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Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A' Grade)

(NIRF-2022 Ranked 33 in University Category & 54 in Overall Category)

No.: PMEB-1/Spl./29 (8)/2021-22

Date: 04-11-2022

NOTIFICATION

Sub.: Syllabus and Examination pattern of **B.B.A. (Hons.)(Communication and Media Management)** course under Specialized Programmes from the academic year 2022-23-reg.

- Ref.: 1. Decision of the BOS Meeting held on 30-05-2022.
2. Decision of the Faculty of Commerce meeting held on 07-09-2022.
3. Decision of the Academic Council meeting held on 23-09-2022.
4. This office Notification of even no. dated 17-10-2022.

The Board of Studies in **B.B.A. (Communication and Media Management) (UG)** at its meeting held on 30-05-2022 has recommended approve the 1st year Syllabus of **B.B.A. (Hons.) (Communication and Media Management)** course in University of Mysore under specialized/specified programs from the academic year 2022-23 as per NEP-2020.


The Faculty of Commerce and the Academic Council at their meetings held on 07-09-2022 and 23-09-2022 respectively, are also approved the above said proposal and the same is hereby notified.

The syllabus of **B.B.A. (Hons.) (Communication and Media Management)** course is uploaded in University website. The contents may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

The earlier notification under ref. (4) issued in this regard is withdrawn.

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Commerce, Manasagangothri, Mysuru.
3. Prof. C.K. Puttaswamy, DoS in Journalism and Mass Communication, Manasagangothri, Mysuru.
4. The Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.


REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005

1st Year only.

Proceedings of the meeting of the members of the Board of Studies in BBA (Communication and Media Management) (UG) held on 30-05-2022 at 11.30 AM at the CRESTA First Grade College, Mysuru.

- Ref:** 1. No. UA2/159(1)/2017-2018 dt 18-03-2021
2. No. UA2/379/2016-2017 dt 17-05-2022

With references to the above cited, a meeting of the members of the Board of Studies in BBA (Communication and Media Management) has been conducted at the CRESTA First Grade College on Monday the 30-05-2022 at 11.30 AM. The following members have attended the meeting.

- | | |
|-------------------------|----------|
| 1. Dr. D Anupama Sundar | Member |
| 2. Dr. P Lakshmi | Member |
| 3. Dr. H M Rakesh | Member |
| 4. Prof. C K Puttaswamy | Chairman |

H.S. 30/5/2022
Lakshmi 30/5/22.
Rakesh 30.5.22
CKP 30/5/22

The following member were absent for the meeting.

- | | |
|----------------------------|--------|
| 1. Dr. K S Chaitra Bocheer | Member |
| 2. Sri. M Praveen Kumar | Member |

The meeting was initiated with a welcome speech by Prof. C K Puttaswamy, Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus as per NEP 2020 Regulations for various courses to be offered as part of the proposed BBA (Communication and Media Management) (Hons.) UG program. The draft of the proposed scheme, titles of the courses and the respective syllabi are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.

1. The proposed BBA (Communication and Media Management) (Hons.) should be offered under the common NEP 2020 regulations being followed by the University from time to time for the existing general (conventional) BBA program. The only difference is in the titles of various courses and their respective syllabi offered under DSC, DSE and SEC.
2. The overall number of credits to be earned by the students and distributions of credits in each semester are exactly on par with the existing BBA (Hons.) program of the University.
3. The scheme and titles of the various courses along with the credit patterns and the respective syllabi for the proposed program are given in ANNEXURE BBA (Communication and Media Management) (Hons.).

CKP
C K Puttaswamy
CHAIRMAN

NOTIFICATION

Sub: Constitution of the Board of Studies in **BBA (Communication and Media Management) (UG)**

Ref: Letter dated 01-03-2021 received from Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.

* * * * *

Pursuant to the approval of the Hon'ble Vice-chancellor and pending approval of the University Syndicate the Board of Studies in **BBA (Communication and Media Management) (UG)** is constituted as per the Statutes framed under Section 33 (1) and (2) of the Karnataka State Universities Act 2000, with the following members for a period of **three years** from the date of this notification or until further orders, whichever is earlier.

