



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020

BBA (Marketing/Finance/HR) - III SEMESTER (2024-2028)

BBA 301: BASICS OF RESEARCH

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA 301	MAJ/MIN	Basics of Research	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

*Teacher's Assessment shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. To help students to understand research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To help students develop a thorough understanding of the fundamental theoretical ideas and logic of research.
2. To help students develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

COURSE CONTENT

UNIT I: Introduction to Research

1. Research – Meaning, Scope and Significance
2. Types of Research (Descriptive, Analytical, Applied, Fundamental, Qualitative, Quantitative, Ex Post Facto Research, Laboratory Experiments, Field Experiments, Field Studies, Survey Research, Case Studies)
3. Characteristics of good research
4. Obstacles in conducting scientific research in management
5. Research Process: Overview, Broad problem area, preliminary information gathering, literature review, problem statement

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Research Design

1. Variables and Types of Variables
2. Theoretical framework and its components
3. Hypothesis: Definition, Directional and non directional hypotheses, Null and Alternate Hypothesis
4. Research Design: Meaning, Need, Features, Types
5. Study Setting: Contrived and non contrived
6. Unit of analysis: Individuals, dyads, groups, organizations, cultures
7. Time-horizon: Cross-sectional versus longitudinal studies

UNIT III: Measurement, Scaling and Sampling

1. Operationalization of variables
2. Measurement: Meaning, Need, Errors in Measurement
3. Types of Scales: Nominal, Ordinal, Interval, Ratio
4. Rating Scales: Dichotomous, Category, Likert
5. Sampling: Concept, Types of Sampling

UNIT IV: Data Collection and Analysis

1. Sources of data: Primary, Secondary
2. Data Collection Methods: Interviewing, questionnaires, schedules
3. Advantages and Disadvantages of interviewing and questionnaires
4. Constructing questionnaires
5. Ethics in data collection
6. Data Processing: Coding, Editing and Tabulation
7. Hypothesis Testing, Parametric and Non-Parametric Tests (t, z, chi-square)

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UNIT V: Report Writing

1. Report Writing, Significance and Steps
2. Layout of the research report
3. Types of report
4. Precautions while writing report

Suggested Readings

1. Sekaran, U and R. Bougie (Fifth Edition). *Research Methods for Business*. John Wiley & Sons, Ltd. New Delhi
2. Kothari, C.R.(Second Revised Edition). *Research Methodology: Methods and Techniques*. New Age International (P) Ltd Publishers: New Delhi.
3. Zikmund, W. (7th Edition). *Business Research Methods*. Cengage Learning India Private Limited: New Delhi
4. Trochim, W. (Second Edition). *Research Methods*. Biztantra: New Delhi.

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BBA303 FUNDAMENTALS OF PRODUCT AND BRAND MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA303	MAJ/MIN	Fundamentals of Product and Brand Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. The objective of this course is to expose the students to basics of product management and various aspects of brand management as an integral part of marketing management.
2. To improve the understanding of and competence in making product-market choices, managing brands, and managing new product introduction.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Familiarize the students with the relationship between Marketing and Product Management.
2. Equip the students with the various dimensions of product and brand management.

COURSE CONTENT

UNIT I: Introduction to Product Management

1. Need of Product Management
2. Marketing and Product Management
3. Types of Products
4. Product Mix Strategy

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Product Manager

1. Functions of Product Manager
2. Role and Responsibilities of Product Manager.
3. Qualities of good Product Manager

UNIT III: Product Life Cycle

1. Concept and Importance of Product Life Cycle
2. Product Life Cycle as a Strategic Tool.
3. Product Life Cycle and Marketing strategies

UNIT IV: New Product Development

1. Factors Contributing to a new Product Design, Importance
2. New Product Development Process
3. Characteristics of Successful Product Development

UNIT IV: Branding

1. Definition of Brand.
2. Importance of Branding to Consumers and Producers
3. Branding Challenges and Opportunities
4. Branding Elements – Awareness, Identity, Image, Loyalty

UNIT V: Brand Association

1. Brand Personality- Meaning and Definition
2. Types and Elements of Brand personality
3. Brand Positioning and Repositioning
4. Brand Extension

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BBA303	MAJ/MIN	Fundamentals of Product and Brand Management	60	20	20	-	-	3	-	-	3

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***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Russel, Lehman (2009). *Product Management*. New Delhi: TMH.
2. Mathur, U C (2010). *Product and Brand Management*. New Delhi: Excel Books.
3. Wiley, Baker and Hart, S. (2010). *Product Strategy and Management*. New Delhi: Pearson.
4. Karl, Ulrich (2009). *Product Design and Development*. New Delhi: TMH.
5. Majumdar, Ramanuj (2003). *Product Management in India*. New Delhi: Prentice Hall.
6. Keller, Kevin Lane. (2011). *Strategic Brand Management: Building Measuring & Managing Brand Equity*. England: Pearson Education.
7. Tapan, Panda. (2013). *Brand Management*. New Delhi: Excel Publication.
8. Mathur, U. C. (2010). *Brand Management: Text and Cases*. New Delhi: Macmillan.

