



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

Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A IV Year Honours

Subject- Business Policies and Strategic Management

Paper-Core I

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Learn about the dimensions of business policies and its impact	A
CO 2	Analyze the components of scanning and appraising business environment.	A,S
CO 3	Recall the various methods of organizational appraisal and formulate strategies.	U
CO 4	Understand and recall the ethical concerns and values in business operations	K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

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)





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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Introduction to business policy & strategic management; concept, evolution of business policy as a discipline, the nature of business policy, objective of business policy, an overview of strategic management, nature of strategic decision making, -approaches to strategic management, strategist and their role in strategic management.	10
II	Mission and purpose of business-Definition. Objectives and goals Environmental appraisal: concepts of environment, components of environmental scanning, appraising the environment	10
III	Organizational appraisal, dynamics of internal environment, organizational capability factors, consideration in organization appraisal methods and techniques used, structuring organizational appraisal.	10
IV	Strategic choice and process, corporate portfolio analysis, industry corporate and SWOT analysis, subjective factors in strategic choice, contingencies strategies, interrelationship between formulation and implementation.	10
V	Behavioral implementation, leadership implementation, corporate culture, corporate politics and use of power, personal values and business ethics, social responsibility and strategic management.	10

RECOMMENDED BOOKS:

1. Strategic Management- Pearce and Robinson
2. Strategic Management – Azhar Kazmi
3. Strategic Management- Sontaki

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Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A IV Year Honours

Subject- Business Law

Paper- Core II

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	To provide the brief idea about the frame work of Indian Business Laws.	A
CO 2	To orient students, about the legal aspects of business.	A,S
CO 3	To familiarize the students with case law studies related to Business Laws.	U

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

	Marks	
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Theory	3 Internal Exams of 20 Marks (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): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Contract Act: Essentials of valid contract, capacity to contract (Contracts Minor), free consent, unlawful and void agreements, Discharge of contract, Remedies of breach of contract.	10
II	Bailment and Pledge, Indemnity and Guarantee Agency, Law of Consumer Protection, Consumer and Consumer Dispute, Consumer Protection Councils, Consumer Disputes Redressal Agency.	10
III	Law of sales of goods: Conditions and Warranties, Transfer of property and title, Performances of contract, Rights of an unpaid seller and Suits for breach of contract, Negotiable Instrument Act 1881 – Nature and types, FEMA	10
IV	Company: Incorporation of company, Prospectus, Memorandum and Article of Associations, share capital and shareholders, Meetings and Resolution, Companies Act 2013.	10
V	Introduction to Intellectual Property Rights (IPR), Concept and case laws, Registration of Trade Mark, Copy rights, Patent and Design, Cyber law – Concepts, utility, and it's application, Cybercrimes, Case study.	10

Reference

1. Business Laws, Himalaya Bombay – Bulchandani K.R.
2. Business Laws, National Publication, New Delhi – Maheshwari R.P.
3. Essentials of Company Law, Himalaya Bombay – Reddy P.N.
4. Company Laws & Secretarial Practices, Sahitya Bhawan Publication- Sharma N.K.
5. Company Laws & Secretarial Practices, Himalaya Bombay - B.K. Acharya
6. Indian Laws of E-Business, New Delhi– Rajesh Talwar





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B.B.A IV Year Honours

Subject- Research methodology

Paper- DSE III (All Group)