1.	Prof.C.K.Puttaswamy Professor, DOS in Journalism and Mass Communication, Manasagangotri, Mysuru.	Chairman
2.	Dr.H.M.Rakesh Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
3.	Sri.M.Praveen Kumar HOD - Management & Assistant Professor, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
4.	Dr.P.Lakshmi Associate Professor, Department of Business Administration Vidyavardhaka College of Engineering, P.B.No.206, Gokulam III Stage, Mysuru - 570 002	Member
5.	Dr.D.Anupama Sundar Associate Professor, JSS Centre for Management Studies, JSS S & T University, JSS TI Campus, Mysuru - 570 006	Member
6.	Dr.K.S.Chaitra Bocheer Associate Professor, Department of Management Studies, Bangalore Institute of Technology, K.R.Road, V.V. Pura, Bengaluru - 560 004	Member

20/3/2021
REGISTRAR
[Signature]

To:

1. The Concerned Members.
2. Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028
3. The Dean, Faculty of Commerce, University of Mysore, Mysuru
4. The Registrar (Evaluation), University of Mysore, Mysuru.
5. The Finance Officer, University of Mysore, Mysuru.
6. The Director, PMEB, University of Mysore, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent (Academic), AB, UOM, Mysuru.
8. P.A. to the Vice-Chancellor/Registrar/Registrar(Evaluation), UOM, Mysuru.
9. The Superintendent, Ph.D Section, Examination Branch, UOM, Mysuru.



ಸಂಖ್ಯೆ : ಯುಎ2/379/2016-2017

ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ
ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,
ಮೈಸೂರು.

ಮಾನ್ಯರೇ,

ವಿಷಯ : 2020ರ ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" ಅನ್ವಯ ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ವಿಶೇಷ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಸಭೆಗಳನ್ನು ನಡೆಸುವ ಬಗ್ಗೆ.

ಉಲ್ಲೇಖ : 1. ನಿರ್ದೇಶಕರು, ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ ಇವರ ಪತ್ರ

ಸಂಖ್ಯೆ: /PMEB/35/Spl.Gen/2020-21 Dated :09-05-2022.

2. ಉಪ ಕುಲಸಚಿವರು (ಶೈಕ್ಷಣಿಕ) ಇವರ ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ : ಎಸಿ2(ಎಸ್)/525/2009-10,

ದಿನಾಂಕ : 16-05-2022.

* * * * *

ಮೇಲ್ಕಂಡ ವಿಷಯ ಮತ್ತು ಉಲ್ಲೇಖಿತ ಪತ್ರಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" (NEP)-2020ರ ಅನುಷ್ಠಾನದನ್ವಯ 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ ಸ್ನಾತಕ ಪದವಿಯ ಎರಡನೇ ವರ್ಷದ/ Specialized Programmeಗಳ ಮೊದಲನೇ ವರ್ಷದ ಪಠ್ಯಕ್ರಮವನ್ನು ಸರ್ಕಾರ ನಿಗದಿಪಡಿಸಿರುವ Model Structure ನಂತೆ ಸಿದ್ಧಪಡಿಸುವ ಸಂಬಂಧ ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರುಗಳು ಸ್ನಾತಕ/ಸಂಯುಕ್ತ/Specialized Programme ಒಳಗೊಂಡಂತೆ ತುರ್ತಾಗಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಸಭೆಗಳನ್ನು ನಡೆಸಿ ದಿನಾಂಕ : 31-05-2022ರೊಳಗೆ ಸದರಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಶಿಫಾರಸ್ಸುಗಳ Soft Copy ಮತ್ತು Hard Copy ಗಳನ್ನು ಈ ಕೆಳಕಂಡ ವಿಭಾಗಗಳಿಗೆ ನೇರವಾಗಿ ಸಲ್ಲಿಸಲು ಕೋರಿದೆ.

ಕ್ರಮ ಸಂಖ್ಯೆ	ವಿವರ	ಇ-ಮೇಲ್
1.	Soft Copy/Hard Copy ಸಿಂಡಿಕೇಟ್ ವಿಭಾಗಕ್ಕೆ ಸಲ್ಲಿಸುವುದು	syndicate109999@gmail.com
2.	Soft Copy/ Hard Copy ಶೈಕ್ಷಣಿಕ ವಿಭಾಗಕ್ಕೆ	academicsection123@gmail.com
3.	Specialized Programme ಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ Soft Copy/ Hard Copy ಯನ್ನು ನಿರ್ದೇಶಕರು (PMEB) ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು-05 ಇಲ್ಲಿಗೆ ಸಲ್ಲಿಸುವುದು	pmeb@uni-mysore.ac.in

ಸೂಚನೆ: ಅಧ್ಯಯನ ಮಂಡಳಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಂಬಂಧಪಟ್ಟ ನಿಕಾಯಗಳು, ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಗಳಿಗೆ ಮಂಡಿಸಬೇಕಾಗಿರುವುದರಿಂದ ಇದನ್ನು ಅತ್ಯಂತ ಜರೂರು ಎಂದು ಪರಿಗಣಿಸಿ ಕ್ರಮವಹಿಸಲು ತಿಳಿಸಲಾಗಿದೆ.

