING:** Concept of management, Functions of management, Importance of management, Managerial Roles, Concept of decision making, Characteristics of Decision making, Decision making process, Principles of decision making, Characteristics of effective decision making, Types of decisions	25 %
2	**MANAGEMENT INFORMATION SYSTEM:** Meaning and definition of information and data, Objectives of management information system, Elements of management information system, Areas of management information system, Importance of management information system, Factors affecting the management information system, Types of information, Process of management information system, Causes of poor management information system	25 %
3	**POWER, POLITICS AND CO-ORDINATION IN ORGANISATIONS:** Concepts and importance of power Bases of power Tactics to gain power, Reasons for organizational politics Management of organizational politics , Importance of coordination, Principles of Coordination, Types of coordination, Techniques of coordination.	25%
4	**BUSINESS POLICY AND STRATEGIC MANAGEMENT** Define business, policy, and business policy Features of business policy Scope of business policy Importance of business policy Purpose of developing business policy Essentials of effective business policy Strategic management process Reasons for failure of strategic management Strategists and their role in strategic management	25%

Teaching Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study

	➢ Quiz

Internal and /or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	---
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	---
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		**50 (100%)**	**25 (100%)**
University Examination (%)		**50 (100%)**	**25 (100%)**

Course Outcomes	
1	Explain the concepts, functions, and significance of management and apply appropriate decision-making techniques in organizational situations.
2	Analyze the role of Management Information Systems in organizational decision-making and evaluate the effectiveness of information systems in business operations.
3	Assess the impact of power, politics, and coordination on organizational performance and recommend suitable coordination mechanisms for achieving organizational goals
4	Apply principles of business policy and strategic management to formulate, implement, and evaluate strategies for organizational growth and sustainability.

Suggested References	
1	L.M. Prasad, "Organizational Behavior" Sultan Chand and Sons, New Delhi, 4th edition – Reprint 2008.
2	Fred Luthans, "Organizational Behavior" Mc Graw – Hill International Editions, 7th Edition.
3	Ramaswami, T. (2008). Principles of Management. Mumbai: Himalaya Publishing House Pvt. Ltd.
4	Prasad, L. M. (2007). Principles and Practices of Management. New Delhi: Sultan Chand & Sons.
5	Robbins, S. P. (2017). Management. Noida: Pearson India Education Services Pvt. Ltd.
6.	Stoner, J. (1995). Management. New Delhi: Prentice Hall of India.
7.	Strategic Management By, G.Sudarsanareddy, Himalaya publication.
8.	Management Policy and Strategic Management (Concepts, skills and practices) By, R.M.Srivastava, Himalaya publication

Course Code	UM07HMABBA02	Title of the Course	Global Marketing - II
Total Credit of Course	04	Hours Per Week	04

Course Objectives	• This course is designed to provide knowledge of marketing management in the international scenario • To enable the student to appreciate the nuances of international marketing environment and develop marketing strategies for the dynamic international markets.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Introduction to Global Marketing** -Concepts: Definition, nature, scope, and importance of global marketing.-Domestic vs. International Marketing: Key differences. -Drivers of Global Marketing: Market, cost, environmental, and competitive factors. -Management Orientations: Ethnocentric, Polycentric, Regiocentric, and Geocentric (EPRG) framework. -Global Marketing Process: Scanning and monitoring the environment.	25%
2.	**Forces and Trends in International Marketing**: - Objectives of International Marketing, - Challenges and Opportunities in International Marketing, - Underlying forces of International Marketing - Reason of entry in International Marketing, - Eight Major Trends affecting Global Marketing - Barriers- Tariff and Non Tariff	25%
3.	**International Marketing Environment** - Economic Environment: International Economic environment and trends affecting marketing, - Cultural Environment: Meaning and Characteristics of Culture, Beliefs and customs, Implication of culture, Culture as barrier. - Political and Legal Environment: Implication of political and legal environment on International marketing	25%
4.	**Global Market Entry & Targeting** - Market Selection: Screening, opportunity analysis, and country selection criteria. - Entry Strategies: Exporting, licensing, franchising, joint ventures, FDI, and strategic alliances. - Market Segmentation: Macro and micro segmentation, targeting, and positioning in global markets	25%