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the quantitative research and develop research framework for a defined goal under a given business scenario.	A
CO 2	Identify the various components of research and to provide a cross discipline perspective on research methodology	A,S
CO 3	Familiarize different statistical models used for different set of research.	U
CO 4	Use independently the research software's like SPSS and understand their functions in quantitative research and interpret for business decisions	K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Meaning of research, Objectives of Research, Significance of Research, Research and Scientific method, Objectivity, Importance of knowing how research is done, Types and Methods of research, research process, Criteria of good research, Limitations of research, Ethics in research.	10
II	Research problem- Meaning and Objective, Selecting the problem, Necessity of defining the problem, Techniques involved in defining a problem, Meaning of Research design, Need for Research Design, Basic features of a good design, importance concepts relating to research design, Different Research Designs – Exploratory research Design & Conclusive Research Design: Descriptive Research & Causal Research, Basic Principles of Experimental Designs. Framing Hypothesis and steps in testing hypothesis	10
III	Sampling Design-Introduction, Sampling techniques or methods, Probability sampling techniques: Simple Random Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling, Non-Probability Sampling: Convenient Sampling, Judgment Sampling, Quota Sampling, Snowball Sampling, Sampling Design & Sampling technique, Sample size, sampling & Non-Sampling Errors.	10
IV	Measurement Scales & Data Collection Methods- Concept of data through Questionnaire, Collection of Data through Schedule, Difference between Questionnaires and Schedules, Guidelines for Constructing Questionnaire/Schedule, Some other methods of primary data collection. Collection of Secondary data, Qualitative data, Selection of appropriate method of data collection. <i>Editing and Coding of Data</i>	10
V	Report Writing and Evaluation-Introduction, Types of Reports, Planning Report Writing, Research Report Format, Principles of Writing, APA Style of Using References, Documentation: Footnotes and Bibliography, Writing the Report, Typing the Report, briefing, Evaluation of a Research Report.	10

Reference

- Arora P. N & S. Arora (2009). Statistics for Management, New Delhi. Sultan ChandSons Company Limited.
- Albright, Winston, Zappe (2007). Data Analysis and Decision Making (International Student ed.). New Delhi. Thomson Publication Press





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Faculty of Management

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B.B.A. IV Year Honours

Subject- Management Information System

Paper- DSE IV (All Group)

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Understand the information needs of an organization and a business function	A
CO 2	Evaluate effectiveness of decision-making process and identify its tools E 4	A,S
CO 3	Understand DSS techniques for making effective decisions A 2	U
CO 4	Design parameters for MIS application, for data analysis uses	K

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Theory	6	40	60	100

Evaluation Scheme

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Management Information System; Basic Concepts – Organization Structure – Business Functions – Role of MIS – MIS in Business - MIS Developing Process Models - Simon's Model in Information System – Major Trends in Information Technology.	10
II	Managerial Decision Making; Decision Making Process – Relationship between Decision-Making and MIS –Group Decision Making - Integrating Managerial Levels and Functional areas by MIS-Components of MIS. System and Design; Systems Development Initiate	10
III	Different Methodologies – System Life Cycle Design - Prototype Approach - System Implementation.	10
IV	Decision Support System; Definitions of DSS – Architecture of DSS - Scope of DSS - Characteristic and Capabilities of DSS - Components of DSS – Modules in DSS- Classification of DSS – Steps in Designing a DSS.	10
V	Database Management System; Sources of Data – Architecture of Database Management System - Data Models – Implementation - DGMS.	10

Reference

- Javadekar, Management Information System, Tata McGraw Hill, 2008, 7th Edition, New Delhi.
- Arora, Management Information System, Excel Books, 2010, 4th Edition, New Delhi.
- C.S.V. Murthy, Management Information System, Himalaya Publishing House, 2011, 11 Edition, Mumbai.
- G. V. Satya Sekhar, Management Information



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B.B.A. IV Year Honours

Group A- Human Resource

Subject- Organizational Development

Paper-DSE I

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Learn about the conceptual framework of Organizational Development	A
CO 2	Learn about the process and methods of Organization Development	A,S
CO 3	Understand and utilize the various interventions of Organizational Development	U
CO 4	Assess about the various team intervention technique of OD	K
CO 5	Recall and utilize the various structural interventions of Organizational development.	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Introduction, Definition and History of Organizational Development Nature of Organizational Development Problem and contingencies, Assumptions of Organizational Development Goal setting for Organizational Development. Organizational Level cycle	10
II	Action research and Organizational Development, Action research as an approach. Organizational Diagnosis tools and technique Organizational Development process	10
III	Organizational Development intervention, Definition, nature of Organizational Development intervention, Classification of Organizational development intervention, Organizational Development in an NGO.	10
IV	Team intervention, team building intervention, RAT (Role Analysis Technique), Continuous development- introduction, definition, evaluation and key concepts	10
V	Structural Intervention and Organizational Development suggestion criteria for congruency/ in congruency within Organizational Development, Training Philosophies, MBO and appraisal, Physical setting and Organizational Development, Organizational as a learning environment.	10

RECOMMENDED BOOKS:

1. Organizational Development-French & Bell.
2. Organizational Development – Sandhya Mehta
3. Organizational Development- Donald L Anderson
4. Organizational Development- Thomas G Cummings



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Group A- Human Resource

Subject- Management of Change

Paper-DSE II

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Learn about the conceptual framework of change , its scope, process and barriers.	A
CO 2	Understand the concept of Organizational Diagnosis, its methods and features.	A,S
CO 3	Learn and recall about the various interventions of change in an organization.	U
CO 4	Analyze the various models of organizational change.	K
CO 5	Learn and understand the role of change agent in organizational change.	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
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Theory	6	40	60	100

Evaluation Scheme

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	The process of organizational change, culture and change, managing resistance to change, effective implementation of change.	10
II	Organizational Diagnosis: Issues and Concepts- an Overview, diagnostic methodology: salient feature, Diagnostic methods: Quantitative and Qualitative	10
III	Intervention in organizational change, evaluation of organizational change programs	10
IV	Models of Organizational change some models of organizational change; why change may fail- cases, organizational change process consultation, work redesign model	10
V	Consulting: Approaches and skills- management as agent of change, internal change agent, external change, agent styles.	10

Reference

1. Organizational Change- Robbins.
2. Organizational Change- W Warner Burke
3. Organizational Change- Barbara Senior







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Group B- Marketing

Subject- Product & Brand Management

Paper- DSE I

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Develop understanding of product planning process	A
CO 2	Familiarize with the fundamental concepts in Brand Management	A,S
CO 3	Understand situations and challenges frequently encountered by brand managers	U
CO 4	Acquire knowledge pertaining to building and managing national and global brand.	K
CO 5	Understand the importance of building brand loyalty and its impact on the company.	U, A

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Product Planning and Development: Concept of product and product planning, Stages in new product development, Product Life Cycle. Product Portfolio (Concepts and Benefits)	10
II	Fundamentals of Brand Management: Meaning, Definition and Importance of Brands to the organization , Role of Brands in consumer Life, Types of brands, Branding strategy, Brand Revival strategies: Brand Extension, Brand Rejuvenation, Brand Acquisition	10
III	Introduction to Brand equity: Concept of Brand Equity, Basics Principles of Branding & Brand Equity, Factors contributing to Brand Equity, Brand equity measurement system Brand Recall, Co- branding, Brand Awareness and Brand Recognition	10
IV	Brand Loyalty: How to build Loyal Customer brand, types of Brand Loyal customers ,Brand Loyalty Pyramid, Impact of Brand Ambassadors and Celebrity Endorsers in consumer buying behaviour, Building Regional, National and Global Brands	10
V	Case studies based on product development & branding strategies	10

Reference Books:

- Brand Management, Shweta Johri, Published by Ashok Galgotia Publishing company
- Global Branding, Perspective & challenges, Edited by Amit Kumar Singh, Published by the Icfai University Press
- Marketing Management-Global Perspective -Indian Context, 4th Edition-2010V.S. Ramaswamy & S. Namakumari, , Macmillan Publishers India LMT, New Delhi
- Strategic Brand Management, Kevin Keller, Second Edition, Pearson Education
- Introduction to Marketing, Theory & Practice, Second Edition, Adrian Palmer, Oxford University Press
- Marketing Management, Rajan Saxena, Tata Mc Graw Hill (Brand Equity)



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B.B.A. IV Year Honours

Group B - Marketing

Subject- Integrated Marketing Communication

Paper-DSE II

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Explain the concept and significance of integrated marketing communications (IMC) in creating consistent brand messages	A
CO 2	Develop integrated communication plans that leverage various channels such as advertising, public relations, and digital media	A,S
CO 3	Design creative and compelling marketing messages for target audiences	U
CO 4	Evaluate the effectiveness of IMC campaigns and strategies through data analysis and measurement metrics	K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

	Marks	
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Theory	3 Internal Exams of 20 Marks (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): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Introduction to Integrated Marketing Communications: IMC Fundamentals: Defining integrated marketing communications and its role in conveying a consistent message, IMC Process: Understanding the steps involved in creating and implementing an integrated campaign.	10
II	Marketing Communication Mix Advertising: Understanding different advertising methods and strategies. Public Relations (PR): Managing public relations efforts and maintaining a positive corporate image. Sales Promotion: Creating and implementing sales promotion strategies to boost sales. Personal Selling: Developing effective personal selling techniques for direct customer interactions.	10
III	Creative Strategy and Media Planning : Creative Strategy Development, Copywriting and Art Direction, Media Planning Process, Media Buying and Negotiation	10
IV	Digital Marketing Integration : Understanding the role of digital platforms in integrated marketing communications. Social Media Marketing, E mail Marketing, Content Marketing: AI in Marketing	10
V	IMC Planning, IMC Budgeting and Measurement	10

Reference

- Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch.
- Integrated Marketing Communications: A Holistic Approach" by P. Ramanathan and N. S. Ramesh.
- Integrated Marketing Communication: Text and Cases" by K. Sreejesh and Anusree Sreedharan
- Marketing Communications: Brands, Experiences and Participation" by Chris Fill and Sarah Turnbull



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Group C- Finance

Subject- Project Financing and Management

Paper- DSE I

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Learn how to manage the flow of project information during the various phases.	A
CO 2	Be able to manage the various types and sources of risk that are the primary responsibility of the project supervisor.	A,S
CO 3	Understand the role of planning and scheduling project.	U
CO 4	Development of indicators for monitoring and evaluation of selected project	K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

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Content of the Course

Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	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	10
II	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	10
III	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.	10
IV	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).	10
V	Case Study based on Project Management	10

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.



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Group C- Finance

Subject- Investment in Stock Market

Paper-DSE II

Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	To Understand the various aspects of Investment in India	A
CO 2	To understand the overall functions and operations of Indian Stock Market.	A,S
CO 3	To comprehend the applications securities market.	U
CO 4	To Understand the various dimensions and operations of Mutual Funds	K

Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
Theory	6	40	60	100

Evaluation Scheme

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Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Basics of Investing, Basics of Investment & Investment Environment, Avenues of Investment- Equity Shares, Preference Shares, Bonds & Debentures, Indian Security Market and Derivative Market.	10
II	Indian Stock Market Participants: Stock Broker, Investor, Depositories, Clearing House, Stock Exchanges. Role of stock exchange, Stock exchanges in India- BSE, NSE and MCX (Introduction). Role of SEBI	10
III	Security Market Indices: Nifty, Sensex and Sectoral indices, Sources of financial information. Trading in securities: Demat trading, types of orders, using brokerage and analyst recommendations.	10
IV	Investing in Mutual Funds Concept and background on Mutual Funds: Advantages, Disadvantages of investing in Mutual Funds, Types of Mutual funds- Open ended, close ended, equity, debt, hybrid, index funds and money market funds. <i>Performance Analysis (Equity and mutual funds)</i> . Factors affecting choice of mutual funds. CRISIL mutual fund ranking and its usage.	10
V	Technical Analysis, Basics concepts and Application, Calculation and use of Net Asset Value. Do's & Don'ts of investing in markets.	10

Reference

- Chandra, P. (2017). Investment Analysis and Portfolio Management. New Delhi: Tata McGraw Hill Education.
- Kevin, S. (2015). Security Analysis and Portfolio Management. Delhi: PHI Learning.
- Ranganatham, M., & Madhumathi, R. (2012). Security Analysis and Portfolio Management. Uttar Pradesh: Pearson (India) Education.
- Pandian, P. (2012). Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House.
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