ನಿಮ್ಮ ನಂಬುಗೆಯು.

19/5/2022

ಪ್ರತಿ :

1. ಕುಲಸಚಿವರು (ಪರಿಷ್ಕರಣೆ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು
2. ಮೊ ಎಸ್ ಕೆ. ಅನೇಕಮಾಲ್ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಅಧಿಕಾರಿ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು-05

ಯುಎ2-379-5-10-2007

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ANNEXURE

Proposed Scheme and Syllabus of
BBA (Communication and Media Management) (Hons.)

As per NEP Regulations

To be implemented from the Academic Year 2022-23

Total 23 (Twenty Three) pages.

44
20/05/22

Proposed Scheme and Syllabus for BBA (Communication and Media Management) (Hons.) as per NEP 2020 Regulations

I. OBJECTIVES:

1. To develop the skills required for the application of business concepts and techniques learned in the classroom at the workplace.
2. To provide competent and technical skills personnel to the industry in the area of Communication and Media Management. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
5. To empower students for pursuing professional courses like MBA, Chartered Accountancy, Company Secretary, etc.,
6. To ensure holistic development of Business administration students.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have passed the Two-Year Pre-University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

III. DURATION OF THE PROGRAM:

The program of study is Four years of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

EXIT OPTION:

- a. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded a Certificate in Business Administration (Communication and Media Management).
- b. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Business Administration (Communication and Media Management).
- c. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded bachelor's degree in Business Administration (Communication and Media Management) (BBA - CMM)
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded a bachelor's degree in Business Administration (Communication and Media Management) (Hons). [BBA - CMM(Hons)]

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English.

V. ATTENDANCE

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University Examination.

VI. TEACHING AND EVALUATION

MBA graduates with B. Com, BBM/BBA and BBS as basic degree from a recognized university are only eligible to teach and to evaluate all the Business Administration courses except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

VII. SKILL DEVELOPMENT / RECORD MAINTENANCE

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercises or activities per course are to be recorded.

VIII. SCHEME OF EXAMINATION

- a. There shall be a University Examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

Guidelines for Continuous Internal Evaluation and Semester End Examination:

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 Marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous & Comprehensive Evaluation (CCE) – (A)	20 Marks
2	Internal Assessment Tests (IAT) –(B)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End Examination (SEE) – (C)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

Continuous Internal Evaluation:

a. Continuous & Comprehensive Evaluation (CCE):

The CCE will carry a maximum of 20%weightage(20marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20Marks)

- i. Individual Assignments
- ii. Seminars/Classroom Presentations/Quizzes
- iii. Group Discussions/Class Discussion/Group Assignments
- iv. Case studies/Caselets
- v. Participatory & Industry-Integrated Learning/Industrial visits
- vi. Practical activities/Problem Solving Exercises
- vii. Participation in Seminars/Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects

b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 Marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 Marks each and the same is to be scaled down to 10 Marks each.



Internal Assessment Test

Course Code:
Duration: 1 Hour

Name of the Course:
Total Marks: 30

PART -A

Answer any one of the following questions. 5 Marks (1x5 =5)

- 1.....
- 2.....

PART -B

Answer any one of the following questions. 10 Marks (1x10 =10)

- 3.....
- 4.....

PART -C

Answer any one of the following questions. 15 Marks (1x 15 =15)

- 5.....
- 6.....

SEMESTER END EXAMINATION (SEE):

The Semester End Examination for the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling them in minimum attendance requirement as per the University norms. The BOS constituted by the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60marks.

PATTERN OF QUESTION PAPER

TIME: 3 HOURS

MARKS: 60

PART – A

Answer any FIVE of the following questions. Each question carries 2 Marks. (5x2=10)

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....

PART – B

Answer any TWO of the following questions. Each question carries 10 Marks. (2x10=20)

- 8.....
- 9.....
- 10.....
- 11.....

PART – C

Answer any TWO of the following questions. Each question carries 15 Marks (2x15=30)

- 12.....
- 13.....
- 14.....
- 15.....