Evaluation Pattern
As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Exam	**50%**
2.	Internal Continuous Evaluation in the form of Active Learning, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	**50%**

Course Outcomes:
Having completed this course, the learners will be able to

1.	Explain the marketing concept.
2.	Assess the global marketing environment and examine the effect of macro-environmental shifts on global marketing campaign success.
3.	Research existing global markets to assess the feasibility of entrance into the marketplace.
4.	Compare and contrast existing global marketing strategies to look for correlations between choice of strategy and success.
5.	Evaluate existing global marketing programs strengths and weaknesses resulting in suggestions for improvement.
6.	Characterize the global marketers role and responsibility in corporate social responsibility.
7.	Appraise the ethical issues associated with specific global marketing management strategies.

Suggested References:

Sr.No.	References
1.	Daniels, Raderbaugh&Sulliva, GLOBALIZATION AND BUSINESS, Prentice-Hall India,
2.	Keiefer Lee & Steve Carter, GLOBAL MARKETING MANAGEMENT, OU Press, 2009
3.	Masaaki &Helsen, GLOBAL MARKETING MANAGEMENT, John Willey & sons Inc, 2004
4.	R. Srinivasan, INTERNATIONAL MARKETING, Prentice-Hall India Pvt. Ltd, New Delhi, 2008
5.	Terpstra & Sarathy, INTERNATIONAL MARKETING, Thomson Press002
6.	Keegan, W.J. (2014). Global Marketing Management. (8th ed). Upper Saddle River, NJ: Prentice Hall. ISBN: 978-0136157397

Bachelors of Business Administration
B.B.A(GEN) Semester-VII

Course Code	**UM07HMABBA03**	Title of the Course	**Banking and Financial Services I**
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	1. To understand the evolution and structure of the Indian banking system, including key regulatory frameworks. 2. To analyze banking operations, risk management practices, and regulatory compliance such as KYC and AML norms. 3. To understand the role and classification of financial services in the economy. 4. To examine the concepts and impact of foreign capital and international investment in India.

CourseContent

Unit	Description	Weightage*(%)
1.	**Evolution and Structure of Indian Banking** • Evolution of banking in India - Phase of Nationalization vs. Privatization • Banking - Regulation Act, 1949: Power of RBI - Licensing of banking companies - 2025 Amendments regarding Board governance • Types of Banks: Functions of Commercial Banks - Regional Rural Banks (RRBs) - Expanded role of Cooperative Banks under the new 10-year director tenure rules.	25%
2.	**Banking Operations and Risk Management** • Banker-Customer Relationship: Rights and obligations of a banker - KYC norms and Anti-Money Laundering (AML) updates • Deposit & Loan Products: Principles of sound lending; New Nomination Facilities (Up to 4 nominees) and Successive Nomination. • Asset Classification: Definition of NPA (Non-Performing Assets) • SARFAESI Act and the role of the Insolvency and Bankruptcy Code (IBC). Digital Banking:UPI 2.0, Digital Rupee (CBDC), and the 2026 Multi-Factor Authentication (MFA) mandates for cyber-security.	25%

3.	**Financial Services** • Meaning and importance of financial services • Classification of financial services- fund based and fee-based services- capital market services • Stock broking and depository services - regulation of capital market services in India.	25%
4.	**Foreign Capital and International Investment**	25%
	• Foreign Investments • Foreign Capital • Foreign Collaboration • Foreign Direct Investment • foreign Institutional Investors • Offshore Country Funds • Overseas Venture Capital Investments • International Capital Market.	

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources

Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr.No.	**Details of Evaluation**	**Weightage**
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

CourseOutcomes:Havingcompletedthiscourse,thelearnerwillbeableto	
1.	Explain the evolution, structure, and regulatory framework of the Indian banking system.
2.	Analyze banking operations, banker-customer relationships, and risk management practices including NPAs and digital banking security.
3.	Evaluate various financial services, including fund-based and fee-based services, and capital market operations.
4	Examine foreign capital, international investments, and their role in the global and Indian financial system.

ProgrammeOutcomes:Havingcompletedthiscourse,thelearnerwillbeableto	
1.	Apply knowledge of banking systems, regulatory frameworks, and financial structures in practical and professional contexts.
2.	Analyze banking operations, risk management practices, and ensure compliance with KYC, AML, and other regulatory requirements.
3.	Evaluate financial services and their role in economic development, including fund-based and fee-based services.
4.	Examine and interpret the impact of foreign capital and international investments on the Indian and global economy.

SuggestedReferences:

Sr. No.	References
1.	Khan, M. Y. (2019). *Indian Financial System* (10th ed.). New Delhi: Tata McGraw-Hill Education.
2.	Shekhar, K. C., &Shekhar, L. (2019). *Banking theory and practice* (21st ed.). New Delhi: Vikas Publishing House.
3.	Avadhani, V. A. (2018). *Financial services in India* (10th ed.). Mumbai: Himalaya Publishing House.
4.	Gordon, E., & Natarajan, K. (2023). *Financial markets and services* (latest ed.). Himalaya Publishing House.
5.	Bhatnagar, A. B. (2017). *Banking and Indian financial system*. New Delhi: Abhinna Publishers.
6.	Somshekar, N. T. (2018). *Banking*. New Delhi: New Age International Publishers.
7.	Machiraju, H. R. (2022). *Financial services* , Vikas Publishing House.

Remark: This Syllabus is confined to Individual Assessee covering the provisions applicable for the relevant assessment year only.

Bachelor of Business Administration (BBA-Gen)
Semester – VII

Course Code	**UM07HMABBA04**	**Title of the Course**	**Organizational Development**
Total Credits of the Course	04	**Hours per Week**	04

Core Objectives	1. To understand the fundamental concepts and evolution of Organizational Development (OD) 2. To develop analytical skills to diagnose organizational issues 3. To examine various OD interventions and team development strategies 4. To analyze organizational transformation, culture, and strategic change processes

Course Content

Unit	Description	Weightage (%)
1	**Introduction to Organizational Development** Meaning, definition, and evolution of OD Objectives and characteristics of OD Foundations of OD ➢ Behavioral Science ➢ Organizational Behavior ➢ Human Resource Management Values, assumptions, and beliefs in OD Role of OD practitioners	25 %
2	**OD interventions** Sensitivity training, grid organization development, survey feedback, Process consultation, Third party peace making, system & management, transactional analysis, Success and future of OD. Strategies for success of OD programmes.	25 %
3	**Team development Interventions** Organizing around teams, need for team development, team development process, outdoor experiential laboratory training, role negotiation, role analysis **Intergroup Development & work team development interventions** Changing relationships, collaboration and conflict, Intergroup problems, managing conflicts of various levels, Continuous improvement process, Job design, TQM –eight pillars of TQM and Self- Managed Work Teams	25%
4	**Organizational Transformation and Strategic Management** Strategy and transformation, Organizational transformation, Role of culture, Strategic change management, Changing the culture, Power, politics and ethics in OD **OD for Future** Organizations for the future, Monitoring and stabilizing action programs, Emerging issues and values, Future trends in OD	25%

Teaching Learning Methodology	➢ White Board ➢ Presentation ➢ Video ➢ Case Study ➢ Quiz

Internal and /or External Examination Evaluation

Sr. No.	**Details of the Evaluation / Exam Pattern**	**50 Marks (%)**	**25 Marks (%)**
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	---
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	---
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		**50 (100%)**	**25 (100%)**
University Examination (%)		**50 (100%)**	**25 (100%)**

Course Outcomes	
1	Explain key concepts, values, and processes of Organizational Development and their relevance in modern organizations.
2	Apply OD diagnostic techniques and intervention methods such as sensitivity training, survey feedback, and process consultation to real-world situations.
3	Evaluate team development and intergroup interventions to improve collaboration, resolve conflicts, and enhance team performance.
4	Analyze organizational transformation and strategic change initiatives, including the role of culture, power, and ethics in OD.
5	Assess quality improvement approaches such as Total Quality Management (TQM) and their impact on organizational effectiveness.
6	Identify emerging trends and future challenges in Organizational Development and propose strategies for sustainable organizational growth.

Suggested References	
1	Organization Development: Behavioral Science Interventions for Organization Improvement" by Wendell L. French & Cecil Bell.
2	Organization Development and Change" by Cummings & Worley (The industry standard).
3	Organizational Development" by V. Nilakant& S. Ramnarayan
4	"Organisation Behaviour" Stephen P. Robbins & Timothy A. Judge

Online Resources	
1	https://www.bdu.ac.in/cde/SLM/MBA/MBA%20III%20Semester/Elective/Human%20Resource%20Management/Organisation%20Development.pdf
2	https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001610/P001712/M020754/ET/1499145250Mod30module30.pdf
3	https://asq.org/quality-resources/total-quality-management
4	https://www.youtube.com/watch?v=DKYSB9vWzfY
5	https://www.youtube.com/watch?v=ihHB1-MgxHw

Bachelor of Business Administration
B.B.A (ITM) Semester – VII

Course Code	UM07HMABBA05	Title of the Course	Advanced Export Management- I
Total Credits Of the Course	04	Hours per Week	
Course Objectives	To provide students with a clear understanding of the structure and role of developmental banking in India, key financial institutions supporting industrial, agricultural, and export growth, and the major classical and modern theories of international business. The course also aims to develop knowledge of export promotion organizations and equip learners with practical insights into the complete export order processing cycle, including documentation, quality control, logistics, and compliance procedures.		

Course Content

Unit	Description	Weightage (%)
1.	**Developmental Banking in India** • Concept and Structure of Developmental Banking in India • Industrial Development Banks - IFCI, IDBI, IRBI, ICICI, NSIC, • Agriculture Development Banks- NABARD-RRBs • Export Development Bank - EXIM Bank	25%
2.	**Theories of International Business** **Classical Country based theories** • Mercantalism, • Absolute Advantage, • Comparative advantage, • Heckscher-Ohlin Theory of International Trade **Modern Firm based theories** • Country similarity theory • Product life cycle theory • Global strategic rivalry theory • Porter's national competitive advantage theory • Haberler's theory of International Business	25%
3.	**Export promotion Organizations-I** • Export Marketing Organizations in India • Marine Products Export Development Authority (MPEDA) • Agricultural and Processed Food Product Export Development Authority (APEDA) • Indian Institute of Packaging (IIP) • Directorate General of Foreign Trrade(DGFT) • Chamber of Commerce (COC) • SOFTWARE TECHNOLOGY PARKS (STP) • 100% EXPORT ORIENTED UNITS (EOUs)	25%
4.	**Processing of Export Order** • Nature and Format of Export Order; • Examination and Confirmation of Export Order; • Manufacturing or Procuring Goods • Central Excise Clearance. • Pre Shipment Inspection and Post Shipment Inspection: • Quality Control and Pre Shipment Inspection	25%

	• Cargo Insurance • Appointment of Clearing and Forwarding Agents • Transportation of Goods to Port of Shipment • Port Formalities and Customs Clearance • Dispatch of Documents by Forwarding Agent to the Exporter • Certificate of Origin and Shipment Advice; • Presentation of Documents to Bank; • Claiming Export Incentives; Excise Rebate	

Note: Provisions as amended and made applicable to current Assessment Year will be considered to be part of the syllabus. Accordingly, for academic year 2025-2026 provisions relevant to A.Y.2025-2026 will apply and so on.

Teaching-Learning Methodology	• Lectures and discussion • Case-Study Based Learning • Co-operative group work • Blended Practical Demonstrations • Presentations.

1. Explain the concept, structure, and role of developmental banking in India and identify key institutions supporting industrial, agricultural, and export development.
2. Analyze classical and modern theories of international business and apply them to global trade practices.
3. Describe the functions and importance of export promotion organizations in India.
4. Demonstrate understanding of the complete export order processing cycle, including documentation, inspection, insurance, and logistics.
5. Apply knowledge of export procedures, compliance requirements, and incentives in real-world business scenarios.

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	
1	Class Test (at least one)	15 (30%)	
2	Quiz (at least one)	15 (30%)	
3	Active Learning	05 (10%)	
4	Home Assignment	05 (10%)	
5	Class Assignment	05 (10%)	
6	Attendance	05 (10%)	
	Total Internal (%)	50 (100%)	
	University Examination (%)	50 (100%)	

Suggested References

References

1. Export Marketing by Dr. Deelip Palsapure, Dr. Khushpat S. Jain, Prof. Rimi Moitra, Prof. Poonam Kakkad
2. Ram Paras (2004). Export: What, Where and How? Anupam Publications.
3. Das Bhagirath Lal (2003). The WTO and the Multilateral Trading System: Past, present and future, Third
4. World Network and Zen Books.
5. David Rainbridge (2003). Intellectual Property. Pearson Education.
6. Daniels, John D. and Radebaugh, Lee H. (2004).
7. International Business: Environment and Operations. 8th Edition, Pearson Education.
8. Charles, W. L. Hill (5th Edition, 2005). International Business: Competing in the Global Marketplace. Tata McGraw Hill.

Unit-1 The Foreign Exchange Market

- Introduction
- Structure Of The Foreign Exchange Market
- Salient Features
- Participants
- Spot Market
- The Forward Market
- Cross rates of Exchange
- Interest Arbitrage

Unit -2 Theories of Foreign Exchange Rate Movement and International Parity Conditions

- Purchasing Power Parity (PPP)
- International Fisher Effect (IFE)
- Comparison of PPP and IFE
- Factors Determining Spot Exchange

Unit -3 Foreign Currency Futures, Currency Options, Currency Swaps

- Definition Currency Futures, Currency Options, Currency Swaps
- Features of Futures and Option Contract
- Hedging with Futures
- Call and Put Option
- Financial Swaps ange Rates

Unit-4 Management of Foreign Exchange Risk

- The Management of Foreign Exchange Risk
- What is Exchange risk?
- Types of Exposure
- Tools and Techniques of Foreign Exchange Risk Management

Unit -1 Developmental Banking in India

- Concept and Structure of Developmental Banking in India
- Industrial Development Banks - IFCI, IDBI, IRBI, ICICI, NSIC, Agriculture Development Banks NABARD-RRBs Export Development Bank - EXIM Bank

Unit-2 Export promotion Organizations-I
Export Marketing Organizations in India
Marine Products Export Development Authority (MPEDA)
Agricultural and Processed Food Product Export Development Authority (APEDA)
Indian Institute of Packaging (IIP)
Directorate General of Foreign Trrade(DGFT)
Chamber of Commerce (COC)
SOFTWARE TECHNOLOGY PARKS (STP)
100% EXPORT ORIENTED UNITS (EOUs)

Unit -2 Theories of International Business
Classical Country based theories

- Mercantalism,
- Absolute Advantage,
- Comparative advantage,
- Heckscher-Ohlin Theory of International Trade

Modern Firm based theories

- Country similarity theory
- Product life cycle theory
- Global strategic rivalry theory
- Porter's national competitive advantage theory
- Haberlers theory of International Business

