VIDYASAGAR UNIVERSITY

Midnapore, West Bengal

PROPOSED CURRICULUM & SYLLABUS (DRAFT) OF

BACHELOR OF BUSINESS ADMINISTRATION-BBA

(HONOURS / HONOURS WITH RESEARCH)

4-YEAR UNDERGRADUATE PROGRAMME

(w.e.f. Academic Year 2023-2024)

Based on

Curriculum & Credit Framework for Undergraduate Programmes

(CCFUP), 2023& NEP, 2020

BACHELOR OF BUSINESS ADMINISTRATION- BBA (HONOURS / HONOURS WITH RESEARCH)

Level	YR.	SEM	Course Type	Course Code	Course Title		Credit	L-T-P	Marks		
									CA	ESE	TOTAL
BBA (Hons./ Hons. with Research)	4th		**SEMESTER-V**								
		VII	Major-14	BBAHMJ14	T:Digital Marketing		4	3-1-0	15	60	75
		VII	Major-15	BBAHMJ15	T:Project Management; P: PRactical		4	3-0-1	15	60	75
		VII	Major Elective-03	BBAHDSE 03	Investment Analysis and Portfolio Management OR Compensation Management OR Advertising and Brand Management		4	3-1-0	15	60	75
		VII	Major Elective-05	BBAHDSE05	T: Managing Personal Finance OR Organizational Change and Development OR Event Management	*For Honours Students*	4	3-1-0	15	60	75
		VII	Research-I	BBAHCRM	PROJECT /DISSERTATION- Project Based Research Work -I	*For Honours with Research Students*	*4*	*0-0-4*	*-*	*75*	*75*
		VII	Minor-07	BBAMIN07	*To be decided*		4	3-1-0	15	60	75
						Semester-VII Total	20				375
			SEMESTER-VIII								
		VIII	Major-16	BBAHMJ16	T:Business Analytics		4	3-1-0	15	60	75
		VIII	Major Elective-04	BBAHDSE04	T:Strategic Financial Management OR Strategic Human Resource Management OR Strategic Marketing		4	3-1-0	15	60	75
		VIII	Major Elective-06	BBAHDSE06	T: Financial Risk Management OR Leadership and Team Dynamics OR Green and Sustainable Marketing	*For Honours Students*	4	3-1-0	15	60	75
		VIII	Major Elective-07	BBAHDSE07	T: International Financial Management OR International Human Resource Management OR International Marketing		4	3-1-0	15	60	75
		VIII	Research-II	BBAHRD	PROJECT /DISSERTATION: Project Based Research Work -II	*For Honours with Research Students*	*8*	*0-0-8*	*-*	*150*	*150*
		VIII	Minor-8	BBAMIN08	*To be decided*		4	3-1-0	15	60	75
						Semester-VIII Total	20				375
						YEAR-4	40				750
			To be awarded *Bachelor of Business Administration (Honours / Honours with Research)* on Completion				166	Marks (Year: I+II+III+IV)			3075

MJ = Major, MI = Minor Course, DSE = Discipline Specific Elective Course, CRM= Compulsory Research Methodology, CA= Continuous Assessment, ESE= End Semester Examination, T = Theory, P= Practical, L-T-P = Lecture-Tutorial-Practical

SEMESTER-VII

MAJOR (MJ)

BBA-MAJOR- 14

Digital Marketing

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives

The course is designed to provide overview of digital marketing as a powerful medium of campaign strategy development and to demonstrate relevant digital marketing tools to promote the brand offerings.

Course Outcomes:

Upon successful completion of the course, students will be able to

- Use the knowledge of digital marketing theories to influence consumer behavior
- Analyze keyword search and optimization to increase visibility of products and services
- Utilize Google Ads and email for reaching more customers
- Use different social media platforms for the purpose of marketing in a cost-effective manner
- Acquire skills to develop metrics for measurement of the effectiveness of digital marketing tools

Course Contents:

Unit I: Basics of Digital Marketing:

Evolution of Digital Marketing; Meaning of Digital Marketing; Traditional vs Digital Marketing; How search engine works; Benefits and challenges of Digital Marketing; Digital Marketing channels**;** Difference between offline and online consumer behavior, Buyer persona and buyer's online journey

Unit II: Search Engine Optimization:

SEO - Definition, features, significance in digital marketing; Keyword Research and Analysis; Different SEO techniques; On-Page Vs Off-Page optimization; Common practices of Off-Page optimization techniques – Link building, forum & directory submission etc.

Unit - III: Search Engine Marketing

Understanding SEM; Advantages & challenges of SEM; Different types of keywords for SEM campaign; Difference between SEO & SEM; Google Ads – Search Vs Display Ads; Overview on PPC, CPC, CPA, CPM; SEM campaign management and analysis; Basics of GA4.

Unit - IV: Email Marketing

Meaning and importance of Email Marketing; Creating e-mailers - Creating unique and effective Email content, designing different types of marketing Emails; Mailing list- elements and concepts; Understanding Email deliverability & tracking; Importance and methods of analyzing Marketing Emails; Emerging trends in Email Marketing.

Unit -V: Social Media Marketing

Social media marketing - overview, advantages and challenges; Commonly used platforms for SMM – Instagram, Facebook, X, LinkedIn, etc.; Business profile creation & goal setting; SMM campaign management; Stages of content creation for social media; Metrics & measurement of SMM campaign success.

Suggested Readings:

1. Dodson, I., The Art of Digital Marketing: New Jersey, Wiley, 2016
2. Bhatia, P., Fundamentals of Digital Marketing (2nd Edition), Pearson, 2019
3. Neher, K., Byers, M., et al., Digital Marketing That Actually Works the Ultimate Guide, Cincinatti, Ohio, Boot Camp Digital, 2019
4. Kotler, P., Kartajaya, H., Setiawan, I., Marketing 4.0: Moving from Traditional to Digital, Wiley, 2017
5. Kingsnorth, S., Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition, Kogan Page, 2019
6. Gupta, S., Digital Marketing, McGraw Hill, 2022

BBA-MAJOR-15

Project Management

Full Marks: 75 (40T + 20P) Credit: 4 Total Hours: 60

THEORY (3 Credit; 45 Lectures)

Course Objectives

The course is aimed to familiarize students with recent advances in project management tools and techniques including project management methodology and processes of project planning, scheduling and execution.