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BBA304 BASICS OF PERFORMANCE MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA304	MAJ/MIN	Basics of Performance Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to develop an insight and understanding of performance Management. It also focuses on planning, designing, reviewing, assessing and implementing performance.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

Student should be able to-

1. Understand the importance of performance management in business.
2. Develop key skills involved in effective performance management
3. Evaluate performance and its linkage to reward
4. Familiarize students with ethical and legal issues in performance management system
5. To design a effective performance management system

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BBA304	MAJ/MIN	Basics of Performance Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction

1. Concept and Objectives of Performance Management System(PMS)
2. Evolution of PMS, Performance Appraisal Vs Performance Management
3. Pre-requisites of PMS

UNIT II: Process

1. The Performance Management Cycle (PMC) and its Stages
2. Performance Management Activities
3. Importance of PMC in Business

UNIT III: Performance Planning and Designing Effective PMS

1. Performance Planning: Concept, Objectives, Process, Barriers
2. Steps in Designing Effective PMS
3. Key Elements of an Effective PMS

UNIT IV: Reviewing, Assessing and Implementing Performance

1. Reviewing Performance: Concept, Objectives, Issues and Feedback
2. Assessing Performance: Objectives, Factors Affecting Assessments Techniques
3. Implementing PMS: Steps, Strategies for Effective Implementation of PMS, Performance Linked Rewards

UNIT V: Recent Trends

1. Role of HR Professionals in PMS
2. Recent Practices in PMS
3. Ethical and Legal issues in PMS
4. Cases in Indian and Global Scenario

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Ashdown, L. (2014). *Performance Management*. New Delhi; JBA Books
2. Armstrong, M. (2006). *Performance Management: Key Strategies and Practical Guidelines*. Kogan Page Limited; London
3. Rao, T. V. (2015). *Performance Management - Toward Organizational Excellence*. Sage Publications; New Delhi
4. Sharma A.M and Rao N. S. (2015). *Compensation and Performance Management*. Himalaya Publishing House, Mumbai.
5. Aguinis, H. (2013). *Performance Management*. 3rd ed. Harlow: Pearson.
6. Hutchinson, S. (2013). *Performance Management*. London: Chartered Institute of Personnel and Development.

Web Readings

1. <https://ec2-23-21-48-136.compute-1.amazonaws.com/types-of-performance-management-systems/>
2. <https://possibleworks.com/blog/how-to-design-an-effective-performance-management-system/>
3. <https://www.geektonight.com/performance-planning/>
4. <https://www.managementstudyguide.com/performance-assessment-techniques.htm>
5. <https://www.hrzone.com/community/blogs/terkel/11-performance-management-trends-in-2022>

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BBA (Marketing/Finance/HR) - III SEMESTER (2024-2028)

BBA305 BASICS OF MANAGEMENT ACCOUNTING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBA305	MAJ/MIN	Basics of Management Accounting	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ/MIN – Major/Minor Course.

***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to impart the basic knowledge of Management accounting theory, standards, principles, and procedures to accounting problems and its application in business

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more numerical worth 24 marks.

Course Outcomes

1. To enhance the abilities of learners to develop the concept of management accounting and its significance in the business.
2. To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.
3. To make the students develop competence with their usage in managerial decision making and control.

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BBA305	MAJ/MIN	Basics of Management Accounting	60	20	20	-	-	3	-	-	3

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***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSECONTENT

UNIT I: Introduction to Management Accounting

1. Definition& features
2. Scope& Objectives
3. Functions & Limitations
4. Relationship with other Branches of Accounting.

UNIT II: MARGINAL COSTING

1. Meaning and definition
2. Need & limitations
3. Managerial Decision Making using Marginal Costing

UNIT III: STANDARD COSTING

1. Meaning and definition of standard cost and standard costing
2. Advantages and Disadvantages of standard costing
3. Variance analysis – Meaning and Types of Variances with Managerial Applications

UNIT IV: BUDGETARY CONTROL

1. Meaning and definition of budget and budgetary control
2. Objectives, Advantages and Disadvantages of budgetary control
3. Classification of Budget, Zero Based Budgeting – Meaning& Application.
4. Practical Application of Budget

UNIT V: Cost Volume Profit Analysis (CVP)

1. Concept of CVP Analysis
2. Break Even Analysis and its Computation
3. Profit Volume Ratio and Margin of Safety

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***Teacher's Assessment** shall be based upon following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Jain S.P.& Narang K.L (2013), Cost and Management Accounting, Kalyani Publishers, New Delhi, Latest edition
2. Arora M.N. (2009), Cost and Management Accounting (Theory and Problems); Himalaya Publishing House, Latest edition
3. Piallai R.S.N & Bhagvathi (1996), Management Accounting, S. Chand & Co. Ltd., Latest edition
4. Saxena V.K. & Vashist C.D. (2014), Cost and Management Accounting, