Bachelor of Business Administration (BBA-GEN)
Semester – VIII

Course Code	**UM08HMABBA01**	**Title of the Course**	Strategic Business Management
Total Credits of the Course	04	**Hours per Week**	04

Core Objectives	To develop strategic thinking and analytical skills To understand environmental and organizational analysis To formulate, implement, and evaluate business strategies To examine the role of Information Systems in strategy

Course Content		
Unit	**Description**	**Weightage (%)**
1	**Introduction to Strategic Management** Meaning, nature, and scope of strategic management Importance of strategy in modern business Strategic management process Vision, Mission, Objectives Levels of strategy: Corporate, Business, Functional Role of top management in strategic planning	25 %
2	**Environmental and Internal Analysis** External environment analysis: PESTLE framework Industry analysis using Porter's Five Forces Competitive environment and strategic groups Internal environment analysis: Resources and capabilities Core competencies Value Chain Analysis (Value Chain Analysis) SWOT Analysis	25 %
3	**Strategy Formulation** Corporate-level strategies: Growth strategies Stability strategies Retrenchment strategies Business-level strategies: Cost leadership Differentiation Focus strategies Diversification and integration strategies Strategy in digital business environment	25%
4	**Strategy Implementation and Evaluation** Strategy implementation: Organizational structure and strategy Leadership and corporate culture Strategic change management Strategy evaluation and control Performance measurement: Balanced Scorecard, KPIs Role of Information Systems in strategy implementation Digital transformation and strategic control	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	Understand and explain the concepts, process, and importance of strategic management in modern organizations.
2	Analyze the external business environment using tools such as Porter’s Five Forces and PESTLE, and assess internal resources and capabilities.
3	Apply strategic frameworks like Value Chain Analysis and SWOT to evaluate organizational competitiveness
4	Formulate corporate and business-level strategies including growth, stability, retrenchment, and competitive strategies.
5	Evaluate the implementation of strategies with respect to organizational structure, leadership, and change management
6	Assess strategic performance using tools such as Balanced Scorecard and strategic control systems
7	Examine the role of Information Systems and digital technologies in supporting strategic decision-making and execution

Suggested References	
1	Strategic Management: Concepts and Cases By Fred R. David and Forest R. David, Pearson Education, 2020
2	Strategic Management and Business Policy By AzharKazmi, Tata Mcgraw-Hill Education (India), 2002
3	Strategic Management and Business Policy Toward Global Sustainability, Thomas L. Wheelen J. David Hunger, Pearson Education, 2004
4	Strategic Management and Business Policy Globalization, Innovation, and SustainabilityBy Thomas L. Wheelen J. David Hunger Alan N. Homan Charles E. Bamford, Pearson Education, 2012

Online Resources	
1	https://vitbargarh.ac.in/notes/mba/even/sem2/SM.pdf
2	https://ebooks.lpude.in/commerce/mcom/term_4/dcom506_dmgt502_strategic_management.pdf
3	https://www.bdu.ac.in/cde/SLM/MBA/MBA%20III%20Semester/Core/Strategic%20Management/Strategic%20Management.pdf
4	https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA2SemesterCommon/4StartegicManagementPartI.pdf

Bachelor of Business Administration (BBA-GEN)
Semester – VIII

Course Code	**UM08HMABBA02**	**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.	International Marketing Environment The international marketing environment - Political and legal systems - Multilateral and Geographical Groupings - Culture and Business Customs - Economic and Financial dimensions.	25%
2.	Global Consumer Marketing Understanding the global consumer market - Scope and challenges of international marketing - Assessing international market opportunities - Marketing Research.	25%
3.	Global Product and Pricing Strategies Global product management - standardization vs. differentiation - Product planning and development - Marketing industrial products and services globally - Pricing for international markets.	25%
4.	Global Distribution and Promotion Strategy Global logistics management - International distribution systems - Global advertising and promotional strategies - Sales management - Developing marketing strategies and programs for international markets.	25%

Teaching- Learning Methodology	**Lecture-cum-discussion, Group Discussion, Presentations, Seminars, Tutorials, Research Exercises**

Internaland/or ExternalExaminationEvaluation

Course Outcomes: Having completed this course, the learners will be able to	
1.	Explain and analyze the concepts of international marketing and its environment, including key factors affecting global markets.
2.	Evaluate market opportunities and develop effective marketing strategies for dynamic international markets.

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

Bachelor of Business Administration (BBA-GEN)
Semester VIII

Course Code	**UM08HMABBA03**	Title of the Course	**Banking and Financial Services II**
Total Credits Of the Course	04	Hours per Week	04

Course Objectives:	To provide knowledge about the structure, organization, and functions of the Reserve Bank of India and its role in controlling and regulating the financial system. To understand the concept, classification, and functioning of Non-Banking Financial Companies (NBFCs) and their importance in the Indian financial system. To develop an understanding of the structure, functions, and differences between money market and capital market in India. To familiarize students with the concept, types, and significance of factoring services as a source of short-term finance.

Course Content		
Unit	Description	Weightage*(%)
1.	**Reserve Bank of India** Introduction and Capital Composition of RBI Organization Functions of Reserve Bank Weapons of Credit control Monetary Policy of India Instruments of Monetary Policy Limitations of Monetary Policy Role of RBI in Economic Development	25%
2.	**Non-Banking Financial Institutions** Introduction Meaning Classification of Non-Banking Companies Functions of Non-Banking Companies Commercial Banks Vs. Non-Banking Companies Services Rendered by NBFCs Non-Banking Financial Companies (Reserve Bank) Direction, 1998 Revised Guidelines of NBFCs Shadow Banking Shadow Banking in India	25%
3.	**Money Market and Capital Market** Introduction of Money Market Functions of Money Market Structure of Money Market Characteristics of Indian Money Market Defects of Indian Money Market Capital Market Classification of Indian Capital Market Functions of Capital Market Structure of Indian Capital Market Comparison of Money Market and Capital Market	25%

4.	**Factoring** Introduction Meaning and Definition of Factoring Objectives of Factoring Services Types of Factoring Services Cost and Benefit Analysis of Factoring Services Factoring Vs. Bills Discounting Factoring Vs. Forfeiting RBI Committee's Recommendation on Factoring Services Growth and Development of Factoring Services in India	25%

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%

Course Outcomes :Having completed this course ,the learner will be able to	
1.	Explain the structure, functions, and monetary policy framework of the Reserve Bank of India and evaluate its role in economic development.
2.	Analyze the role, functions, and regulatory framework of Non-Banking Financial Companies (NBFCs) and their contribution to the financial system.
3.	Examine the structure and functions of money and capital markets and compare their roles in financial system development.
4	Understand the concept, types, and benefits of factoring services and assess their role in business financing.

Programme Outcomes: Having completed this course, the learner will be able to	
1.	Develop analytical skills to understand central banking policies and their impact on the economy.
2.	Apply conceptual knowledge to differentiate between banking and non-banking financial institutions in real-world scenarios.
3.	Enhance critical thinking to evaluate financial market instruments and their economic significance.
4.	Develop decision-making skills in selecting appropriate financial services for business needs.

Suggested References:	
Sr. No.	References
1.	Gordon, E., & Natarajan, K. (2023). *Financial markets and services,* Himalaya Publishing House.
2.	Khan, M. Y., & Jain, P. K. (2022). *Financial services,* McGraw Hill Education (India).
3.	Machiraju, H. R. (2022). *Financial services* , Vikas Publishing House.
4.	Avadhani, V. A. (2021). *Indian capital market* , Himalaya Publishing House.
5.	Ravichandran, K. (2022). *Merchant banking and financial services* , Himalaya Publishing House.
6.	Somshekar, N. T. (2018). *Banking*. New Delhi: New Age International Publishers.
7.	Bhatnagar, A. B. (2017). *Banking and Indian financial system*. New Delhi: Abhinna Publishers.

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 VIII

Course Code	**UM08HMABBA04**	Title of the Course	**HR Analytics**
Total Credits Of the Course	04	Hours per Week	04

Course Objectives
To develop understanding of the concept, evolution, and significance of HR Analytics in modern organizations.
To provide students with a comprehensive understanding of the evolution of HR Analytics, including fundamental concepts of Machine Learning, various types of HR analytics and the key challenges involved in implementing HR Analytics in organizations.
To understand sources, types, and methods of HR data collection and its transformation into useful information.
To examine the application of HR Analytics in recruitment, performance, and employee development.

Course Content		**Weightage**
Unit	**Description**	
1.	**Introduction to HR Analytics** Meaning & concept of HR Analytics Difference between HRM & HR Analytics Importance of HR Analytics in modern organization Role of HR Analytics in HR function Steps to implement HR Analytics	25%
2.	**Evolution of HR Analytics** Introduction to Machine Learning Types of Machine Learning Types of HR Analytics Descriptive analytics Diagnostic analytics Predictive analytics Prescriptive analytics Challenges of HR Analytics	25%
3.	**Data Management in HR** Sources of HR data Methods of data collection in HR Types of HR data HR dashboard- Concept & Functions Transforming HR Data into HR information	25%
4.	**HR Analytics in Talent Management** Recruitment Analytics Selection Analytics Employee Engagement Analytics Performance Analytics Training & Development Analytics Case Studies on HR Analytics applications	25%

Course Outcome
Students will be able to explain the concept and role of HR Analytics in organizational decision-making.
Students will be able to classify different types of HR Analytics and Machine Learning, analyze HR data using appropriate analytical approaches, and identify challenges in applying HR Analytics for effective decision-making.
Students will be able to analyze and interpret HR data using appropriate tools such as dashboards.
Students will be able to apply HR Analytics techniques in talent management practices.

Reference Books

1. Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
2. Dipak kumar Bhattacharya, HR Analytics, Sage Publication
3. Data-Driven HR: Create Value with HR Metrics and HR Analytics by Irma Doze, Toin AL, Published by IRTE Intelligence
4. Martin Edwards, Kriston Edwards, Predictive HR Analytics: Mastering the HR Metrics by Kogan Page Ltd; 3rd edition (25 June 2024)
5. Pratyush Banerjee, Jatin Pandey & Manish Gupta, HR Analytics: Practical Applications of HR Analytics, Sage, 2019.
6. Ramesh Soundrarajan & Kuldeep Singh, Winning on HR Analytics, Sage, 2017.
7. Nishant Uppal, Human Resource Analytics, Pearson, 2021.
8. Michael Walsh, HR Analytics Essential, Vobrant Publishers
9. Dipak Kumar Bhattacharya, HR Analytics, Understanding Theory & Application , Willey Publication
10. Fitz-enz, Jac & Mattox, John – Predictive Analytics for Human Resources, Wiley.
11. Edwards, Martin R. & Edwards, Kirsten – Predictive HR Analytics: Mastering the HR Metric, Kogan Page.
12. Davenport, Thomas H., Harris, Jeanne G. & Shapiro, Jeremy – Competing on Talent Analytics, Harvard Business Press.
13. Bassi, Laurie – HR Analytics Handbook, Reed Business.
14. Marr, Bernard – Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page.
15. Dr.Mohammed Quadir Mohiuddin, HR Analytics: Insights for business Decision Makers. Vaagai International Publishing House, 2026

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

Course Code	**UM08HMABBA05**	**Title of the Course**	**Advanced Export Management- II**
Total Credits Of the Course	**04**	**Hours per Week**	**04**
Course Objectives	• To understand the basics, structure, features, and participants of the foreign exchange market. • To learn about spot and forward markets, cross exchange rates, and interest arbitrage. • To understand foreign currency derivatives such as futures, options, and swaps along with their features. • To learn the use of hedging techniques, including futures, call and put options, and financial swaps. • To understand foreign exchange risk, its types, and methods to manage it. • To gain knowledge of the role and functions of major international institutions like the World Bank Group and the International Labour Organization, including their key components such as International Bank for Reconstruction and Development, International Development Association, International Finance Corporation, Multilateral Investment Guarantee Agency, and International Centre for Settlement of Investment Disputes.		

Course Content

Unit	Description	Weightage (%)
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	25%
2.	**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	25%
3.	**Management of Foreign Exchange Risk** The Management of Foreign Exchange Risk Exchange risk meaning and its concept Types of Exposure Tools and Techniques of Foreign Exchange Risk Management	25%
4.	**World Bank Group and ILO** International Bank for Reconstruction and Development (IBRD) - Introduction, function, Objectives International Development Association (IDA) - Functions International Finance Corporation (IFC) - Vision, Organization structure, Functions Multilateral Investment Guarantee Agency (MIGA) - Objectives, Organization	25%

	structure , Functions International Centre for Settlement of Investment Disputes (ICSID) Objectives, Organization Structure and Functions International Labour Organization (ILO) - Introduction, Structure and Functions	

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
Understand the foreign exchange market, its structure, and participants. Explain spot and forward markets and calculate exchange rates. Understand derivatives like futures, options, and swaps. Apply basic hedging techniques using financial instruments. Identify and manage foreign exchange risk and exposure. Understand the role of institutions like the World Bank Group and International Labour Organization.

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

Marc Williams - International Economic Organisations and the Third World
D M Mithani - Money, Banking, International Trade and Finance
Francis Chrunilam - International business Environment
Ahswathappa K - Business Environment
K Subbarao - International Business, Himalaya Publication
Foreign Exchange and Risk Management by C Jeevanandam, Sultanchand and Sons.
International Financial Management by V.K.Bhalla, Anmol Publications.
International Financial Management by Madhu Vij, Excel Books.
International Financial Management by P.G. Apte.
International Financial Management by Alan Shapiro, Prentice Hall of India
www.imf.org
www.worldbank.org

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

Course Code	UM08HMIBBA01	Title of the Course	Research Methodology - II
Total Credits of The Course	**04**	**Hours per Week**	**04**

Course Objectives:	**To develop understanding of data sources and collection methods,** including primary and secondary data, their advantages, limitations, and various techniques of data collection. **To equip students with skills in data processing and analysis,** covering stages of data processing, statistical approaches, and methods of interpretation and transcription of data. **To provide knowledge of quantitative tools and hypothesis testing,** including measures of central tendency, dispersion, correlation, regression, and parametric and non-parametric tests such as T-test and ANOVA. **To enable students to prepare effective research reports,** by understanding report writing formats, significance, types, research publication process, and ethical issues like plagiarism.

Course Content		
Unit	**Description**	**Weightage*(%)**
1.	**Sources and Collection of Data** Meaning and definition of Primary Data Advantages and Limitations of Primary Data Methods of Collecting Primary Data: Observation Method, Interview Method, Questionnaire Method, Scheduling/ Schedule Method Other Methods Meaning and definition of Secondary Data Advantages and Limitations of Secondary Data Methods of Collection of Secondary Data	**25%**
2.	**Analysis of Data** Introduction Stages of processing data Analysis of data Approaches to statistical analysis Types of statistical analysis Interpretation of data Transcription of Data	**25%**
3.	**Quantitative tools and Testing Hypothesis** Measures of central tendency Measures of Dispersions Correlation analysis Regression analysis Testing of Hypothesis Types of Test: Parametric and Non Parametric Test Examples on ANOVA and T –Test only	**25%**

4.	**Research Report** Meaning Need of research report General format of research report Significance of report writing Different steps in writing report – Precautions for writing research report. Types of report Layout of research report Synopsis Research publication process Plagiarism	25%

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

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: Having completed this course, the learner will be able to	
1.	Students will be able to identify and apply appropriate methods of collecting primary and secondary data for research purposes.
2.	Students will be able to process, analyze, and interpret data using suitable statistical techniques.
3.	Students will be able to apply quantitative tools and perform hypothesis testing using methods such as correlation, regression, T-test, and ANOVA.
4.	Students will be able to prepare structured research reports and understand the research publication process while maintaining ethical standards including plagiarism.

Suggested References:

Sr. No.	References
1.	Kothari, C. R. (2016). Research methodology: Methods and techniques (3rd ed.). New Age International.
2.	Kumar, R. (2015). Research methodology: A step-by-step guide for beginners (4th ed.). SAGE Publications.
3.	Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications.
4.	Dawson, C. (2009). Introduction to research methods: A practical guide for anyone undertaking a research project. How To Books.
5	BBA-DSC14.pdf
6	Fundamental of Research Methodology and Statistics by Yogesh Kumar Singh.pdf

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

Course Code	**UM08HSEBBA01**	**Title of the Course**	**Contemporary issues in Management- II**
Total Credits Of the Course	**04**	**Hours per Week**	**04**
Course Objectives	**1. Understand Emerging Trends:** To provide students with a comprehensive understanding of the **evolving global business environment**, focusing on the transition from traditional administrative roles to modern, tech-driven management. **2. Develop Ethical and Sustainable Perspectives:** To instill a strong foundation in **business ethics, CSR, and corporate governance**, enabling students to make decisions that are socially responsible and environmentally sustainable. **3. Enhance Adaptive Leadership Skills:** To equip students with the tools to lead **diverse and digital workforces**, fostering the agility needed to manage organizational change and technological disruptions effectively.		

Course Content		
Unit	Description	Weightage (%)
1.	**Unit 1: The Modern Management Landscape** **Evolution Beyond Theory:** Transition from classical and behavioral theories to modern contingency and systems approaches. **Globalization & Cross-Cultural Management:** Managing across borders, understanding international trade policies, and cultural sensitivity (e.g., comparing Indian, US, and Chinese management styles). **Indian Ethos in Management:** The role of *Dharma* (ethics), trust-based relationships, and "Vasudhaiva Kutumbakam" in modern Indian business practices	25%
2.	**Digital Transformation and Strategic Agility** **Technological Proliferation:** Impact of Industry 4.0, Artificial Intelligence (AI), and Machine Learning on operational efficiency. **Data-Driven Decision Making:** Leveraging Big Data and predictive analytics to inform strategic choices. **Agile Management:** Adopting lean practices and agile methodologies beyond IT functions to foster organizational flexibility. **Innovation Management:** Differentiating between incremental and radical innovation; the role of strategic alliances and acquisitions in fostering creativity.	25%
3.	**Ethical Leadership and Social Responsibility** **Business Ethics:** Promoting integrity through codes of conduct; addressing contemporary dilemmas like privacy in AI and financial transparency. **Corporate Social Responsibility (CSR):** Implementation of CSR as a core strategy, focusing on stakeholder engagement and the "Triple Bottom Line" (Economic, Social, Environmental). **Environmental Sustainability:** Sustainable management practices, green marketing, and carbon footprint reduction. **Corporate Governance:** Accountability mechanisms, the role of boards, and aligning management actions with shareholder interests	25%

4.	**Workforce Dynamics and Organizational Change** **The Future of Work:** Managing remote and hybrid work models; maintaining culture and collaboration in virtual environments. **Diversity, Equity, and Inclusion (DEI):** Strategies for building inclusive workplaces and managing generational differences (Gen Z to Baby Boomers). **Employee Well-being:** Addressing burnout, promoting mental health, and balancing work-life integration as a priority for retention. **Change Management:** Navigating organizational transitions, mergers, and disruptions with resilient leadership.	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

1. Analyze Management Evolution: Students will be able to evaluate the shift from classical theories to modern paradigms, integrating **Indian ethos** and cross-cultural perspectives into global business practices.

2. Navigate Digital Transformation: Students will demonstrate the ability to assess the impact of **AI and Big Data** on organizational strategy and apply agile methodologies to improve operational efficiency.

3. Implement Ethical Governance: Students will be equipped to design and critique **CSR initiatives** and corporate governance frameworks, ensuring business decisions align with ethical and environmental sustainability.

4.Lead Diverse Teams: Students will develop the soft skills necessary to manage **hybrid workforces**, fostering an inclusive environment that balances generational diversity with employee well-being.

5. Strategize Change and Resilience: Students will be able to apply **change management models** to help organizations remain resilient and competitive during periods of market disruption or structural transition.

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. Essentials of Contemporary Management	Gareth R. Jones & Jennifer M. George	McGraw-Hill
2. Contemporary Issues in Management	Lindsay Hamilton, Laura Mitchell, & Anita Mangan	Edward Elgar
3. Principles of Management (2nd Edition)	Pravin Durai	Pearson
4. Contemporary Management	C. B. Gupta	Ashish Publishing
5. Management Accounting	Dr. B. K. Mehta	SBPD Publications

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

Course Code	**UM08HSEBBA02**	**Title of the Course**	Business Communication and Career Success Skills-II
Total Credits Of the Course	**02**	**Hours per Week**	**02**

Course Objectives	To develop students' understanding of ethical and legal issues in professional communication, including defamation, privacy, and fraud. To equip students with the knowledge and skills required for drafting professional documents and communicating sensitive information effectively. To enable students to prepare impactful resumes/CVs that effectively showcase their qualifications, skills, and achievements. To develop students' competence in participating confidently and constructively in group discussions and collaborative selection processes. To enhance students' interview readiness by familiarizing them with various interview formats and developing effective response strategies.

Course Content

Unit	Description	Weightage (%)
1.	**Legal Aspects of Business Communication** Introduction Defamation Sending unfavorable reports safely Slander and Libel Defamatory Terms Invasion of privacy: Using a person's identity, Physical Surveillance of records Fraud: Elements of Fraud, Warranties	**50%**
2.	**Excelling through Placement Process** Writing a Perfect Resume or CV: Introduction, CV Focus and Objective, Education, Employment Experience, Duties and Responsibilities, Accomplishments, Using Key Words, Related Qualifications, Profile, References Success at Group Discussions: Introduction, Case-based GDs, Knowledge and Ideas regarding a given subject, Group Discussion Phases and Skills required-Initiation Phase, Body of the GD, Summarization/Conclusion, Group Discussion Mistakes to avoid Going through an Interview Process: Types of Interviews-Telephone Interview, Face-to-Face Interviews (Panel/Committee, Behavioural, Group, Case, Stress)	**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

- Explain key legal and ethical aspects of business communication, including defamation, privacy rights, fraud, warranties, slander, and libel.
- Draft professional communication and unfavorable reports while minimizing legal and ethical risks.
- Design and present a professional resume/CV tailored to specific job requirements and career objectives.
- Demonstrate effective participation, leadership, critical thinking, and teamwork skills during group discussions.
- Perform confidently in different interview settings by applying appropriate communication, interpersonal, and problem-solving skills.

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.

Essentials of Business Communication (2009) – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)

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

Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)

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