Course outcomes

Upon successful completion of the course, students will be able to

- Understand different types of projects and various approaches for project management
- Plan projects along with feasibility and organizational structures
- Schedule projects and evaluate different project patterns
- Manage projects to successful completion within time and cost and as per project expectations of stakeholders

Course Content

Unit I – Introduction

Scope of Project Management, Project Types and Processes, Project Life Cycle, Project Management models (Waterfall, Agile, etc), Criteria for Project Selection, Project Selection Models, Analysis under Uncertainty, Project Portfolio

Unit II - Project Planning

Project Proposals, Project Charter, Project activity planning, Project Feasibility, Budgeting and Cost Estimation, Project Risk assessment methodologies, Selection of Project Manager, Project Organization, Project Teams

Unit III - Project Scheduling

Project Scheduling, Critical Path Method, Programme evaluation and review technique (PERT), Project Charts, Crashing of project time, Resource Loading/Levelling, MS Project

Unit IV - Project Execution

Project Tracking, Earned Value Analysis, Project Controlling, Scope Creep/Change, Project Auditing, Project Close/Termination, Learnings from Project Review

Practical (1 Credit; 30 Hrs.)

- Case Study

Suggested References:

1. Harold Kerzner, Project Management – A Systems Approach to Planning, Scheduling and Controlling, 2017
2. R, Panneerselvam, P. Senthilkumar, Project Management, 2009
3. Prasanna Chandra, Projects – Planning, Analysis, Selection, Financing, Implementation, and Review, 2017
4. Jack R. Meredith and Samuel J. Mantel, Jr. – Project Management- A Managerial Approach, Eighth Edition, John Wiley & Sons Inc, 2012
5. Arun Kanda, Project Management-A Life Cycle Approach, PHI Learning Private Limited, 2011
6. PMBOK Guide, A Guide to Project Management Body of Knowledge, Sixth edition, Project Management Institute, 2017

MAJOR ELECTIVE (DSE)-3
[for both Hons. and Hons. with Research students]

BBA-MAJOR-Elect-3
Investment Analysis and Portfolio Management

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives

Financial Instruments, Overview of Indian Capital Market, Investment opportunities available in India Course Objectives:

The course is designed to teach the fundamentals of financial investments and various instruments of investments and to explain various theories of investment and portfolio management.

Course Outcomes

Upon successful completion of the course, students will be able to

- Acquire skills in fundamental and technical analysis of stock price movements
- Analyze risks and returns of investments in different financial investments
- Manage investment portfolio with balanced risks and returns
- Develop the skills to become successful investors

Course Contents:

Unit I: Introduction

Financial Instruments, Overview of Indian Capital Market, Investment opportunities available in India

Unit II: Security Analysis and Valuation

Concept of Security; Fundamental Analysis- Economy, Industry and Company Analysis; Technical Analysis- Dow Theory, Elliot Wave Theory, Charts for Technical Analysis; Valuation of Bond – YTM and its calculation; Valuation of Shares

Unit III: Risk and Return

Definition of Risk and Return of stocks and bonds; Different types of measurement of Risk and Return of single security; Beta of Security.

Unit IV: Portfolio Management

Concept of Portfolio; theories of portfolio management

Unit V: Portfolio Risk

Measurement of Portfolio risk and return with two securities, Markowitz Portfolio. CAPM Model-Idea and interpretation.

Suggested Readings:

1. Francis, J. C., Management of Investments, McGraw Hill, N.Y.
2. Fischer, D. E. and Jordan, R. J., Security Analysis and Portfolio Management, Prentice Hall, N. Delhi.
3. Raghunathan, V., Barua, S. K. and Verma, J., Portfolio Management, TMH, N. Delhi.
4. Fabozzi, Frank J., Investment Management, Prentice Hall, International Edition.
5. Kevin, S., Portfolio Management, PHI, N. Delhi.
6. Ranganatham, M. and Madhumati, M., Security Analysis and Portfolio Management, Pearson.

Or

BBA – MAJOR Elect. – 3
Compensation Management

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives:

The course is designed to expose students to the fundamental issues and theories related to the compensation or rewarding human resources in the corporate sector, public services and other forms of organizations.

Course Outcomes

Upon successful completion of the course, students will be able to

- Acquire skills in developing compensation strategies
- Align compensation systems to job roles and evaluation
- Administer wages and salary systems and compute minimum wage requirements in different industries
- Be aware various statutory requirements regarding wages and salaries

Course Contents

Unit-I: Introduction to Compensation
Objectives and importance of compensation management; concepts of Wages, Salary and Compensation; Elements of compensation system; executive compensation

Unit-II: Theories of wages
Wage Fund theory, Subsistence theory, Surplus value theory, Residual Claimant theory, Marginal Productivity theory, Bargaining theory

Unit-III: Job Evaluation and Compensation
Concept and meaning, Ranking method of job evaluation

Unit-IV: Systems of Wage Payment
Time rate system, piece rate system, incentive systems of payment (individual and group), fringe benefits and perquisites; factors affecting wage and salary administration, Minimum wage computation

Unit-V: Wage Related Acts

Minimum Wage Act, 1948, Payment of Wage Act, 1936, Equal Remuneration Act, 1976, Payment of Bonus Act, 1965

Suggested Readings:

1. Armstrong, M. & Murlis, H. Reward Management: A Handbook of Salary administration, London, 2023
2. Singh, B.D. Compensation & Reward Management, Excel books, 2017
3. Milkovich & Newman. Compensation, McGraw-Hill, 2010
4. Balsam, S. An Introduction to Executive Compensation, Academic Press, 2007

OR

BBA-MAJOR-Elect-3

Advertising and Brand Management

Full Marks: 75 **Credit: 04** **Total Hours: 60**

Course Objectives

The course is designed to give the students an overview of the process of advertising and media strategies. It is also aimed to explain the importance and branding and various strategies to develop brand equity and brand positioning.

Course Outcomes

Upon successful completion of the course, students will be able to

- Understand the importance of advertising for effective marketing decisions
- Develop competency in planning and executing advertising campaigns and media strategies
- Apply branding principles to develop a consumer-centric approach to marketing
- Execute brand positioning strategies for different products

Course Contents

Unit-I: Introduction to Advertisement
Objectives and Classifications of advertising; role of advertising agencies; measuring advertising effectiveness– Sales models, Hierarchy of-Effects models – AIDA

Unit II: Media strategies
Media planning; Types of Media and their Characteristics; Media Scheduling; Media Effectiveness – Reach, TRP, GRP, CPM

Unit-II: Advertising Campaign
Steps of campaign planning, Advertising Costs and Budgeting Methods, Elaboration Likelihood Model, Central and Peripheral routes of Persuasion; **Message strategies** – Pre-testing, Creative approaches; Message Appeals; Message Formats

Unit-IV: Introduction to Brand Management
Role of Brands; Brand Equity; Elements of Brand Equity, Measuring Brand Equity, **Brand Extension -** Meaning of extension; Advantages and Disadvantages of extension; Criteria for extension, Brand Line extension

Unit-V: Brand Positioning

Meaning of Positioning and its importance, Types of Positioning; Positioning Strategies

Suggested Readings:

1. Aaker, Myers & Batra: Advertising Management, Prentice Hall, 2022
2. Wells, Moriarity & Burnett: Advertising Principles & practices, Prentice Hall, 2005
3. George E. Belch & Michael A. Balch: Advertising and Promotion, TMH, 2009
4. S.H.H Kazmi and Satish K. Batra: Advertising and sales promotion, Excel books, 2008
5. Cowley. D: Understanding Brands, Kogan Page Ltd, 1996
6. Wright, Winter, Ziegler: Advertising, Atlantic Publishers, 1982

MAJOR ELECTIVE (DSE)- 05

[to be studied by Honours students only]

BBA-MAJOR-Elect-5
Managing Personal Finance

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives

The course is designed to teach the importance of being intentional with personal finances. It will introduce students to the underlying forces that impact the current relationship with money and ways of financial planning with life events.

Course Outcomes

Upon successful completion of the course, students will be able to

- Develop an understanding of financial planning and its importance in one's life
- Create a personal balance sheet and weigh the respective assets & liabilities
- Build strategies to maintain a healthy credit score
- Understand tax implications and computation of Income Tax liability
- Identify ways to live a peaceful life post-retirement without being dependent on others

Course Contents:

Unit I: Basics of Financial Planning

Basic understanding of Financial Planning; Life cycle of Financial Planning; Relationship with Money – Human side of Personal Finance; Overview of Money Personalities – Money Worship, Money Avoidance, Money Vigilance, Money Status; Couples & Money; Emotions Impacting Finances – Behavioral Biases; Loss Aversion, Hindsight Bias, Confirmation Bias, Reference Bias.

Unit II: Understanding Net Worth & Credit Score

Concept of Net Worth; Types of Assets; Importance of Liquid Assets; Emergency Fund; Measuring & Assessing Liquidity; Types of Debt; Ideal Debt to Asset Ratio; Credit Score and Its Importance; Credit Rating Agencies; Key Components of Credit Score; Obtaining & Monitoring of Credit Score; Improving & Protecting Credit Score; Credit Cards; Payday Loans; Personal Loans.

Unit III: Assessing Cash Flow & Taxes

Understanding Cash Flow; Disposable Income; Maximizing Cash Flow; Cash Flow Changes in Different Life Stages; Managing Uneven Cash Flow; Ways to Ascertain Cash Flow; Different Personal Finance Ratios; Importance of Debt-to-Income Ratio; Fundamentals of Taxes; Types of Taxes; Income Tax Regimes; Tax Bracket; Tax Filing – Do It Yourself Vs. Hiring A Professional.

Unit IV: Planning & Budgeting

Budgeting Basics; Different Types of Budgeting Methods; 50/30/20 Approach in Budgeting; Attaining Budgeting Success; Adjusting Budget as Life Happens; Ways to Reduce Spending; Ways to Increase Income; Overspending – A Menace; Financial Goals & Its Importance; Money Goals & Its Importance; Power of Compounding; Accumulation Goals; Saving Vs Investing; Rule of 72

Unit V: Life's Milestones

Buying a Home – Costs of Owning, Renting Vs. Buying; Mortgage Basics; Key Mortgage Ratios; Buying Vs. Leasing A Car; Car Loans; Retirement Planning – Key Considerations for Retirement; The Power of Investing for Retirement; Ways to Save for Retirement; Tools of Social Security – EPF, PPF, NPS; Managing Money – Post Retirement Avenues – Senior Citizen's Savings Scheme

Suggested Readings:

1. IIBF, Introduction to Financial Planning, Taxman Publications Pvt. Ltd.
2. Madura J., Personal Finance, Pearson Education
3. Burkett L., Personal Finances, Moody Publishers
4. Garman E.T., Forgue R., Personal Finance, Cengage Learning
5. Mayo H., Investments: An Introduction, South Western College Publishing

Or

BBA – MAJOR Elect. – 5
Organizational Change and Development

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives:

The basic objective is to enable the students to explore the practice of change management and to examine individual, group and organizational reactions to change. The course trains students to diagnose organizational challenges and design appropriate interventions for organization development.

Course Outcomes

Upon successful completion of the course, students will be able to

- Have knowledge about the different approaches to managing organizational change and understand and utilize the competencies to induce and manage changes at the organization, group and individual levels.
- Understand the framework of Organizational Development and its foundations
- Design and implement effective intervention strategies and to learn abilities to critically address problems of implementation, responsibility and measurement of effectiveness

Course Contents

Unit I: Understanding Organizational Change Nature and importance of change, Types of change:
Planned vs. Unplanned, First-order vs. Second-order, Drivers of change: technological, economic, legal, sociocultural change models; Lewin's Three-Step Model; Kotter's 8-Step Model; Change agents and their roles

Unit II: Resistance to Change & Change Management Strategies Resistance to change:
Causes, symptoms, impact, Individual vs. organizational resistance, Force Field Analysis (Kurt Lewin); Techniques to overcome resistance: communication, participation, facilitation, negotiation, Stakeholder management in change

Unit III: Organizational Development (OD):
Concepts and Process Definition, objectives, characteristics of OD; History and values of OD; OD process: Entry, Diagnosis, Feedback, Planning, Intervention, Evaluation, Action; Research Model, Role and ethical issues of internal vs. external OD consultants

Unit IV: OD Interventions and Techniques Human process interventions: Sensitivity training, team building, coaching, Technostructural; job redesign, work design, restructuring, Strategic; culture change; M&A support; Survey feedback; appreciative inquiry; process consultation; Emerging OD tools: AI tools, digital facilitation

Unit V: Change in Contemporary Organizations Organizational change in global and Indian contexts: OD in family businesses; start-ups; MSMEs; Cross-cultural and global OD practices; Ethics in change: power dynamics, inclusivity, Sustainability, diversity, and digital disruption as change drivers

Suggested Readings:

1. Raina, R. (2018). Change management and organizational development.
2. Deszca, G., Ingols, C., Atanassova, E., & Cawsey, T. F. (2024). *Organizational change: An action-oriented toolkit*. Sage Publications.
3. Waddell, D., Creed, A., Cummings, T. G., & Worley, C. G. (2016). *Organisational change: Development and transformation*. Cengage Au.
4. Singh, S. (1998). Organisational Development: Interventions and Strategies.
5. Bell, C. H., & French, W. L. (1995). Organizational development. *Behavioral Science Interventions for Organization Improvement*.

OR

BBA-MAJOR-Elect-5

Event Management

Full Marks: 75 **Credit: 04** **Total Hours: 60**

Course Objectives

The course is designed to teach the fundamental concepts of event management. It will describe the principles and process of event management and identify stakeholder roles. It will also provide an overview of creative aspects of event design and execution.

Course Outcomes

Upon successful completion of the course, students will be able to

- Design creative and engaging event formats, aligning with target audience needs
- Plan and execute integrated marketing campaigns using both digital and traditional tools for events.
- Construct event timelines and manage resources efficiently
- Critically assess event outcomes to suggest improvements
- Apply marketing and branding strategies through event-based promotions

Course Contents

Unit – I: Introduction to Event Management
Definition, objectives, scope & classification (Corporate, social, cultural, sports, and entertainment). Stages of event planning, target audience, event budget, key stakeholders in event management. Event management companies and their role.

Unit – II: Event Design and Creative Development
Theme development and creative concepts. Event format selection (conferences, exhibitions, launches, etc.) Program design and content curation, Speaker and entertainment selection, Venue design and layout planning

Unit – III: Event as a marketing tool
Role of events in marketing. Brand activation through events, Customer engagement & relationship management through events. Event as PR strategy. Event marketing Vs traditional marketing approach.

Unit – IV: Event Marketing Strategy

Integrated marketing concept for events, pre-event, during & post-event marketing. Partnership and sponsorship strategies, Influencer marketing, and celebrity endorsements. Digital Marketing for events – social media promotion, website, and email campaign. Traditional promotion of events.

Unit V: Event management as a project

Event project management frameworks, Timeline development. Resource allocation and team management. Risk assessment and contingency planning, Quality control, and standards maintenance and evaluation.

Suggested Readings:

1. A.K. Bhatia, Event management, Sterling Publishers, 2021
2. Gaur, Sanjay Singh & Saggere, Event Management and Planning, Vikas Publishing House, 2003
3. Anton Shone & Bryn Parry, Successful Event Management: A Practical Handbook, Cengage Learning, 2010
4. Leonard H. Hoyle, Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, Wiley, 2009

Project/Research-1

[for Hons. with Research students Only]

Project Based Research Work-I
Credit: 4
Full Marks: 75

All students opting for Project/Research-1 must submit a Research Report in their VIIth Semester. Research Report is a significant academic assignment requiring in-depth research and analysis on a chosen business-related topic. It allows students to demonstrate their understanding of core business concepts and their ability to apply them to real-world scenarios. The Research Report serves as a comprehensive evaluation of a student's knowledge and research skills in a specific area of business.

GUIDELINES

- The topic of the Research Report will be decided by the student in consultation with faculty guide. The topic for research should be linked to the Major elective. Make sure the subject focuses on one question or topic so that the paper has a definite purpose.
- The Research Report must be based on facts and opinions from authoritative sources, and these sources must be given proper credit.
- The word count of the Research Report should be between 5000-7000 words.
- Grading will be based on both research content and presentation.
- Suggested outline of the Research Report
    - i. Cover page
    - ii. Abstract (not exceeding 200 words + 5 keywords)
    - iii. Introduction (including a problem statement, objectives, and overview of the structure of the paper)
    - iv. Background and literature review
    - v. Methods, data, and scope of study
    - vi. Data analysis and discussion
    - vii. Conclusion
    - viii. References
    - ix. Appendices

MINOR (MI)

Minor-07

Any one from bellow except that has already been taken as BBA-MAJOR-ELECTIVE-03

1. **Investment Analysis and Portfolio Management**
2. **Compensation Management**
3. **Advertising and Brand Management**

SEMESTER-VIII

MAJOR (MJ)

BBA-MAJOR- 16

Business Analytics

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives

1. Understand the role and scope of business analytics in decision-making.
2. Learn basic tools and techniques for data analysis.
3. Apply statistical models to business problems.
4. Use software tools like Excel, Python, or R for data analysis.

Course Outcomes

By course end, students will be able to:

1. Design decision-support models aligning with business objectives
2. Apply statistical and predictive models to interpret business data
3. Develop dashboards and visualization tools to support managerial decisions
4. Implement optimization and simulation to derive prescriptive solutions
5. Conduct domain-specific analytics (Marketing, Finance, HR, Operations)
6. Deliver capstone-level DSS/analytics project with clear business recommendations

Course Contents:

Unit 1: Introduction to Business Analytics: Definition and Importance, Types of Analytics: Descriptive, Predictive, Prescriptive, Applications in Marketing, Finance, HR, and Operations, Overview of Data-Driven Decision Making

Unit II: Business Statistics & Predictive Models, Descriptive statistics, hypothesis testing, regression (linear, logistic), time series forecasting

Unit III: Tools for Decision Support, Spreadsheet / Excel modelling, Solver, Python/R scripting

Unit IV : Data visualization (Tableau, Power BI) and dashboard creation, Advanced Analytics & Prescriptive Techniques, Simulations, optimization (linear programming, integer programming), Monte Carlo methods

Unit V : Business Intelligence & Enterprise DSS, ETL principles, OLAP, data warehousing, BI tools for strategic reporting and executive dashboards

Unit VI : Domain-Specific Analytics, Marketing: campaign ROI, segmentation models, churn analytics, Finance: risk scoring, portfolio optimization, HR: workforce planning, attrition prediction, talent analytics

Suggested Readings

1. Business Analytics: Data Analysis and Decision Making, S. Christian Albright, Wayne L. Winston, Cengage Learning, 2020 (6th Edition)
2. Fundamentals of Business Analytics, R.N. Prasad, Seema Acharya, Wiley India, 2016
3. Data Science for Business, Foster Provost, Tom Fawcett, O'Reilly Media, 2013
4. Business Intelligence and Analytics: Systems for Decision Support, Ramesh Sharda, Dursun Delen, Efraim TurbanPearson, 2017 (10th Edition)
5. Data Analytics Using Python, Bharti Motwani, Wiley India, 2021
6. Business Analytics: Principles, Concepts, and Applications, Marc J. Schniederjans, Dara G. Schniederjans, Pearson Education, 2014
7. Marketing Analytics: Strategic Models and Metrics, Stephan Sorger , Create Space Independent Publishing, 2013
8. Excel Data Analysis: Your visual blueprint for analyzing data, charts & PivotTables, Jinjer Simon Wiley 2016
9. Data Mining: Concepts and Techniques Jiawei Han, Micheline Kamber, Jian Pei Morgan Kaufmann (Elsevier) 2012 (3rd Edition)

MAJOR ELECTIVE (DSE)-4
[for both Hons. and Hons. with Research students]

BBA-MAJOR-Elect-4

Strategic Financial Management

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives

This course aims to:

1. Enhance understanding of financial management concepts for strategic decision-making.
2. Equip students with tools to evaluate investment opportunities and manage financial risks.
3. Foster skills in capital budgeting, valuation, and corporate restructuring.
4. Promote awareness of ethical considerations in financial decisions.

Course Outcomes

1. Demonstrate Proficiency in Financial Strategy Formulation.
2. Apply Capital Budgeting and Valuation Techniques.
3. Analyze Financial Statements for Strategic Decision-Making.
4. Evaluate Risk and Return in Financial Planning

Course Contents:

Unit I: Financial Management Fundamentals Time Value of Money (TVM): Annuities, Perpetuities, and Financial Calculators : Risk and Return Analysis: CAPM and Beta, Cost of Capital: WACC and its applications, Capital Budgeting Techniques: NPV, IRR, and Payback Period.

Unit II: Corporate Valuation Approaches: DCF, Adjusted Book Value, Comparable Companies. : Free Cash Flow to Firm (FCFF) and Free Cash Flow to Equity (FCFE), Valuation of Physical and Intangible Assets, Two and Three-Stage Valuation Models.

Unit III: Value-Based Management Shareholder Value Creation: Traditional vs. Modern Approaches : Value Drivers and Metrics: EVA, MVA, and Economic Profit, Executive Compensation and its link to value creation, Employee Stock Option Plans (ESOPs).

Unit IV: Corporate Restructuring Types of Restructuring: Mergers, Acquisitions, Demergers, and Spin-offs, Leveraged Buyouts (LBOs) and Divestitures, Valuation and Financing of M&A, Legal and Tax Implications in Restructuring.

Unit V: Strategic Financial Decisions Dividend Policy: Theories and Practices: Capital Structure Decisions: Leverage and its impact, Financing Strategies: Equity vs. Debt, International Finance: Exchange Rates and Currency Risk.

Unit VI: Ethical and Governance Issues Corporate Governance: Principles and Practices: Ethical Dilemmas in Financial Management, Corporate Social Responsibility (CSR), Role of Audit Committees and Board of Directors.

Suggested Readings:

1. "Financial Management: Theory & Practice" by Prasanna Chandra-McGraw Hill
2. "Corporate Finance: Theory and Practice" by Aswath Damodaran-Wiley
3. "Strategic Financial Management" by Girish Jakothia-Vikas Publishing House, 2003
4. "Financial Management: Theory and Practice" by Eugene F. Brigham and Michael C. Ehrhardt-Cengage, 2016

OR

BBA-MAJOR-Elect-4

Strategic Human Resource Management

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives

This course aims to:

1. Understand the evolving role of HR in the 21st century.
2. Assess HR processes and practices that build competitiveness for a business organization.
3. Analyze HR practices through which organizations can attract, motivate, and retain employees.
4. Outline HRM's role in ensuring harmonious relations between employer and employee.

Course Outcomes

1. Analyze the Strategic Role of HR in Business Success.
2. Design HR Strategies Aligned with Organizational Goals.
3. Apply Strategic Workforce Planning Techniques.
4. Evaluate the Impact of Global and Technological Trends on HR Strategy.

Course Contents

Unit I: Introduction: Evolution of Strategic Human Resource Management (SHRM); HR, SHRM & Corporate Strategy; Challenges in SHRM; Resource based view of a firm; Investment perspective of SHRM; HR architecture; HR competencies.

Unit II: HR Strategies: Importance of HR in strategy formulation, Strategic approach to HR functions (planning, acquisition, training, development, reward and compensation); Managing workforce diversity.

Unit III: SHRM in Practice: - Identifying strategic positions; Managing employee relations - Unions and strategic collective bargaining; Strategic change, Restructuring and SHRM; Employee engagement and wellbeing; Matching culture with strategy; Behavioral issues in strategy implementation. Unit IV SHRM and Business Performance: SHRM for competitive advantage; High performance work systems and SHRM, HRM and firm performance, Evaluating SHRM effectiveness, HRM and customer outcomes, HR metrics; HC bridge Framework model.

Unit V : Trends and Issues in SHRM: HR implications of mergers and acquisitions; Outsourcing and its HR implications; Human resource strategy in international context; HRM in developing countries; Technology and HRM, Corporate Ethics, Values and SHRM; Future of SHRM.

Suggested readings:

1. Agarwala, T., Strategic Human Resource Management. OUP (Unit II)
2. Baron, James N. & David, M. Kreps (1999). Strategic Human Resources – Frameworks For General Managers. Wiley (Chapter 19 for Unit V)
3. Greer, C.R., Strategic Human Resource Management: A general managerial approach, Pearson Education. (Unit 1 – Investment Perspective)
4. Kaufman, Bruce E. (2015). Evolution of Strategic HRM as seen through two founding books: a 30th anniversary perspective on development of the field. Human Resource Management, SHRM thirtieth anniversary review. May–June, 54(3). 389–407
5. Mello, J. A. (2006) Strategic Management of Human Resources. South Western
6. Schuler, R. S. & Jackson, S. E. (2007), Strategic Human Resource Management, Wiley India. • Becker, B. & Gerhart, B. (1996), The impact of human resource management on organizational performance: Progress and prospects. Academy of Management Journal, 39, 779-812.
7. Becker, B. E. & Huselid, M. A. (2006), Strategic human resources management: Where do we go from here? Journal of Management, 32(6): 898–925.

OR

BBA-MAJOR-Elect-4

Strategic Marketing

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives:

1. To integrate marketing strategy into overall business strategy.
2. To explore tools/frameworks for strategic decision-making (BCG, Porter's Five Forces, SWOT, GE Matrix).
3. To analyze and assess marketing in competitive landscapes and varied industry contexts.
4. To strategize brand positioning, segmentation, targeting, and value delivery for long-term advantage.

Course Outcomes:

By the end of this course, students will be able to:

1. Understand and explain the strategic role of marketing
2. Analyze internal and external marketing environments
3. Apply strategic marketing frameworks and tools
4. Formulate marketing strategies based on data and insights
5. Evaluate and recommend competitive and growth strategies

Course Contents:

Unit I – Introduction & Strategic Role of Marketing, Nature, scope, and evolution of marketing strategy, Role of strategic marketing within overall corporate policy, Strategic marketing process and decision-making

Unit II – Environmental and Organizational Analysis, External environment appraisal: macro- and micro-environment, Internal audit: resources, capabilities, competitive advantage, SWOT analysis and strategic intent: vision, mission, goals

Unit III: Promotion and Distribution Channels **:** Promotion mix: advertising, personal selling, sales promotion, public relations, Advertising: objectives, message development, media selection, Personal selling: process and techniques, Sales promotion: tools and strategies, Public relations:

role and activities, Distribution channels: types and functions, Physical distribution: concept and major decisions

Unit IV: Strategic Marketing Planning**:** Strategic marketing process, Market analysis and opportunity identification, Setting marketing objectives, Strategy formulation: segmentation, targeting, positioning, Implementation and control of marketing strategies.

Unit V – Strategic Analysis and Strategic Choice, Portfolio frameworks: BCG matrix, GE matrix, Industry analysis: Porter's Five Forces, Strategic options: generic business strategies (cost leadership, differentiation, focus), growth vs stability vs retrenchment choices,

Unit VI – Strategy Implementation, Evaluation & Control, Implementation modalities: structural, behavioral, functional, operational Leadership, culture change, communication & resistance management, Strategic evaluation tools, metrics, and feedback loops

Suggested Readings

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha. (2017). Marketing Management. 14th Edition. Pearson Education, New Delhi.
2. R. S. Ramaswamy, S. Nandakumar. (2013). Marketing Management: Global Perspective Indian Context. 4th Edition. Macmillan Publishers India Ltd., New Delhi.
3. S. A. Sherlekar. (2013). Marketing Management. Himalaya Publishing House, Mumbai.
4. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha. (2017). Marketing Management. 14th Edition. Pearson Education, New Delhi.

MAJOR ELECTIVE- 6

[to be studied by Honours students only]

BBA-MAJOR-Elect-6

Financial Risk Management

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives

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

1. Understand Risk Types:
2. Learn Risk Measurement Tools:
3. Explore Risk Management Strategies:
4. Examine Regulatory Frameworks:
5. Apply Theoretical Concepts:

The course aims at providing a comprehensive understanding of Return and Risk in Stocks and Portfolio and Risk management using Derivatives instruments.

Course Outcomes

After completing the course, students will be able to:

1. Define and classify different financial risks affecting business operations.
2. Evaluate the effectiveness of hedging instruments such as derivatives in mitigating risks.
3. Demonstrate awareness of the global and Indian financial risk regulatory environment.
4. Develop a risk management plan for a financial or business scenario.
5. Interpret risk-related data from financial statements and market indicators to inform decision-making.

Course Contents:

Unit I: Concept of Financial Risk, Definition and meaning of financial risk, Importance of financial risk management in business, Categories of financial risk: Market Risk (equity, interest rate, currency risks), Credit Risk, Liquidity Risk, Operational Risk

Unit II*:* **Risk:** Risk of Stock, Systematic Risk and Unsystematic Risk, Beta, Portfolio Risk, Computation of Risk in Excel.

Unit III: Financial Statement Analysis: Ratio analysis – Liquidity, Solvency, Turnover, Profitability, Capital Structure, Year wise comparison

Unit IV: Introduction to Derivatives Types of Derivatives Securities, Exchanges, Market Participants, Pricing Futures, Pay Off Profile of Call Option and Put Option

Unit V: Risk Management using Derivatives Hedging strategies using Equity Futures, Option trading strategies – Straddle, Strangle, Spread, Black Scholes Option Pricing Model and Option Greeks.

Suggested Reading:

1. Financial Risk Management**,** Prem Narain Asthana & Vivek, Himalaya Publishing House, India, 2021 (2nd Edition),
2. Financial Risk Management**,** R. K. Arora (Ravinder Kumar Arora), Wiley India, 2024–25
3. Risk Management and Financial Institutions**,** John C. Hull, John Wiley & Sons **4th Edition (India):** April 2015
4. Financial Enterprise Risk Management**,** Paul Sweeting, Cambridge University Press (International Series on Actuarial Science), 2011.

OR

BBA-MAJOR-Elect-6

Leadership and Team Dynamics

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives:

1. Understand Leadership Theories:
2. Develop Leadership Skills:
3. Evaluate Leadership Styles:
4. Ethical Leadership:
5. Strategic Thinking:
6. Team Building and Collaboration:
7. Self-Awareness and Development:

Course Outcomes:

By the end of the course, students will be able to:

1. Explain and apply major leadership theories to real-world business scenarios.
2. Analyze the role of leadership in driving organizational change and innovation.
3. Demonstrate effective leadership communication and interpersonal skills.
4. Apply leadership strategies to motivate teams and resolve conflicts constructively.
5. Assess the impact of global and cultural factors on leadership practices.

Course Contents:

Unit I: Leadership: Definition, Importance in the organization context, Different Leadership theories, seven different styles of leadership, Significance of Leadership in context of OB.

Unit II: Team Building: Different stages of Team Development (Forming, Storming, Norming, Performing, Adjourning), Belbin's Team Roles, Tuckman's Model, Team Cohesion and Team Dynamics, Measuring Team Performance (KPIs, Balanced Scorecard), Strategies for Improving Team Performance

Unit III: Decision-Making within Teams: Decision-Making Processes and Techniques, Different models of group decision making (Consensus, Voting, Delphi Method), Influence of leadership in team building, Problem-Solving and role of Creativity in Teams

Unit IV: Role of Leadership in Change Management: Define Change, reasons for resistance to change, how to manage resistance to change, Role of Leaders in Aiding Change within organization.

Unit V: Conflict Management and Resolution: Definition, types and sources of conflict, Conflict management strategies, Role of Leaders in Conflict Resolution, Role of leadership in managing and Leveraging Diversity within Teams

Suggested Readings

1. Leadership and Team Building ; Uday Kumar Haldar, Oxford University Press India, 2010
2. Strategic Leadership Models and Theories; Som Sekhar Bhattacharyya & Sumi Jha, Academic presses,
3. Managerial Ethics: Dilemmas and Decision Making : Poonam Sharma & Kanika T. Bhal, Indian academic/business management press, 2021
4. Winning Hearts and Minds: Transactional Analysis Simplified, Indranil Mitra, KBI Publishers, February 2023
5. Employees First, Customers Second: Turning Conventional Management Upside Down, Vineet Nayar, Harvard Business Review Press (Indian edition), 2010
6. The Leadership Sutra: An Indian Approach to Power , Devdutt Pattanaik, Aleph Book Company, 2016
7. Leadership to Last: How Great Leaders Leave Legacies Behind, Tarun Khanna & Geoffrey Jones, Penguin India , 2022 (Indian ed.)

OR

BBA-MAJOR-Elect-6

Green and Sustainable Marketing

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives:

1. To understand the concept of Green Products and Marketing and the importance of Green Marketing on consumer satisfaction and environmental safety.
2. To understand the opportunities, challenges, and issues in designing and implementing green marketing strategies.
3. To demonstrate the evidence of emerging green consumer segments and how marketers are addressing those needs.

Course Outcomes:

By the end of this course, students will be able to:

1. Define and explain the concepts of green marketing, sustainability, and circular economy in the context of global and Indian markets.
2. Identify the environmental and social impacts of conventional marketing practices and understand the need for sustainable alternatives.
3. Evaluate and design marketing strategies that align with environmental and ethical standards, including eco-friendly product design, sustainable packaging, and green distribution.
4. Analyze consumer behavior and market trends related to green products and services, including barriers to adoption and green washing concerns.

Course Contents:

Unit-I: Fundamentals of Green and Sustainable Marketing: Meaning and Concept and Evolution of Green and Sustainable Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Importance of Green and Sustainable Marketing, Green Marketing Mix.

Unit -II: Green and Sustainable Marketing Policies: Introduction to Green and Sustainable Marketing Policy & Process, Green Firms – HCL's Green Management Policy – IBM's Green Solutions – IndusInd Bank's Solar Powered ATMs – ITCs Paperkraft – Maruti's Green Supply

Chain – ONCGs Mokshada Green Crematorium – Reva’s Electric Car – Samsung’s Eco-friendly handsets- Wipro Infotech’s Eco-friendly computer peripherals.

Unit III: Issues in Green and Sustainable Marketing: Green Spinning, Green Selling, Green Harvesting, Enviropreneur Marketing, Compliance Marketing, Green Washing, Promotional Channels of Green Marketing.

Unit IV: Environmental Consciousness: Introduction to Environment Consciousness, Types of Environmental Consciousness - Importance of environmentalism - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection, Storage, transportation and Recycling of E-Waste.

Unit-V: Environmental Technological & Legal Aspects: Energy consumption and GHG emissions in the manufacturing industry, Long-term changes in sustainable “Production and Consumption”, Sustainable Patterns of Materials, Sustainable Energy and Climate Technologies, Emerging Green Technologies for the manufacturing, Products that have eco-friendly packaging, are not tested on animals, are chemical free, reusable and bio-degradable, comply with the Emission Laws, Waste Water Management Laws, etc.

Suggested Readings

1. Green Marketing**,** Dr. K. Karunakaran, Himalaya Publishing House, India, 2023 (First Edition)
2. Green Marketing in India (Concepts and Cases), Dr. Harjyoti Kalita & Prof. Nayan Barua, Om Publications (India), 2023
3. Green Marketing and Sustainable Development, Amit Kumar Singh & Priyanka Mahanta, Mittal Publications, India, 2021
4. Social Media and Green Marketing**,** Amit Kumar Singh & Priyanka Mahanta, P.K. Publishers & Distributors, India, 2023
5. Green Marketing – Concepts, Literatures and Examples, M. Meera P. Ravi Evince Pub Publishing, India, 2021 (First Edition)
6. Green Marketing: Theory, Practice, and Strategies , Robert Dahlstrom (First India Edition), Cengage Learning India, 2013

MAJOR ELECTIVE- 7

[to be studied by Honours students only]

BBA-MAJOR-Elect-7

International Financial Management

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objective:

1. Provide a comprehensive understanding of financial management in a global business environment.
2. Explain the structure and functioning of international financial markets.
3. Analyze foreign exchange markets, currency derivatives, and exchange rate mechanisms.
4. Equip students with tools to manage financial risks related to international operations.
5. Explore the financial decisions faced by multinational corporations, including capital budgeting, financing, and working capital management.
6. Develop awareness of global financial institutions, regulations, and ethical considerations in international finance.

Course Outcomes:

1. Understand the key concepts and scope of international financial management.
2. Explain the functioning of international financial markets and institutions.
3. Analyze the determinants of exchange rates and the functioning of the foreign exchange market.
4. Apply techniques to hedge foreign exchange exposure using forwards, options, and swaps.
5. Evaluate international investment decisions including capital budgeting in a global context.
6. Understand financing decisions of multinational corporations including sources of international finance.

Course Contents:

Unit I: Overview of International Financial Management: International finance – concept and importance; Domestic Financial Management vs International Financial Management; Evolution of international financial system–gold standard, gold-exchange standard, Breton woods standard, floating exchange rate; International flow of fund - BOP Accounting, Importance Of BOP, Components of BOP, Meaning of 'Deficit' &'Surplus' in BOP, Accounting principles in BOP.

Unit II: International Financial Institutions: International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD), World bank, Asian development Bank (ADB), World Trade Organization (WTO) -Objectives and functions.

Unit III: International Financial Markets & Instruments: Foreign institutional Investors (FII) - GDR, ADR, IDR- Meaning, Features; Foreign Direct Investment (FDI)- Motives, Emergence of MNC, Advantages and disadvantages of MNC to host country and home country; Euro currency Market, International bond market, international money market (Concept only); euro commercial paper, euro bond, foreign bond, global bond.

Unit IV: Foreign Exchange Market: Foreign Exchange Market - Functions, Participants and Transactions – Exchange Rates and Quotations – Bid & Ask rate – Cross rate, Factors Affecting Exchange Rates, Types of Exchange Rate System – fixed, floating, managed floating.

Unit V: Foreign Exchange Exposure & Management: Types of foreign exchange exposure – transaction exposure, translation exposure and operating exposure; managing foreign exchange exposure.

Suggested Reading:

1. O. P. Agarwal. (2014) International Financial Management, 3rd Edition, Himalaya Publishing house.
2. P. Subba Rao. (2012) International Business text and cases, Himalaya Publishing House.
3. K. Ashwathappa (2006) International Business, Tata Mc Graw Hill.
4. Shashi K Gupta and Praneet Rangi (2017) International Finance, second revised edition , Kalyani Publishers.
5. P. G. Apte, International finance, Tata Mc Graw Hill.

OR

BBA-MAJOR-Elect-7

International Human Resource Management

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives:

1. Introduce Global HR Concepts and Frameworks
2. Explore Cross-Cultural Management Practices
3. Understand International Labor Laws and Ethics
4. Analyze Global Talent Management Strategies
5. Develop Strategic Thinking for Global HR Challenges

Course Outcomes:

1. Demonstrate Understanding of IHRM Principles
2. Apply Cross-Cultural Competence in HR Decisions
3. Evaluate International HR Strategies and Structures
4. Interpret Global Labor Regulations and Ethical Standards
5. Design HR Solutions for International Assignments

Course Contents:

Unit I Defining international HRM, Difference between domestic and International HRM, Organizational Structure in MNC

Unit II International staffing, The role of an expatriates, The role of non-expatriates, The role of the corporate HR functions

Unit III Recruiting and selecting staff for international assignments- Introduction, Issues in staff selection

Unit IV Training and Development: The role of expatriate training, components of effective pre-departure training, developing staff through international assignments

Unit V Compensation: Objectives of International compensation, Key components of an international compensation program, Approaches to International compensation, Patterns in complexity

Unit VI Expatriation and Repatriation; Industrial Relations in International Context

Suggested Readings:

1. International Human Resource Management, Peter Dowling and Denice Welch, Cengage Learning
2. International Human Resource Management, Tony Edwards, Pearson Education
3. Global Human Growth Model, M.N Rudra Basavaraj, Himalaya
4. International Human Resource Management, Monir Tayeb, Oxford

OR

BBA-MAJOR-Elect-7

International Marketing

Full Marks: 75 **Credit: 4** **Total Hours: 60**

Course Objectives:

1. Understand the Global Marketing Environment:
2. Develop Strategic Thinking:
3. Analyze Global Market Opportunities:
4. Apply International Marketing Mix:
5. Evaluate Cultural and Ethical Issues:
6. Enhance Practical Marketing Skills:

Course Outcomes:

By the end of this course, students will be able to:

1. Explain the fundamental concepts and scope of international marketing.
2. Analyze how economic, political, legal, and cultural factors affect marketing strategies across borders.
3. Compare and select appropriate entry modes for international markets.

Course Contents:

Unit I: Introduction to International Marketing: Meaning, nature, scope, importance- EPRG framework- stages of internationalization- issues in international marketing

Unit II: International Marketing Environment & Market Selection: Macro-environment: political, legal, economic, cultural factors- International market segmentation, targeting, positioning- Process of market selection, balance of payments considerations

Unit III: Trade Barriers and Export Strategy: Tariff vs non-tariff barriers, trade regulations- Direct and indirect exporting, licensing, joint ventures, strategic alliances

Unit IV: International Product & Pricing Strategy: Product adaptation vs standardization, branding- International product life cycle, packaging- Pricing objectives, price determination, methods and strategies

Unit V: International Distribution & Promotion: Choice and management of distribution channels, logistics- Export documentation and export incentives (e.g. ECGC schemes)- International promotion mix: advertising, exhibitions, fairs

Unit VI: Consumer Behavior & Marketing Research in Global Markets: Cross-border consumer behavior influences- Role of WTO, IMF, and global institutions- International market research, intelligence gathering, and environmental scanning

Suggested Readings:

1. International Marketing, Philip R. Cateora, Mary C. Gilly, John L. Graham , McGraw Hill Education, 2020 (17th Edition)
2. International Marketing, R.L. Varshney, B. Bhattacharya, Sultan Chand & Sons, 2021
3. International Marketing: Text and Cases, Francis Cherunilam, Himalaya Publishing House 2022
4. Global Marketing Management, Warren J. Keegan, Mark C. Green, Pearson Education 2020 (9th Edition)
5. International Marketing, Sak Onkvisit, John J. Shaw Routledge (Taylor & Francis) 2019 (5th Edition)
6. Global Marketing: A Decision-Oriented Approach Svend Hollensen, Pearson Education 2020 (7th Edition)
7. International Business: Competing in the Global Marketplace, Charles W.L. Hill, G. Tomas M. Hult, McGraw Hill Education, 2022 (13th Edition)
8. Export Marketing, T.A.S. Balagopal, Himalaya Publishing House, 2020
9. International Business , Justin Paul, McGraw Hill Education, 2021 (8th Edition)
10. International Business Environment and Operations Daniels, Radebaugh, Sullivan Pearson Education, 2021 (16th Edition)

Project/Research-II

[for Hons. with Research students Only]

Project Based Research Work-II
Credit: 4
Full Marks: 75

Part II: DISSERTATION

Course Objective:

To develop students' ability to conduct independent research, apply analytical and problem-solving skills in a real-world business setting, and present findings professionally

Course Outcomes

After completing the dissertation, students will be able to:

1. Identify and define a real-world business research problem.
2. Conduct a structured literature review and build a research framework.
3. Apply appropriate research methods and tools.
4. Analyze primary/secondary data and interpret results.
5. Present findings in a professional academic report.
6. Defend their work in a formal viva voce setting.

Dissertation Structure & Components

Chapter	Contents
Introduction	Background, problem statement, objectives, scope, rationale
Research Methodology	Type of research, data sources, sampling, tools used, limitations
Data Analysis & Interpretation	Tables, charts, statistical tools (SPSS, Excel, etc.), insights
Findings & Suggestions	Key findings, conclusions, recommendations, scope for future study
References & Appendices	APA format citations, raw data, survey tools, supporting documents

Evaluation:

BBA Dissertation Syllabus 150 marks 100 marks will be evaluated by an external examiner and 50 marks will be assigned for viva voce. The Viva Voce will take both internal and external examiners

Total Marks: 150

- **Dissertation Evaluation (External Examiner):** 100 Marks
- **Viva Voce (Internal + External Examiners):** 50 Marks

MINOR (MI)

Minor-08

Any one from bellow except that has already been taken as BBA-MAJOR-ELECTIVE-04

1. **Strategic Financial Management**
2. **Strategic Human Resource Management**
3. **Strategic Marketing**

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