Department of Management

BBA III & IV Semester

Syllabus

Session 2025-26

Credit Value:6   **Max. Marks:100**

(External:60+ Internal:40)

Course Learning Outcomes:

- Demonstrate proficiency in fundamental human resources theories and concepts.
- Understand how organizations link training programs to organizational needs.
- Learn how organizations evaluate jobs and design salary structure based on that.
- Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

Unit 1

Concept And Functions of Human Resource Management, Structure & Role of Personnel Management in An Organization, Implementation of Personnel Policy, The Future Challenges Of FIRM, International HRM

Unit II

Strategic Management of Human Resource, Staffing Policy, And Process, Management Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Induction, Placement, Promotion, And Transfer

Unit III

Manpower Training & Development. Employment Training and Development, Employee Training, Performance Appraisal and Potential Appraisal. Employee Morale and Productivity
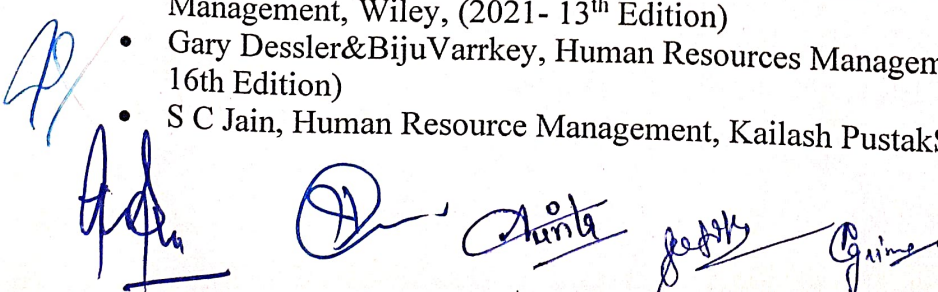
Unit IV

Wage & Salary Administration, Job Evaluation & Designing, Salary Structure. Compensation Management and Benefits

Unit V

Management Of Organizational Climate & Industrial Relations, Industrial Disputes Employee Relations and Participative Management, Grievance Vs Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict

Reference Books

- Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)
- Mondy&Mortochhio, Human Resources Management, Persons Education, (2016- 14th Edition)
- C.B Mamoria, A Text Book of Human Resources Management, Hiomalaya Publishing House (2014)
- Susan L. Verhulst, David A. DeCenzo& Rama Shankar Yadav, Human Resources Management, Wiley, (2021- 13th Edition)
- Gary Dessler&BijuVarrkey, Human Resources Management, Persons Education, (2020- 16th Edition)
- S C Jain, Human Resource Management, Kailash PustakSadan, Bhopal

BBA III Semester
Group A - Human Resource
Subject: Marketing Research
Paper: Minor

Credit Value:6   **Max. Marks: 100**

(External:60+ Internal:40)

Course Learning Outcomes:

- Discuss the scope and managerial importance of market research
- Provide a detailed overview of the stages in the market research process.
- Develop an appropriate market research design for the clients.
- Manage the data collection process and interpreting techniques
- Communicating research results in written report and oral presentation formats.

UNIT I

Definition , Concepts and objectives of marketing , Advantages and limitations of Marketing Research . Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology.

UNIT II

Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various issues involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.

UNIT III

Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research design. Decision Theory and decision tree.
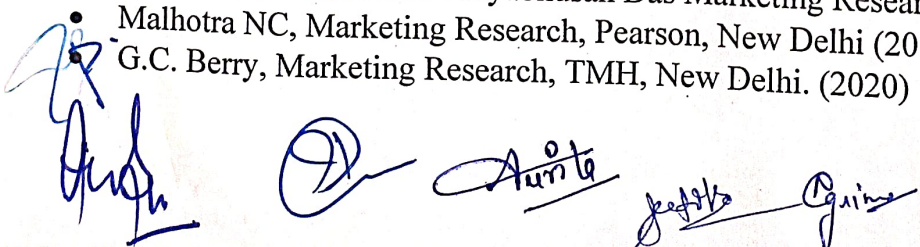
UNIT IV

Tabulation and analysis of data, Methods of data collection- observational and survey methods, Questionnaire designing, Design attitude measurement techniques, scaling techniques

UNIT V

Administration of surveys, sample design, (selecting an appropriate statistical technique), Hypothesis, concepts , need objectives of hypothesis, Types of hypothesis and its uses. Report writing.

Reference Books

- Cooper DR and Schindler, Business Research Methods, Tata Me Graw Hill
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

Credit Value: 6   **Max. Marks:100**

(External:60 +Internal:40)

Course Learning Outcomes:

- Student will be able to identify the marketing process and its applicability in business operations. List best practices for responsible marketing and how to manage marketing efforts.
- Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.

Unit I

Nature and Scope of Marketing, Selling V/s Marketing, Marketing Management philosophies, Market segmentation, Marketing Mix, Marketing Environment

Unit II

Product Strategy, Product Classification & Product mix, Branding and Packaging decision, Integrated Marketing Communication,-Promotion mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations

Unit III

Pricing Decision - Pricing Strategies, Rural Marketing, Modern & future Marketing –Concepts of Internet Marketing, Non-Profit Marketing, Holistic Marketing
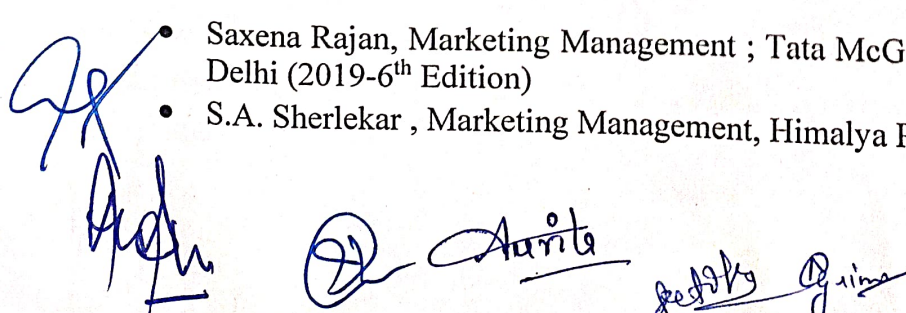
Unit IV

Service marketing – Introduction, growth of service sector, concept, characteristics, classification of service designing, marketing of services with special reference to (1. Financial Services 2. Health Services 3. Hospitality Services (travel, hotel, tourism) 4. Professional Services 5. Public Utility Services 6. Educational Services)

Unit V

Channel of Distribution , Types of Intermediaries and their roles, Factors affecting choice of channel, *Introduction to* Logistics Supply Chain Management , Retail Management (Definition, types)

Reference

- Saxena Rajan, Marketing Management ; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019-6th Edition)
- S.A. Sherlekar , Marketing Management, Himalya Publishing House (2015)Philip

Credit Value: 6   **Max. Marks:100**

(External:60+Internal:40)

Course Learning Outcomes:

- To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.
- They will be able to know various money market and capital market instruments.
- The will be able to understand the functions and organisation of capital market and money market in India.
- They will be able to know about various financial services provided in the financial marketing

Unit 1

Financial System and its Components: financial markets and institutions; Financial intermediation; Flow of funds matrix; Financial system and economic development; An overview of Indian financial system.

Unit 2

Financial Markets: Money market: functions, organisation, and instruments. Role of central bank in money market; Indian money market — An overview Capital Markets — functions, organisation, and instruments. Indian debt market; Indian equity market — primary and secondary markets; Role of stock exchanges in India.
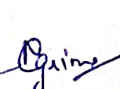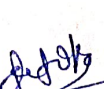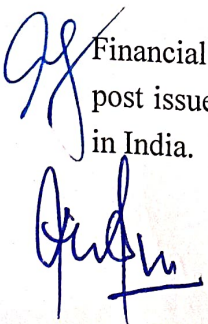
Unit 3

Financial Institutions: Commercial banking — introduction, its role in project finance and working capital finance; Development Financial institutions (DFIs) — An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual Funds — Introduction and their role in capital market development. Non-banking financial companies (NBFCs). non-life insurance companies in India; Mutual Funds — Introduction and their role in capital market development. Non-banking financial companies (NBFCs).Role of IRDA and AFFI

Unit 4

Financial Services: Overview of financial services industry: Merchant Banking — pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India.
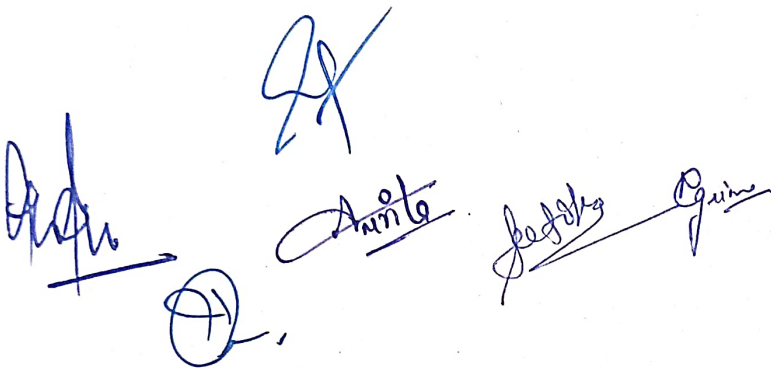
Unit 5

Leasing and hire—purchase, Consumer, and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit Credit rating; Financial counselling

Reference Books

- L M Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017
- Phathak. Indian Financial System, Pearsons Education. (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education. (2019- 11t^h Edition)
- Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGrawHill Education. (2020)
- Pathak Bharti Indian Financial System, Pearsons Education (2018)

BBA III Semester
Group C - Finance
Subject : Financial Management
Major: Paper

Credit Value: 6   **Max. Marks: 100**

(External:60+ Internal:40)

Course Learning Outcomes:

- Students will have an understanding of basic of Finance and analysis and interpretation
- The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
- The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.

Unit 1

Finance Function (Morden and Traditional), Financial Management Meaning, objectives and scope, Capitalization-over capitalization and under capitalization. Meaning and Types of Financial Statements, Analysis and Interpretation of Financial Statement, Types of Financial Analysis, Techniques and Limitation of Financial Analysis. Concept of Risk and return

Unit II

Ratio analysis: Meaning, Interpretation, classification of ratio, funds flow Analysis (only theory) and Cash flow Analysis .

Unit III

Working Capital Management, estimating working capital requirement, Techniques of forecasting working capital (Operating cycle method and Current Asset and Current Liability Method). Cost of capital, Leverage – Operating, Financial and Combined
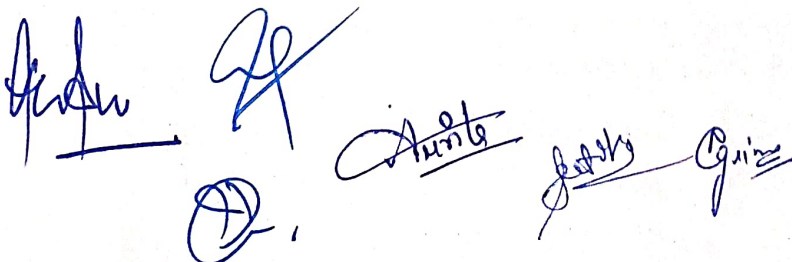
Unit IV

Capital Structure: optimum capital structure, Theories of capital structure, Factors influencing capital structure. Capital structure decision of the firm, Shareholder Value Creation dividend payment and valuation of firms, dividend policy of the firm, Hire Purchase and Venture Capital.

Unit V

Capital budgeting, methods of investments evaluation: payback period, accounting rate of return, discounted cash flow method and internal rate of return. Introduction to Return on Investment: CAPM, APT models & Derivatives.

Reference Books

- R.P. Rustagi, Fundaments of Financial Management, Taxmann Company, New Delhi
- I. M. Pandey, Financial Management, Pearsons Education, New Delhi (2021)

Credit Value:6

Max. Marks: 100
(External:60+ Internal:40)

Course Learning Outcomes:

- Know the Various dimensions of organizational behavior.
- Examine the components and theories behind leadership, power, and politics.
- Analyze various Stress management and coping strategies.
- Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture,

Unit I

Concept of Organizational Behavior, Contributing disciplines to organizational Behavior, Background/historical perspective and framework of OB

Unit II

Individual Behaviour, Personality perception- Perceptual selectivity, organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement

Unit III

Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization
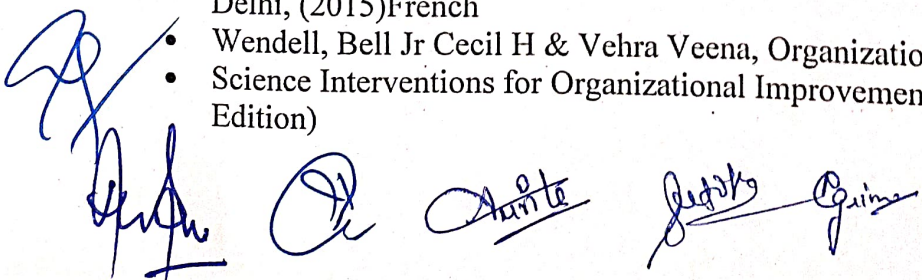
Unit IV

Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development

Unit V

International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing cultural diversity, learning organisation

Reference

- Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010 International Edition)
- Robbins S.P., Organizational behavior, Pearsons Education, (2018-18 Edition)
- Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015)French
- Wendell, Bell Jr Cecil H & Vehra Veena, Organization Development: Behavioral Science Interventions for Organizational Improvement Pearson Education (2017-16th Edition)

Credit Value -4 Credit   **Max Marks-100**
                                              (Internal 40+External 60)

Course Learning Outcome

1. Understand the Banking Scenario and regulation governingthis sector in India.
2. Learn various Functional aspects of banks operations.
3. Comprehend and understand the changing environment of banking sector.
4. Understand the system of Insurance sector in India

UNIT I

Indian Banking Scenario, Types of banks, Banking regulation and requirement General principle of bank regulation –Requirements licensing and supervision, capital, reserve, corporate governance, Insolvency and bankruptcy code -Rules and Regulations under the Bankruptcy Code

UNIT II

Banking functions - Mid & Back Office functions. Marketing of banking services- Customer services in banks-Public relations in banks. The Business Offerings of a Bank: Audit, Finance and control in banks. Electronic fund transfers system: Negotiated Dealing Systems & Securities Settlement Systems – Electronic Money – E Cheque–Smart banking technologies.
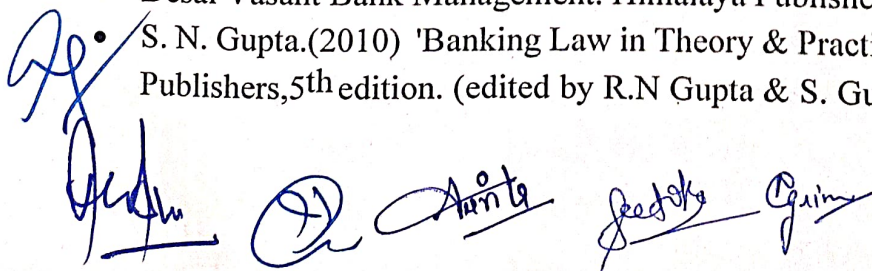
UNIT III

Development banks: Types-key characteristics-Difference between development banking and commercial banking. Reserve Bank of India and its control on commercial banks, Impact of Reserve Bank of India's policies on operations of commercial banks. Liquidity Adjustment facility -CRR, SLR, REPO, Reverse REPO National Bank for Agriculture and Rural Development

UNIT IV

Introduction, Meaning and Importance of Insurance, Brief History of Insurance, Concepts of Life Insurance, General Insurance, various branches of General Insurances:, Definition of risk and uncertainty; classification of risk; Sources of risk - external and Internal. Special Feature of Insurance Contract Act, Insurance Laws

Reference Books:

- Bank financial management - by IIBF (Indian Institute of Banking and Finance) latestedition.
- Advanced Bank Management – by I
- IBF (Indian Institute of Banking and Finance) Latestedition.
- Agrawal O.P Modern Banking of India. Himalaya Publishers, Latest Revised edition.
- Desai Vasant Bank Management. Himalaya Publishers, Latest Revised edition.
- S. N. Gupta.(2010) 'Banking Law in Theory & Practice'. Universal Law Publishers,5th edition. (edited by R.N Gupta & S. Gupta).

Credit Value: 4   **Max. Marks:100**

(External:60 +Internal:40)

Course Learning Outcomes:

The student would be able to-

- Understand the key components of the supply chain .
- Develop an understanding of linking supply chain management with the enterprise strategy.
- Develop coordinated supply chain strategies and improve value.
- Understand distribution techniques and different distribution networks in supply chain
- Design and optimize a supply chain network.

UNIT -I

Development of SCM concepts and Definitions - key decision areas - strategic .Supply Chain Management and key components , External Drivers of Change . Dimensions of Logistics - macro perspective

UNIT -II

Sourcing strategy : Manufacturing management - make or buy decision - capacity management - materials management - choice of sources - procurement planning .
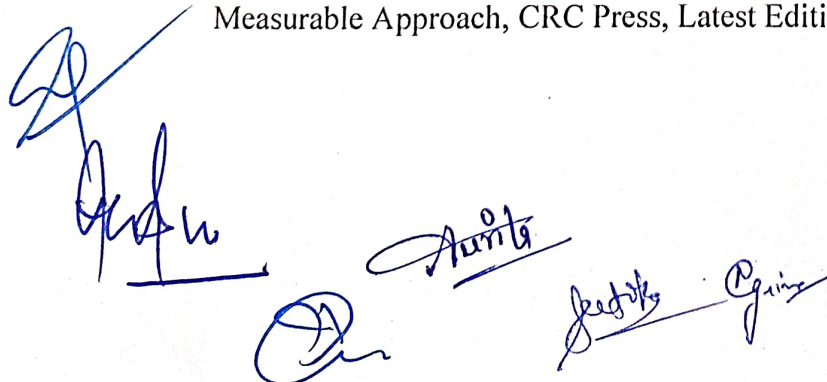
UNIT -III

Distribution Strategy : Choice of Market - network design - warehouse designed operation and distribution planning - transportation - packaging .

UNIT -IV

Inventory Strategy : Demand forecasting - Inventory Planning - planning of stocking facilities - warehouse location allocation . Warehouse design and operations .

REFERENCE BOOKS:

- Sarika Kulkarni, Ashok Sharma Supply Chain Management – Creating Linkages for Faster Business Turnaround, Tata McGraw-Hill Publishing Company Ltd, Latest Edition
- James B. Ayers, Supply Chain Project Management – A Structured Collaborative and Measurable Approach, CRC Press, Latest Edition

ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Faculty of Science

Bachelor of Business Administration
BBA III Semester
Paper-Elective
Business Intelligence with Power BI

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the fundamentals, tools, and techniques of Business Intelligence.	U
CO 2	Be exposed to the basic rudiments of business intelligence systems.	Apply
CO 3	Understanding Data Analysis Concepts.	Apply, Analyze
CO 4	Learn to navigate the Power BI interface	Create, Apply
CO 5	Develop a variety of visualizations (charts, graphs, maps, etc.)	Apply

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	3	40	60	100
Practical	1	40	60	100
Total	4		200	

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)
Practical	3 Internal Exams (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Reaccredited 'A+ 'Grade by NAAC(CGPA:3.68/4.00)
College with Potential for Excellence by UGC
DST-FIST Supported & STAR College Scheme by DBT

Content of the Course

Theory

No. of Lectures (in hours per week): 2 Hrs. per week

Total No. of Lectures: 60 Hrs.   **Maximum Marks: 60**

Units	Topics	No. of Lectures
I	Introduction to Business Intelligence, Business Intelligence Architecture, Transaction Processing vs. Analytical Processing – Major Tools and Techniques of Business Intelligence, Business Intelligence Life Cycle, Start Schema and Snow Flake Schema, Ethics and Business Intelligence.	15
II	Introduction to OLTP and OLAP – Different OLAP Architectures-Data Models, Tools in Business Intelligence-Role of DSS, EIS, MIS and digital Dashboards – Need for Business Intelligence- Business Intelligence value chain-Components applications-roles and responsibilities.	15
III	Introduction to Power BI : Power BI as a Business Intelligence Applications, Functions of Power BI, Power BI Components, Power BI Environment , Installation and setup of Power BI, Power BI query editor , Introduction to Power BI Dashboard , Dashboard Actions , Dashboard Report , BI Slicer.	15
IV	Data Connection in Power BI , Understanding Power Query Editor , Loading data from an Excel file , Loading multiple CSV files from a folder , creating table in Power BI , Table formatting , Key Processing Indicators (KPI) , KPI Dashboard .	15

Text Books:
- Mastering in Power BI , BPB Publications , India
- Business Intelligence : A Comprehensive Approach to Information Needs, Technologies and Culture , By Rimvydas Skyrius · 2021

Reference Books:
- Business Intelligence and Applications , By Meenakshi Gupta
- BUSINESS INTELLIGENCE AND ANALYTICS by Dr. Himanshu Gupta , Dr. Nisha Agarwal

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Reaccredited 'A+ 'Grade by NAAC(CGPA:3.68/4.00)
College with Potential for Excellence by UGC
DST-FIST Supported & STAR College Scheme by DBT

List of Practical

1. Import a dataset from an Excel file and clean the data by removing duplicates and handling missing values.
2. Use Power Query Editor to transform a dataset, such as splitting columns, merging tables, or changing data types.
3. Create a bar chart to show the total sales by region.
4. Create a line chart to display the trend of sales over time.
5. Build a report that includes various visualizations, such as pie charts, bar charts, and tables, to analyze sales data.
6. Create a dashboard that combines several key performance indicators (KPIs) to give an overview of business performance.
7. Create a relationship between tables manually through Power BI.
8. Use the DAX expression to add a new column in the data source.
9. Use the Donut Chart for Profit Analysis.
10. Analyze the more profitable day from the sales analysis table using Bar Chart in Power BI.

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Bachelor of Business Administration (BBA)
Semester: III
Paper: Elective
Subject: Programming with Python

Course Outcomes

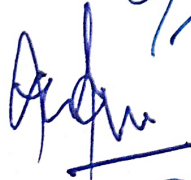| CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand Python's fundamentals and development environments, including installation, data types, variables, operators, and input/output operations.	U, R
CO 2	Master Python's control structures, data collections, and functions, including conditional and loop statements, strings, lists, tuples, sets, dictionaries, and higher-order functions.	U, R, Ap
CO 3	Understand the importance of modular programming, creating and using predefined and user-defined modules and packages, and file and directory handling in Python.	U, Ap, C

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	3	40	60	100
Practical	1	40	60	100
Total	4		200	

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of the Semester)
Practical	3 Internal Exams (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of the Semester)

Content of the Course
Theory

No. of Lectures (in hours per week): 2 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

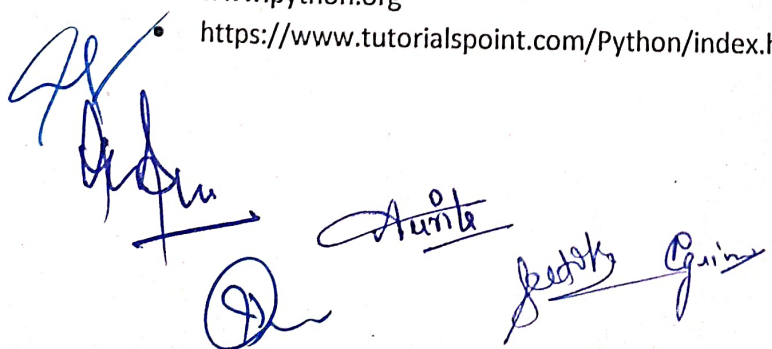| Units	Topics	No. of Lectures
I	Concept of Computer programming, types of programming language, translators and its types. Introduction to Python, Features of Python, Python IDEs like Spyder, Jupyter Notebook, PyCharm., and their comparison, Data Types and Variables, Numbers, Operators, Comments in Python. Input-output operation in Python,	10
II	Control Statements: Conditional control statements - If, If-else, If-Elseif-Else, Loop control statements- for, while Data Structure & Collection: - String, List, Tuple, Set, Dictionary, List comprehension, modifying Strings, Python arrays.	10
III	Data analysis using Pandas- importing and reading a CSV sheet, basic exploration of data, converting a dataset to data frame, Manipulation of dataset using different function , Concatenation and Merging of Data frame, Functions in Python types of function in Python, Predefined functions: Arithmetic Functions :- sum, min max, abs, length, type , String Functions(Length, Upper, Lower, Split, Replace)	10
IV	Introduction of Numpy- Creating array using NumPy, Slicing and reshape of Array, mathematical operations on NumPy, merging and joining operations on NumPy Arrays ,Data Visualization Introduction to scikit, regression and correlation, basics of predictive modelling.	15

References

Text Books:
- Mark Lutz, Learning Python
- Tony Gaddis, Starting Out With Python
- Kenneth A. Lambert, Fundamentals of Python
- James Payne, Beginning Python using Python 2.6 and Python

Reference Books:
- Python Crash Course: A Hands-On, Project-Based Introduction to Programming Edition Eric Matthes.
- The Python Language Reference Manual (version 3.2), Guido van Rossum, Drake, Jr. (Editor), ISBN: 1906966141, Network Theory Ltd, 120 pages

Suggestive digital platforms/ web links:
- www.javatpoint.com
- www.w3school.com
- www.python.org
- https://www.tutorialspoint.com/Python/index.htm

List of Practical

1. Write a program to demonstrate different number data types in Python.
2. Write a program to perform different arithmetic Operations on numbers in Python.
3. Write a program to calculate simple interest .
4. Write a program to print the counting using for loop and while loop.
5. Write a Program to find the number is even or odd.
6. Write a program to check the eligibility of a person for voting using if- else control statement.
7. Write a program plot a graph between X and Y axis and perform the data visualization using matplotlib library.
8. Write a Python program to find the largest of three numbers.
9. Write a program to add, substract and multiply the elements of 2 one dimensional array also plot the graph between both the array using matplotlib library.
10. Write a program to demonstrate the comprehension on tuple and dictionaries
11. Write a program *to* calculate profit or loss using control statements
12. Write a program in python to concatenate and merge to dataframes
13) Write a program in python to add two numbers by creating user defined functions.
14) Write a program to create, load data set in the CSV format and apply the data manipulation operation using Pandas library.

Credit Value:6

Max. Marks: 100
(External:60+ Internal:40)

Course Learning Outcomes:

- Know the Various dimensions of organizational behavior.
- Examine the components and theories behind leadership, power, and politics.
- Analyze various Stress management and coping strategies.
- Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture,

Unit I

Concept of Organizational Behavior, Contributing disciplines to organizational Behavior, Background/historical perspective and framework of OB

Unit II

Individual Behaviour, Personality perception- Perceptual selectivity, organization, social perception and Impression management, Attitudes and Values, Learning and Reinforcement

Unit III

Leadership- Concept and Theories of leadership. Qualities of a good leader. Group Dynamics- Group Formation, Nature of groups, Reasons for joining Groups, Functions of group within organization

Unit IV

Stress Management- Meaning, cause, effect and coping strategies for stress, work stress, organizational change and development

Unit V

International dimensions of organizational behavior, equal employment opportunities, organizational culture, managing cultural diversity, learning organisation

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- Fred Luthans, Organizational Behaviour (Evidence Based) Tata McGraw Hill (2010 International Edition)
- Robbins S.P., Organizational behavior, Pearsons Education, (2018-18 Edition)
- Singh Dalip, Emotional intelligence at Work, Response Books, Sage Publications, Delhi, (2015)French
- Wendell, Bell Jr Cecil H & Vehra Veena, Organization Development: Behavioral
- Science Interventions for Organizational Improvement Pearson Education (2017-16th Edition)

Credit Value: 4   **Max. Marks:100**

(External:60 +Internal:40)

Course Learning Outcomes:

- Student will be able to identify the marketing process and its applicability in business operations. List best practices for responsible marketing and how to manage marketing efforts.
- Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.

Unit I

Nature and Scope of Marketing, Selling V/s Marketing, Marketing Management philosophies, Market segmentation, Marketing Mix, Marketing Environment

Unit II

Product Strategy, Product Classification & Product mix, Branding and Packaging decision, Integrated Marketing Communication,-Promotion mix: Advertising, Publicity, Selling, Sales Promotion and Public Relations

Unit III

Pricing Decision - Pricing Strategies, Rural Marketing, Modern & future Marketing –Concepts of Internet Marketing, Non-Profit Marketing, Holistic Marketing

Unit IV

Service marketing – Introduction, growth of service sector, concept, characteristics, classification of service designing, marketing of services with special reference to (1. Financial Services 2. Health Services 3. Hospitality Services (travel, hotel, tourism) 4. Professional Services 5. Public Utility Services 6. Educational Services)

Unit V

Channel of Distribution , Types of Intermediaries and their roles, Factors affecting choice of channel, *Introduction to* Logistics Supply Chain Management , Retail Management (Definition, types)

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- Saxena Rajan, Marketing Management ; Tata McGraw Hill Publishing Co. Ltd. New Delhi (2019-6th Edition)
- S.A. Sherlekar , Marketing Management, Himalya Publishing House (2015)Philip

Credit Value: 6   Max. Marks:100

(External:60+Internal:40)

Course Learning Outcomes:

- Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
- Provide a detailed overview of the stages in the market research process.
- Develop an appropriate market research design for the clients.
- Manage the data collection process use contemporary statistical packages to calculate and report descriptive statistics from quantitative data

UNIT I

Definition , Concepts and objectives of marketing , Advantages and limitations of Marketing Research . Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology.

UNIT II

Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various issue involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.

UNIT III

Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research design. Decision Theory and decision tree.
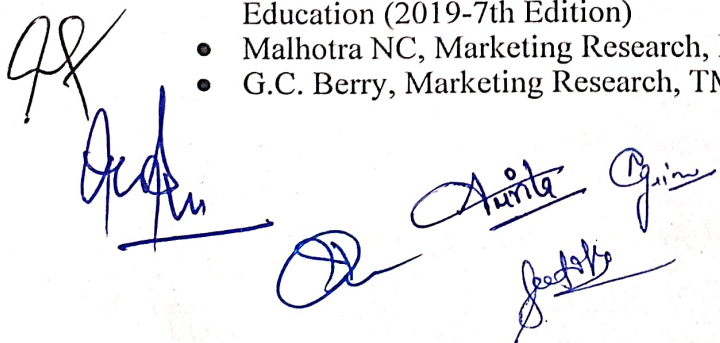
UNIT IV

Tabulation and analysis of data, Methods of data collection- observational and survey methods, Questionnaire and schedule Questionnaire designing, Design attitude measurement techniques, scaling techniques

UNIT V

Administration of surveys, sample design,(selecting an appropriate statistical technique), Hypothesis, concepts , need objectives of hypothesis, Types of hypothesis and its uses. Report writing.

Reference Books

- Rajendra Nargundkar Marketing Research: Text and CasesTMH, New Delhi. (2019- 4th Edition)
- Cooper DR and Schindler, Business Research Methods, Tata Me Graw Hill, New Delhi latest edition
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education (2019-7th Edition)
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

Credit Value: 6   Max. Marks:100

(External:60,Internal:40)

Course Learning Outcomes:

➢ Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations. Formulate human resources policies and practices that help promote the organization's strategic goals.

➢ Students will understand how organizations link training programs to organizational needs.

➢ Students will learn how organizations evaluate jobs and design salary structure based on that.

➢ Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

Unit 1

Concept And Functions of Human Resource Management, Structure & Role of Personnel Management in An Organization, Implementation of Personnel Policy, The Future Challenges Of FIRM, International HRM

Unit 2

Strategic Management of Human Resource, Staffing Policy, And Process, Management Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Induction, Placement, Promotion, And Transfer

Unit 3

Manpower Training & Development. Employment Training and Development, Employee Training, Performance Appraisal and Potential Appraisal. Employee Morale and Productivity
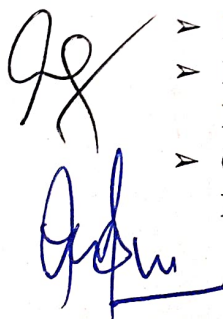
Unit 4

Wage & Salary Administration, Job Evaluation & Designing, Salary Structure. Compensation Management and Benefits

Unit 5

Management Of Organizational Climate & Industrial Relations, Industrial Disputes Employee Relations and Participative Management, Grievance Vs Dispute, Grievance Handling Procedure, Disciplinary Action, Conflict

Book Reference

➢ Rao, V. S. P, Human Resource Management, Pearson, New Delhi, (2016)

➢ Mondy&Mortochhio, Human Resources Management, Persons Education, (2016- 14th Edition)

➢ C.B Mamoria, A Text Book of Human Resources Management, Hiomalaya Publishing House (2014)

Credit Value : 6   **Max. Marks: 100**

                                              (External:60, Internal:40)

Course Learning Outcomes:

- To provide the student a basic knowledge   of financial markets and institutions and to familiarize them with major financial services in India.
- They will be able to know various money market and capital market instruments.
- They will able to understand the functions and organisation of capital market and money market in India.
- They will be able to know about various financial services provided in the financial market.
- They will understand various financial institutions and their role in financing of the business.

UNIT - I

Financial system and its components: Financial markets and institutions; Financial intermediation; Flow of funds matrix ; Financial system and economic development ; An overview of Indian financial system

UNIT - II

Financial markets: Money market: functions, organization , and instruments . Role of central bank in money market; Indian money market - An overview. Capital markets - functions, organization , and instruments. Indian debt market; Indian equity market - primary and secondary markets; Role of stock exchanges in India .

UNIT-III

Financial Institutions : Commercial banking - Introduction , its role in project, finance and working capital finance ; Development Financial institutions .(DFIs) - An overview and role in Indian economy ; Life and non-life insurance companies in India ; Mutual funds - Introduction and their role in capital market   . Non-banking financial companies (NBFCs) .

UNIT-IV

Financial services : Overview of financial services industry : Merchant banking - pre and post issue management , underwriting . Regulatory framework relating to merchant banking in India .

UNIT-V

Leasing and hire-purchase , consumer , and housing finance ; venture capital finance ; Factoring services , bank guarantees and letter of credit ; Credit rating ;Financial counselling .

Reference Books

- LM Bhole, and Jitendra Mahakud. Financial Institution and Markets, McGraw-Hill (2017)
- Phathak. Indian Financial System, Pearsons Education. (2014)
- Khan M.Y. Indian Financial System: McGraw Hill Education. (2019-11th Edition)
- Sidhharth S.S. Indian Financial System: Financial Market, Institutions and Services McGraw   Hill Education. (2020)

Credit Value:6   **Max. Marks: 100**

(External:60+ Internal:40)

Course Learning Outcomes:

- Discuss the scope and managerial importance of market research
- Provide a detailed overview of the stages in the market research process.
- Develop an appropriate market research design for the clients.
- Manage the data collection process and interpreting techniques
- Communicating research results in written report and oral presentation formats.

UNIT I

Definition , Concepts and objectives of marketing , Advantages and limitations of Marketing Research . Problems and precautions in marketing research. Analyzing competition and consumer markets, market research methodology.

UNIT II

Types of Marketing Research: Consumer Research, product research, sales research, and advertising research. Various issues involved and ethics in marketing research. Rural Marketing Research, Institutional Management & Research.

UNIT III

Problem formulation and statement of research, Research process, research design - exploratory research, descriptive research and experimental research design. Decision Theory and decision tree.
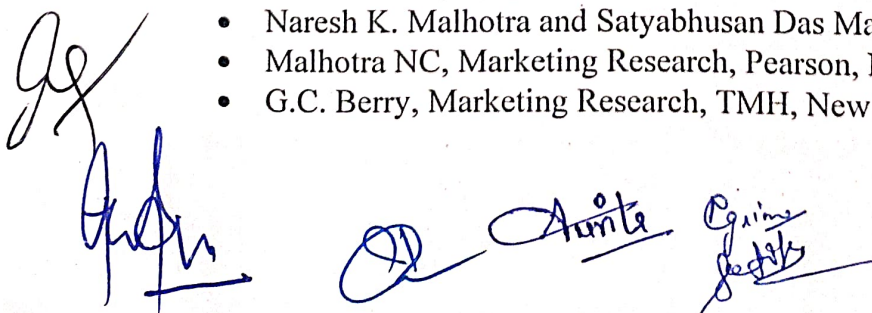
UNIT IV

Tabulation and analysis of data, Methods of data collection- observational and survey methods, Questionnaire designing, Design attitude measurement techniques, scaling techniques

UNIT V

Administration of surveys, sample design, (selecting an appropriate statistical technique), Hypothesis, concepts , need objectives of hypothesis, Types of hypothesis and its uses. Report writing.

Reference Books

- Cooper DR and Schindler, Business Research Methods, Tata Me Graw Hill
- Kothari, C R, & Gaurav Garg Research Methodology, New Age International Publishers, New Delhi. (2019)
- Naresh K. Malhotra and Satyabhusan Das Marketing Research Perarsons Education
- Malhotra NC, Marketing Research, Pearson, New Delhi (2015)
- G.C. Berry, Marketing Research, TMH, New Delhi. (2020)

Credit Value -4 Credit   **Max Marks-100**
                                              (Internal 40+External 60)

Course Learning Outcome

- Know how to manage the flow of project information during the various phases of the project.
- Be able to manage the various types and sources of risk that are the primary responsibility of the project supervisor.
- Understand the role of planning and scheduling project.
- Development of indicators for monitoring and evaluation of selected project

UNIT:1

Capital Investment: Importance, Difficulties and Types. Phases of Capital Budgeting - Levels of Decision Making, Generation of ideas – Monitoring, the environment - regulatory framework or projects - corporate appraisal - preliminary screening - project rating index

UNIT: 2

Types and Measure of Risk - Simple estimation of risk -Sensitivity Analysis, Scenario Analysis, Break Even Analysis and Decision Tree Analysis. Managing Risk, Selection of Project under Risk. Rationale for Social Cost Benefit Analysis (SCBA) – UNIDO Approach to SCBA . Multiple Projects and Constraints - Methods of Ranking

UNIT 3

Project Financing in India -Means of Finance - Norms and Policies of Financial Institutions - SEBI Guidelines - Sample Financing plans - structure of Financial Institutions in India - Schemes of assistance - term Loans procedures - Project Appraisal by Financial Institutions.

UNIT 4

Project Management -Forms of Project Organization - Project Planning, Project Control, Human aspects of project Management - Prerequisites for successful Project Implementation. Network techniques for Project Management - Development of Project Network - Time Estimation - Determination of critical path - PERT and CPM models (Basic Concepts).

Reference

- Prasanna Chandra (2011). Project Preparation Appraisal Budgeting and Implementation (7th ed.). New Delhi. Tata McGraw Hill.
- Machiraju, H.R. (2009). Introduction to Project Finance, New Delhi. Vikas PublishingHouse.
- Narendra Singh (2009). Problems and Solutions in Project Management and Control. NewDelhi. Himalaya Publishing House.
- Rao. P.C.K (2009). Project Management and control. New Delhi. Sultan Chand & Sons.
- Vasanth Desai (2008). Project Management. New Delhi. Himalaya Publishing House

Credit Value : 4   **Max Marks:100**

                                                       (External :60, Internal:40)

Course learning Outcomes
The students would be able to –

- Demonstrate the concept of Purchasing .
- State the Significance of Strategic Sourcing, Supplier Evaluation, Supplier Selection .
- Definition and Meaning of Right Price.
- Understand the sourcing process
- Explain the Importance of Inventory and its control process

UNIT – I

Purchasing : Meaning , Definition , Objectives , Purchasing Responsibilities - Purchasing process - Purchasing Management Process - Quotation and Purchase order - Types of purchase order(PO) .

UNIT – II

Strategic Sourcing - Strategic sourcing process, Supplier Evaluation - Selection-Key factors for supplier selection - Standards for supplier selection - Standards and certification - Quality Characteristics.
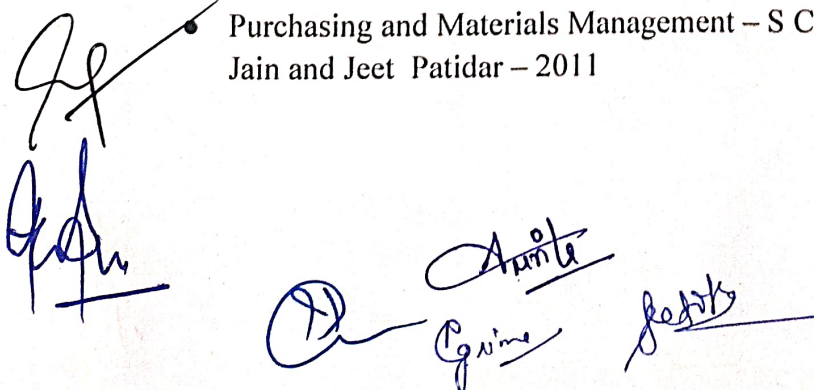
UNIT – III

Meaning of Right Price – Price Analysis - Determination of Right Price – Influencing Factors on Pricing - Classification of Pricing - Price Forecasting - Right Place – Purchase Budgets .

UNIT – IV

Inventory costs and its relevance for decision making - Inventory policies and control , Performance measurement in inventory management .

Reference Books:

- Gopala krishnan P. – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.
- Purchasing and Materials Management – S Chand & Company Ltd. – K C Jain and Jeet Patidar – 2011

Bachelor of Business Administration (BBA)
Semester: IV
Paper: Elective - IT
Subject: Programming with Python

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand Python's fundamentals and development environments, including installation, data types, variables, operators, and input/output operations.	U, R
CO 2	Master Python's control structures, data collections, and functions, including conditional and loop statements, strings, lists, tuples, sets, dictionaries, and higher-order functions.	U, R, Ap
CO 3	Understand the importance of modular programming, creating and using predefined and user-defined modules and packages, and file and directory handling in Python.	U, Ap, C

Content of the Course Theory
No. of Lectures (in hours per week): 2 Hrs. per week

Maximum Marks: 100

Units	Topics	No. of Lectures
I	Concept of Computer programming, types of programming language, translators and its types. Introduction to Python, Features of Python, Python IDEs like Spyder, Jupyter Notebook, PyCharm., and their comparison, Data Types and Variables, Numbers, Operators, Comments in Python. Input-output operation in Python,	10
II	Control Statements: Conditional control statements - If, If-else, If-Elseif-Else, Loop control statements- for, while Data Structure & Collection: - String, List, Tuple, Set, Dictionary, List comprehension, modifying Strings, Python arrays.	10
III	Data analysis using Pandas- importing and reading a CSV sheet, basic exploration of data, converting a dataset to data frame, Manipulation of dataset using different function , Concatenation and Merging of Data frame, Functions in Python types of function in Python, Predefined functions: Arithmetic Functions :- sum, min max, abs, length, type , String Functions(Length, Upper, Lower, Split, Replace)	10
IV	Introduction of Numpy- Creating array using NumPy, Slicing and reshape of Array, mathematical operations on NumPy, merging and joining operations on NumPy Arrays ,Data Visualization Introduction to scikit, regression and correlation, basics of predictive modelling.	15

ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

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College with Potential for Excellence by UGC
DST-FIST Supported & STAR College Scheme by DBT

Faculty of Science

Bachelor of Business Administration
BBA IV Semester
Paper-Elective
Data Visualization with Power BI

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the fundamentals, tools, and techniques of Business Intelligence.	U
CO 2	Be exposed to the basic rudiments of business intelligence systems.	Apply
CO 3	Understanding Data Analysis Concepts.	Apply, Analyze
CO 4	Learn to navigate the Power BI interface	Create, Apply
CO 5	Develop a variety of visualizations (charts, graphs, maps, etc.)	Apply

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	3	40	60	100
Practical	1	40	60	100
Total	4	200		

Evaluation Scheme

	Marks	
	Internal	External
Theory	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)
Practical	3 Internal Exams (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)

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Content of the Course
Theory

No. of Lectures (in hours per week): 2 Hrs. per week

Total No. of Lectures: 60 Hrs.   Maximum Marks: 60

Units	Topics	No. of Lectures
I	Introduction to Business Intelligence, Business Intelligence Architecture, Transaction Processing vs. Analytical Processing – Major Tools and Techniques of Business Intelligence, Business Intelligence Life Cycle, Start Schema and Snow Flake Schema, Ethics and Business Intelligence.	15
II	Introduction to OLTP and OLAP – Different OLAP Architectures-Data Models, Tools in Business Intelligence-Role of DSS, EIS, MIS and digital Dashboards – Need for Business Intelligence- Business Intelligence value chain-Components applications-roles and responsibilities.	15
III	Introduction to Power BI : Power BI as a Business Intelligence Applications, Functions of Power BI, Power BI Components, Power BI Environment , Installation and setup of Power BI, Power BI query editor , Introduction to Power BI Dashboard , Dashboard Actions , Dashboard Report , BI Slicer.	15
IV	Data Connection in Power BI , Understanding Power Query Editor , Loading data from an Excel file , Loading multiple CSV files from a folder , creating table in Power BI , Table formatting , Key Processing Indicators (KPI) , KPI Dashboard .	15

Text Books:
- Mastering in Power BI , BPB Publications , India
- Business Intelligence : A Comprehensive Approach to Information Needs, Technologies and Culture , By Rimvydas Skyrius · 2021

Reference Books:
- Business Intelligence and Applications , By Meenakshi Gupta
- BUSINESS INTELLIGENCE AND ANALYTICS by Dr. Himanshu Gupta , Dr. Nisha Agarwal

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List of Practical

1. Import a dataset from an Excel file and clean the data by removing duplicates and handling missing values.
2. Use Power Query Editor to transform a dataset, such as splitting columns, merging tables, or changing data types.
3. Create a bar chart to show the total sales by region.
4. Create a line chart to display the trend of sales over time.
5. Build a report that includes various visualizations, such as pie charts, bar charts, and tables, to analyze sales data.
6. Create a dashboard that combines several key performance indicators (KPIs) to give an overview of business performance.
7. Create a relationship between tables manually through Power BI.
8. Use the DAX expression to add a new column in the data source.
9. Use the Donut Chart for Profit Analysis.
10. Analyze the more profitable day from the sales analysis table using Bar Chart in Power BI.