Minimum Marks for a Pass:

Candidates who have obtained a minimum of 35% marks in semester end examination i.e., 21 marks out of 60 marks of theory examination and 40% in aggregate i.e., total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

BBA (Communication and Media Management) (Hons.) Program

Proposed Scheme of Teaching and Evaluation for BBA CMM (Basic/Hons) with core subject

Semester I								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Financial Statement Analysis	DSC	3+2+0	60	40	100	4
4	BBA.1.2	Introduction to Media Management	DSC	3+2+0	60	40	100	4
5	BBA.1.3	Communication Management	DSC	3+2+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA.1.5	Business Organization/ Office Organization and Management	OEC	3+0+0	60	40	100	3
Sub- Total (A)					385	265	650	23

Semester II								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language-I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language-II	AECC	3+1+0	60	40	100	3
10	BBA.2.1	Folklore and Visual Communication	DSC	3+2+0	60	40	100	4
11	BBA.2.2	Marketing Management	DSC	3+2+0	60	40	100	4
12	BBA.2.3	Organizational Behaviour	DSC	3+2+0	60	40	100	4
13	BBA.2.4	Health & Wellness/ Social & Emotional Learning	SEC-VB	1+0+2	25	25	50	2
14	BBA.2.5	Environmental Studies	AECC	2+0+0	30	20	50	2
15	BBA.2.6	People Management/ Retail Management	OEC	3+0+0	60	40	100	3
Sub- Total (B)					415	285	700	25

EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems

Semester III								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
16	Lang.3.1	Language-I	AECC	3+1+0	60	40	100	3
17	Lang.3.2	Language-II	AECC	3+1+0	60	40	100	3
18	BBA.3.1	Media Planning	DSC	3+2+0	60	40	100	4
19	BBA.3.2	Agency Management	DSC	3+2+0	60	40	100	4
20	BBA.3.3	SEO and SEM	DSC	3+2+0	60	40	100	4
21	BBA.3.4	Artificial Intelligence/ Critical thinking & Problem Solving	SEC	1+0+2	25	25	50	2
22	BBA.3.5	Social Media Marketing/ Rural Marketing	OEC	3+0+0	60	40	100	3
Sub- Total (C)					385	265	650	23

Semester IV								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
23	Lang.4.1	Language-I	AECC	3+1+0	60	40	100	3
24	Lang.4.2	Language-II	AECC	3+1+0	60	40	100	3
25	BBA.4.1	Management Accounting	DSC	3+2+0	60	40	100	4
26	BBA.4.2	Integrated Marketing Communication	DSC	3+2+0	60	40	100	4
27	BBA.4.3	Public Relation Management	DSC	3+2+0	60	40	100	4
28	BBA.4.4	Constitution of India	AECC	2+0+0	30	20	50	2
29	BBA.4.5	Sports/NCC/NSS/YOGA	SEC - VB	1+0+2	25	25	50	2
30	BBA.4.6	Business Leadership Skills/ Personal Wealth Management	OEC	3+0+0	60	40	100	3
Sub- Total (D)					415	285	700	25

EXIT OPTION WITH DIPLOMA – ability to broadly defined problems

Semester V

Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA.5.1	Media Law & Ethics	DSC	3+2+0	60	40	100	4
32	BBA.5.2	Media Research	DSC	3+2+0	60	40	100	4
33	BBA.5.3	Graphic Designing	DSE	3+2+0	60	40	100	4
34	BBA.5.4	Retail Marketing	DSE	3+2+0	60	40	100	4
35	BBA.5.5	Information Technology for Managers	Vocational - 1	3+0+2	50	50	100	4
36	BBA.5.6	Cyber Security/Ethics and Self-Awareness	SEC-VB	1+0+2	25	25	50	2
Sub- Total (E)					315	235	550	22

Semester VI

Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.6.1	Entrepreneurship & Start-up Management	DSC	4+0+0	60	40	100	4
38	BBA.6.2	Persuasion and Negotiation	DSC	3+2+0	60	40	100	4
39	BBA.6.3	Creative Writing	DSE	3+2+0	60	40	100	4
40	BBA.6.4	International Business	DSE	3+2+0	60	40	100	4
41	BBA.6.5	Goods and Services Tax	Vocational - 2	4+0+0	60	40	100	4
42	BBA.6.6	Professional Communication	SEC-SB	2+0+0	30	20	50	2
Sub- Total (F)					330	220	550	22
Total							140	

EXIT OPTION WITH BACHELOR DEGREE – Ability to solve complex problems that are ill-structured requiring multi-disciplinary skills to solve them.

Semester VII

SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
43	BBA.7.1	Business Ethics & Corporate Governance	DSC	4+0+0	60	40	100	4
44	BBA.7.2	E Commerce	DSC	4+0+0	60	40	100	4
45	BBA.7.3	Advance Statistics for Business Research	DSC	3+2+0	60	40	100	4
46	BBA.7.4	Merchandising, Planning and Buying	DSE	3+2+0	60	40	100	4
47	BBA.7.5	Application of Statistical Software (Any one Statistical Software)	Vocational - 3	2+0+2	50	50	100	3
48	BBA.7.6	Research Methodology	DSC	3+0+0	60	40	100	3
Sub- Total (G)					350	250	600	22

Semester VIII

SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
49	BBA.8.1	Strategic Management	DSC	4+0+0	60	40	100	4
50	BBA.8.2	Operations Research and Quantitative Techniques	DSC	4+0+0	60	40	100	4
51	BBA.8.3	Project Management	DSC	3+2+0	60	40	100	4
52	BBA.8.4	Digital Marketing	Vocational - 4	3+2+0	50	50	100	3
53	BBA.8.5	Research Projects/ Internship with Viva- voce	DSC		100+20 (Viva)	80	200	6
Sub- Total (H)					350	250	600	21
Grand Total – Honours					3440	1520	4950	183

BACHELOR DEGREE WITH HONOURS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.

Notes:

- One Hour of Lecture is equal to 1 Credit.
- Two Hours of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Tutorial is equal to 2 Hours of Teaching
- Two Hours of Practical is equal to 1 Credit.
- Two Hours of Practical is equal to 1 Hour of Teaching

Practical Classes may be conducted in the Business Lab/Computer Lab/Classroom depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

Acronyms Expanded

AECC	: Ability Enhancement Compulsory Course
DSC	: Discipline Specific Core (Course)
SEC	: Skill Enhancement Course-Skill Based/Value Based SB/VB
OEC	: Open Elective Course
DSE	: Discipline Specific Elective
SEE	: Semester End Examination
CIE	: Continuous Internal Evaluation
L+T+P	: Lecture+ Tutorial+ Practical(s)

Name of the Program: Bachelor of Business Administration
(Communication and Media Management)
(BBA- CMM)

Course Code: BBA 1.1

Name of the Course: Financial Statement Analysis

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classrooms lecture, tutorials, and problem solving.

Course Outcomes: On successful completion of the course, the students will demonstrate

- To evaluate the profitability of the business
- To make comparison within the firm (intra- firm) and with other firms (inter-firms)
- To find out business capability of paying interest, dividend etc.,
- To judge the performance of management
- To measure the firm's short-term and long-term solvency.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO FINANCIAL ANALYSIS	14
Introduction to Financial Analysis: Reporting environment. Nature and purpose of financial accounting. Accruals. Fair Value accounting.	
Module No. 2: ANALYSIS OF FINANCIAL DECISIONS	12
Analysis of Financial Decisions. Liabilities. Leases. Postretirement benefits. Off-balance sheet financing. Accounting for contingencies and commitments.	
Module No. 3: ANALYSIS OF INVESTMENT DECISIONS	14
Analysis of Investment Decisions. Current assets. Inventories. Long-term assets. Depreciation. Intangible assets. Intercorporate investment.	
Module No. 4: ANALYSIS OF OPERATING DECISIONS.	16
Analysis of Operating Decisions. Income measurement. Nonrecurring items, Revenues recognition. Deferred charges. Income taxes.	
Module No. 5: PROFITABILITY ANALYSIS	14
Profitability Analysis-Importance of return on invested capital. Accounting drivers of performance. Reclassification of financial information. Return decomposition	

**Skill Developments Activities**

1. Collect the balance sheets of two firms and do comparative statement and write the inference
2. Collect the financial statement of a company and identify the various short-term and long- term solvency ratios
3. Collect an Income Statement of three years of a company and do the trend analysis
4. Collect the balance sheet of two years of a firm and do comparative statement and write the inference

Textbooks:

1. Financial Statement Analysis by K. R. Subramanyam and John Wild, 10e, 2009.McGraw Hill Education
2. Custom edition Financial Reporting and Analysis, compiled by P. Platikanova and G. Bartllori

Name of the Program: Bachelor of Business Administration
(Communication and Media Management)
(BBA- CMM)

Course Code: BBA 1.2

Name of the Course: Introduction to Media Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

- a) The working of media industry
- b) Understanding the dynamics and workflow of a media company
- c) Evaluate and understand the working of newspaper, television, and cinema industry

Syllabus:	Hours
Module No. 1: MANAGEMENT	12
Management: Functions & Principles - Management – Definition & Nature, Principles and Need for Management, Management Functions.	
Module No. 2: MEDIA MANAGEMENT & JOURNALISM	14
Media Management - Media Management: Definition & Concept, Principles & Significance of Media Management, Media as an industry & profession. Definition of Journalism, Nature, Scope and Purpose of Journalism, Duties and Responsibilities of Journalists, Indian News Agencies.	
Module No. 3: HISTORY AND DEVELOPMENT OF MEDIA	16
History and development of Media, Types of media, Organizational Patterns of a Print Media, Types of newspaper ownership pattern in India, Functions.	
Module No. 4: REGULATION AND SELF-REGULATION	16
Regulation and Self-Regulation. Preventing Legal problems, General areas of legal concern. Self-regulation of and by media.	
Module No. 5: MARKET ANALYSIS AND MARKET RESEARCH	12
Market analysis and Market Research – Steps in Market analysis, Analysing the markets. Types of research and research questions. Types of applied media.	

Skill Developments Activities

1. To watch a movie on dictatorship and to write their thoughts on the authoritative regime portrayed.
2. Research on print, television advertisements and cinemas which were withheld by the censor board
3. Design an advertising of a product/ service for a Hoarding.
4. Collect visuals of transit advertising and explain the effectiveness of it.

Textbooks:

1. Media Management by B. K Chaturvedi, 1st edition, Global Vision Publishing House, December 2009.
2. Chiranjeevi, A., Electronic Media Management, Authors Press, 2000.

Name of the Program: Bachelor of Business Administration
(Communication and Media Management)
(BBA- CMM)

Course Code: BBA 1.3

Name of the Course: Communication Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

1. Understanding the flow of information
2. Helps to know and understand the managerial skills
3. To understand the non-verbal communication
4. To boosts morale and motivation

Syllabus:	Hours
Module No. 1: ORIGIN AND GROWTH OF COMMUNICATION	14
Origin and growth of communication- Different types of communication: Verbal and non-verbal, Scope, Elements of Communication and Process of Communication.	
Module No. 2: COMMUNICATION PROCESS	14
Communication- Its importance for society- Meaning and education — Feedback	
Module No. 3: BARRIERS TO COMMUNICATION	16
Barriers to Communication and overcoming it– Functions of Communication.	
Module No. 4: INTERPERSONAL COMMUNICATION	14
Interpersonal communication- Features of Interpersonal Communication- Indian perspective- Mahatma Gandhi as a Communicator- Group Communication.	
Module No. 5: FORMS OF COMMUNICATION & MEDIA	12
Communication & Media: Definition, meaning & concept. Era of speech and language – Era of written Communication- Social significance of Printed words- Advent of Newspapers. Mass communication- Its reach, social implications- features- definitions- How it differs from Interpersonal Communication limitations	

Skill Developments Activities

1. Activities on listening skills
2. Collage making which helps students to understand their behavior, attitude and skills
3. Current trends in media
4. Train students for public relation skills

Textbooks:

5. Fundamental of Communication System – John G .Proakis and Masoud Salehi
6. Communication Systems- Simon Haykins
7. Digital Communications- Fundamental and Application – Bernard Sklar
8. Modern Digital and Analog Communication Systems- B.P. Lathi &Zhi Ding

Name of the Program: Bachelor of Business Administration
(Communication and Media Management)
(BBA- CMM)

Course Code: BBA 1.4 (OEC)

Name of the Course: Business Organization

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

- a) The ability to understand concepts of business management, principles, and function of management.
- b) The ability to explain the process of planning and decision making.
- c) The ability to create organization structures based on authority, task, and responsibilities.
- d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- e) The ability to understand the requirement of good control system and control techniques.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO BUSINESS	10
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business	
Module No. 2: FORMS OF BUSINESS ORGANIZATION	12
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.	
Module No. 3: PUBLIC ENTERPRISES	08
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits	

Module No. 4: BUSINESS COMBINATIONS	08
Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.	
Module No. 5: MANAGEMENT OF ORGANIZATIONS	07
Management-Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.	

Skill Developments Activities
<ol style="list-style-type: none"> 1. Preparation of partnership deed 2. Draw a business tree 3. Make a list of 10PSUs 4. Prepare a list of different types of business combinations
Textbooks:
<ol style="list-style-type: none"> 1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons. 2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan. 3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd. 4. S.A Sherlekar - Business Organization, Himalaya Publishing House. 5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons. 6. R.K. Sharma, Business Organisation & Management Kalyani Publishers 7. Dr. I.M. Sahai, Dr. Padmakar Asthana, 'Business Organisation & Administration', Sahitya Bhawan Publications Agra.

Name of the Program: Bachelor of Business Administration (Communication and Media Management) (BBA- CMM) Course Code: BBA 1.5 Name of the Course: Office Organization and Management (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> a) An understanding of basic knowledge of office organisation and management b) Demonstrate skills in effective office organisation c) Ability to maintain office records d) Ability to maintain digital record. e) Understanding of different types of organisation structures and responsibilities as future Office managers. 		

Syllabus:	Hours
Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT Introduction: Meaning, importance and functions of modern office Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.	08
Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay- out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.	07
Module No. 3: OFFICE ENVIRONMENT Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security	10
Module No. 4: RECORDSMANAGEMENT Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages. Centralization and Decentralization of Filing- Centralized filing and Decentralized Filing Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.	10
Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING Meaning, Importance and Objectives of Office Mechanization, Advantages and disadvantages of Office Mechanization, Factors Determining Office Mechanization Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods	10

Data presentation Methods of Presentation of Data

Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerization

Skill Developments Activities

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today
3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Textbooks:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt. Ltd
2. M.E Thakuram Rao, Office organisation and Management, Atlantic
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Name of the Program: Bachelor of Business Administration
(Communication and Media Management)
(BBA- CMM)

Course Code: BBA 2.1

Name of the Course: Folklore and Visual Communication

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

1. Understanding the impact of folk and media communication
2. Understanding of visual media on human psychology
3. Analysis of visual media in advertising
4. Acquire require skills to critique digital visual media

Syllabus:	Hours
Module No. 1: UNDERSTANDING FOLK MEDIA AND ORAL TRADITION. FOLK MEDIA	14
Understanding Folk Media and Oral Tradition. Folk media: Concepts, Definitions, Evolution Functions and Significance. Elements, Various Forms and Process. Application of Folk Media in Product, Services and Social Communication. Case Studies (Successful Advertising Campaigns which have used Folk Media)	
Module No. 2: VISUAL COMMUNICATION	16
Visual Communication: Concepts and Process. Visual Literacy, Perception and Persuasion. Psychological and Emotional Aspects of Colour, Shapes and Forms. Use of Visuals across Media, Visual Manipulation and Ethics.	
Module No. 3: ART AND DESIGN	14

Art and Design- Concept and Role of Graphics in Communication. Advertising. Components of Graphics and their Function – Typography and Visuals. Layout and Various Stages of Layout.

Module No. 4: INTRODUCTION TO DESIGN APPLICATIONS	14
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Basic working of Adobe Photoshop, Adobe Illustrator and Corel Draw. Crop and resize images, Work with color to edit and manipulate images, combine aspects of several images into one professional image, Work with layers, Add text to images, Create and use gradients, Make colour palettes.

Module No. 5: DESIGN APPRECIATION BASED ON DESIGN PRINCIPLE	12
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Design Appreciation based on Design Principle. Colour Theory and its logical use in Design. Design Applications –Advertising, Direct Printed. Pieces, Poster, Magazine and Digital Outdoor, Packaging Designs, Corporate Identity/ House Colours.

Skill Developments Activities

1. To make a presentation on popular folktales from across the world
2. Design a product poster that uses all the elements of visual communication
3. Watch the Netflix TV serial Abstract: The Art Design
4. Critique popular famous advertisements based on their learning of design appreciation

Textbooks:

1. Albert Book And Dennes Schie: Fundamentals of Copy & Layout (USA: National Textbook Company, 1997)
2. Barr William Mo: Culture and the Ad (Western Press, 1994)
3. Bhatia Arun: Visual Communication (India: Rajat Publishing, 2005)

Name of the Program: Bachelor of Business Administration
(Communication and Media Management)
(BBA - CMM)

Course Code: BBA 2.2

Name of the Course: Marketing Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will demonstrate

1. To understand the concepts of marketing management
2. To learn about marketing process for different types of products and services
3. To understand the tools used by marketing managers in decision situations
4. To understand the marketing environment

Syllabus:	Hours
Module No. 1: INTRODUCTION TO MARKETING MANAGEMENT	14

Introduction to Marketing Management; Nature, scope & importance, Core concepts of marketing. Different types of Marketing orientations/Philosophies; Marketing Environment; Factors affecting Marketing Environment; Understanding Consumers & Industrial Market

Module No. 2: MARKETING MIX	16
Marketing Mix- Marketing Mix: 4 P Model for Product, Marketing Strategies; Market Segmentation: Factors for segmentation, Importance; Market Targeting: Need & Importance; Market Positioning, Targeting vs Positioning; Understanding Consumer & Competition	
Module No. 3: PRODUCT AND PRICING	14
Product and Pricing; Product, Product Class and Categories, Product Mix, Elements of Product mix; Product Life Cycle, Strategies of Different stages of PLC; Brands: USP, EVP New Product Development; Nature of Pricing, Factors affecting Pricing & steps in Price Determination; Pricing Strategies & Techniques.	
Module No. 4: DISTRIBUTION (PLACE) AND PROMOTION	16
Distribution (Place) and Promotion; Importance & function of distribution channels Channel Design Selection; Channel Members & their management; Promotion Mix & its Elements, Sales Promotion; Conflict Management in distribution, causes & cures.	
Module No. 5: SERVICE MARKETING & RURAL MARKETING	10
Service Marketing - Significance and Types; Recent Terms in Marketing, 7 P model for service. Rural Marketing & Types of Marketing concepts; Application of Marketing; Marketing Information System & Marketing Research International & Global Marketing.	

Skill Developments Activities
<ol style="list-style-type: none"> 1. Design creative methods of promoting and distributing products. 2. Planning and execution of events and promotional activities 3. Evaluate the aesthetic appeal of marketing materials
Textbooks:
<ol style="list-style-type: none"> 4. Kotler, P. (1994). Marketing Management Analysis, Planning, Implementation & Control. New Delhi: Prentice Hall of India. 5. Marketing Management by B S Raman.

Name of the Program: Bachelor of Business Administration (Communication and Media Management) (BBA- CMM) Course Code: BBA 2.3 Name of the Course: Organizational Behaviour		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
<ol style="list-style-type: none"> 1. Understand the concepts and functions of marketing. 2. Analyse individual behavior at the workplace. 3. Segment the market and understand the consumer behaviour 4. Describe the leadership styles of the individual 		

Syllabus:	Hours
Module No. 1: INTRODUCTION TO ORGANIZATION BEHAVIOUR	14
Organisational Behaviour: Introduction, definition, historical development, fundamental principles of OB, contributing disciplines, approaches, challenges, and opportunities	
Module No. 2: FOUNDATIONS OF INDIVIDUAL BEHAVIOUR	18
Foundations of Individual Behaviour-Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.	
Module No. 3: PERSONALITY	16
Personality Meaning, formation, determinants, traits of personality, personality attributes influencing OB. Attitude: Formation, components of attitudes, relation between attitude and Behaviour, Learning, its concepts, and theories.	
Module No. 4: PERCEPTION AND EMOTIONS	14
Perception and Emotions-Perception: Process of perception, factors influencing perception, link between perception and individual decision making. Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self-management, social awareness, relationship management.	
Module No. 5 MOTIVATION AND LEADERSHIP	08
Motivation and Leadership-Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories. Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.	

Skill Developments Activities		
<ol style="list-style-type: none"> 1. Design a logo and tagline for a product of your choice 2. Develop an advertisement copy for a product. 3. Prepare a chart for distribution network for different products. 4. Design creative methods of promoting and distributing products. 		
Textbooks:		
<ol style="list-style-type: none"> 1. Organization Behaviour by Praveen Kumar M, Sapna Book House, 1st edition, 2020. 2. Organisational Behavior, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson. 		
Name of the Program: Bachelor of Business Administration (Communication and Media Management) (BBA- CMM) Course Code: BBA 2.4 (OEC) Name of the Course: People Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		

Course Outcomes: On successful completion of the course, the students will demonstrate

- a) Ability to examine the difference between People Management with Human resource Management
- b) Ability to explain the need for and importance of People Management.
- c) Ability to explain role of manager in different stages of performance management process
- d) Ability to list modern methods of performance and task assessment.
- e) Ability to analyse the factors influencing the work life balance of an working individual.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO PEOPLE MANAGEMENT	06
<p>Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and HumanResource Management, impact of individual and organizational factors on people management.</p>	
Module No. 2: GETTING WORK DONE AND ASSESSMENT AND EVALUATION	12
<p>Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.</p> <p>Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.</p>	
Module No. 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION	12
<p>Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.</p> <p>Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.</p>	
Module No. 4: MOTIVATION	08
<p>Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation</p>	
Module No. 5: MANAGING SELF	07
<p>Reflection on what does it mean to be a people manager, building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance</p>	

Skill Developments Activities

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Textbooks:

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN:0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN:0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students' leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books.

Name of the Program: Bachelor of Business Administration
(Communication and Media Management)
(BBA- CMM)

Course Code: BBA 2.4 (OEC)

Name of the Course: Retail Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behaviour in various environment.
- c) Ability to analyse various Retail operations and evaluate them.
- d) Ability to analyse various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS	08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.	
Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS	08
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.	

Module No. 3: RETAIL OPERATIONS

08

Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.

Module No. 4: RETAIL MARKETING MIX

14

Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.

Module No. 5: INFORMATION TECHNOLOGY IN RETAILING

07

Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.

Skill Developments Activities

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing a store operation
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, VBH.
4. R.S Tiwari; Retail Management, HPH

Total 23 (Twenty Three) pages
10/11
20/5/22