Unit-3 Processing of Export Order

Nature and Format of Export Order;
Examination and Confirmation of Export Order;
Manufacturing or Procuring Goods
Central Excise Clearance.
Pre Shipment Inspection and Post Shipment Inspection:
Quality Control and Pre Shipment Inspection
Cargo Insurance
Appointment of Clearing and Forwarding Agents
Transportation of Goods to Port of Shipment
Port Formalities and Customs Clearance
Dispatch of Documents by Forwarding Agent to the Exporter
Certificate of Origin and Shipment Advice;
Presentation of Documents to Bank;
Claiming Export Incentives; Excise Rebate

Unit – 4 Export Assistance in India

Introduction, Importance of Export Assistance, Export Promotion Measure in India, Expansion of Production Base for Exports; Relaxation in Industrial Licensing Policy / MRTP / FERA / Foreign Collaborations; Liberal Import of Capital Goods; EPZ; SEZs; EHTP and STP; Assured Supply of Raw- Material Imports; Eligibility for Export / Trading / Star Trading / Super Star Trading Houses; Export Houses Status for Export of Services; Rendering Exports Price Competitive; Fiscal Incentives; Financial Incentives; Strengthening Export Marketing Effort

Bachelor of Business Administration BBA (General)
Semester – VII

Course Code	**UM07HMIBBA01**	**Title of the Course**	Research Methodology - I
Total Credits of the Course	04	**Hours per Week**	04

Course Objectives:	• To develop an understanding of the fundamental concepts, processes, and significance of research in academic and professional fields. • To equip students with knowledge of various research designs, methods, and techniques used in scientific inquiry. • To familiarize students with census, sampling techniques, and process. • To encourage critical thinking and the ability to identify research problems and formulate hypotheses.

Course Content		
Unit	**Description**	**Weightage* (%)**
1.	**Introduction to Research** • Definition • History, Evolution • Scope, Characteristics • Objectives And Importance • Types of research • Steps In Research Process	25%
2.	**Formulating Research Problem** • Defining Research Problem • Characteristics of Good Research Problem • Steps Involved In Research Problem • Techniques Involved In Defining Research Problem • Hypothesis: Basic Concepts, Meaning, Types, Formulation of Hypothesis	25%
3.	**Research Design** • Meaning, Need, Importance • Concepts Related to Research Design • Types of Research Design • Basic Principles of Experimental Design • Review of Literature	25%
4.	**Sampling** • Introduction, Meaning • Sample VS. Census • Purpose of Sampling • Sampling Process • Types of Sampling Methods • Characteristics of Good Sample Design	25%

Teaching-Learning Methodology	ICT through (e.g. Power Point presentation, Audio-Visual Presentation) Group Discussion Role Playing Case Study

Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr.No.	**Details of the Evaluation**	**Weightage**
1.	Internal	**50%**
2.	Internal Continuous Evaluation in the form of Active Learning, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	**50%**

Course Outcomes: Having completed this course, the learner will be able to	
1.	Understand and explain the basic concepts, types, and importance of research in various disciplines
2.	Identify research problems and formulate research objectives and hypotheses
3.	Apply appropriate research designs and sampling methods
4.	Exhibit awareness of research ethics, plagiarism, and academic integrity
5.	Critically review existing literature to identify research gaps and support problem formulation

Suggested References:	
Sr. No.	**References**
1.	Research Methodology – Dr. S.L. Gupta & Hitesh Gupta International Book House Pvt. Ltd, New Delhi.
2.	Comprehensive Research Methodology – B.L. Agrawal New Age International Publishers
3.	Research Methodology: Methods & Techniques - C.R. Kothari & Gaurav Garg New Age International Publishers

On-line resources to be used if available as reference material
1. https://ddceutkal.ac.in/Syllabus/MCOM/Research_Methodology.pdf 2. https://gacbe.ac.in/pdf/ematerial/18BGE24A-U2.pdf 3. https://www.youtube.com/watch?v=-6AmNKSQFvo

Bachelor of Business Administration BBA (General)
Semester – VII

Course Code	**UM07HSEBBA01**	**Title of the Course**	**Contemporary issues in Management- I**
Total Credits Of the Course	**04**	**Hours per Week**	
Course Objectives	**1. Analyze Emerging Business Trends**: Evaluate the impact of globalization, geopolitical risks, the digital economy, and Industry 4.0/5.0 frameworks on contemporary organizational strategies. **2 Examine Human Resource & Marketing Dynamics:** Analyze modern workforce trends—including hybrid work, DEI, and the gig economy—alongside evolving digital marketing strategies, influencer ecosystems, and AI integrations. **3. Evaluate Financial & Technological Frameworks**: Investigate the role of FinTech innovations, blockchain, and sustainable finance (ESG) principles in mitigating modern corporate risks and addressing global economic challenges.		

Course Content

Unit	Description	Weightage (%)
1.	**Unit I: Emerging Business Environment** • Contemporary business environment and VUCA world • Globalization and geopolitical risks • Digital economy and platform businesses • Industry 4.0 and Industry 5.0 • Knowledge economy and business ecosystems	25%
2.	**Unit II: Contemporary Human Resource Issues** • Hybrid and Remote Work Management • Workforce Diversity, Equity and Inclusion (DEI) • Employee Well-being and Mental Health • Talent Management in the Digital Era • Gig Economy and Freelance Workforce	25%
3.	**Unit III: Contemporary Marketing Issues** • Digital Marketing Trends • Influencer Marketing • Social Commerce • Customer Experience Management • AI in Marketing	25%
4.	**Unit IV: Financial and Economic Issues** • FinTech Innovations • Digital Payments and Blockchain • Sustainable Finance • Global Financial Challenges • Risk Management in Modern Organizations	25%

Teaching-Learning Methodology	• Lectures and discussion • Case-Study Based Learning • Co-operative group work • Blended Practical Demonstrations • Presentations.

Course Outcomes : Having completed this course , the learner will be able to

- **Formulate strategic responses** to market uncertainties by applying VUCA principles and business ecosystem models to complex corporate environments.
- **Design inclusive operational policies** that effectively manage hybrid teams, optimize gig workforce talent, and support employee mental well-being.
- **Develop data-driven marketing campaigns** that leverage social commerce platforms, influencer networks, and AI tools to optimize customer experience management.
- **Assess digital financial solutions** including block chain architectures and payment systems to maximize transaction efficiency and corporate data security.
- **Appraise sustainable investment opportunities** by integrating ESG criteria and financial risk management strategies into long-term corporate planning.

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	
1	Class Test (at least one)	15 (30%)	
2	Quiz (at least one)	15 (30%)	
3	Active Learning	05 (10%)	
4	Home Assignment	05 (10%)	
5	Class Assignment	05 (10%)	
6	Attendance	05 (10%)	
Total Internal (%)		50 (100%)	
University Examination (%)		50 (100%)	

Suggested References

References

1. Aswathappa, K. (2024). *Human resource management: Text and cases* (10th ed.). McGraw Hill Education India.
2. Aswathappa, K. (2024). *International business* (8th ed.). McGraw Hill Education India.
3. Bala, M., & Verma, D. (2024). *Digital marketing* (3rd ed.). Himalaya Publishing House.
4. Cherunilam, F. (2023). *Business environment: Text and cases* (29th ed.). Himalaya Publishing House.
5. Chhabra, T. N. (2023). *Human resource management* (11th ed.). Dhanpat Rai Publications.
6. Contemporary Management (2024), McGraw-Hill.
7. Dhar, P. K. (2024). *Indian economy: Its growing dimensions* (32nd ed.). Kalyani Publishers.
8. Gupta, C. B. (2024). *Business organization and management* (20th ed.). Sultan Chand & Sons.
9. Gupta, S. (2024). *Digital marketing: Cases and applications* (2nd ed.). Taxmann Publications.
10. Gupta, S. L. (2023). *Risk management and insurance* (4th ed.). Himalaya Publishing House.
11. Khan, M. Y., & Jain, P. K. (2024). *Financial management: Text, problems and cases* (10th ed.). McGraw Hill Education India.
12. Mishra, A. K. (2024). *FinTech and digital banking in India* (2nd ed.). Himalaya Publishing House.
13. Pathak, B. V. (2023). *Indian financial system* (6th ed.). Pearson India.
14. Ramaswamy, V. S., &Namakumari, S. (2024). *Marketing management: Indian context, global perspective* (7th ed.). Sage Publications India.
15. Rao, V. S. P. (2023). *Human resource management* (5th ed.). Taxmann Publications.
16. Saxena, R. (2023). *Marketing management* (7th ed.). McGraw Hill Education India.
17. Subba Rao, P. (2024). *Essentials of human resource management and industrial relations* (8th ed.). Himalaya Publishing House.

Bachelor of Business Administration
B.B.A (General) Semester – VII

Course Code	UM07HSEBBA02	Title of the Course	Business Communication and Career Success Skills-I
Total Credits Of the Course	02	Hours per Week	02
Course Objectives	• Understand the changing workplace dynamics and the essential competencies required for professional success in modern organizations. • Develop effective interpersonal and relationship-building skills to enhance workplace communication and collaboration. • Acquire teamwork and leadership skills necessary for contributing productively in diverse organizational teams. • Apply creative problem-solving techniques and tools to address workplace challenges and make informed decisions. • Understand the role of ethics and values in business communication and recognize ethical issues faced by organizations and managers.		

Course Content

Unit	Description	Weightage (%)
1.	**Being Effective in the organization:** • The 50 New Rules of Work • Building Relationships within an Organization: Making Clear the Expectation, What gets in the way of Relationship?, Relation Building, How to Say no, Being Assertive in Relationship • Working in Teams: Characteristics of Effective Teams, Forms of Teams in organizations, Ten Qualities of an Effective Team Player, Dealing with Different Type of People in Teams • Creative Problem Solving: What is a problem?, Creative approach to problem solving, Creative-problem solving process	50%
2.	**Ethics in Business Communication:** • Introduction • Ethical Communication • Values, Ethics and Communication • Ethical Dilemmas Facing Managers • A strategic Approach to Corporate Ethics	50%

Teaching-Learning Methodology	• Interactive Lectures • Group Discussions • Problem-Based Learning (PBL) • Case Study Analysis

Course Outcomes : Having completed this course , the learner will be able to

1. Explain contemporary workplace expectations and demonstrate professional behaviors required for organizational effectiveness.
2. Build and maintain positive workplace relationships through assertive communication, expectation management, and conflict resolution skills.
3. Function effectively as team members by adapting to diverse personalities and contributing to team goals.
4. Analyze organizational problems and apply creative problem-solving models and techniques to generate effective solutions.
5. Evaluate ethical dilemmas in business communication and recommend appropriate ethical actions based on organizational values and corporate ethics principles.

Sr. No.	Details of the Evaluation / Exam Pattern	25Marks%
1	Class Test (at least one)	10 (40%)
2	Quiz (at least one)	05 (20%)
3	Active Learning	
4	Home Assignment	05 (20%)
5	Class Assignment	
6	Attendance	05 (20%)
Total Internal (%)		25 (100%)
University Examination (%)		25 (100%)

Suggested References

References

- Joshi, G. (2016). *Campus to corporate*. New Delhi: Sage Publications India Pvt. Ltd.
- Wadkar, A. (2016). *Life skills for success*. New Delhi: Sage Publications India Pvt. Ltd.
- Kaul, A. (2002). *Business communication*. New Delhi: Prentice Hall of India Private Limited.
- Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2009). *Business communication: Making communication in the digital world*. New Delhi: Tata McGraw Hill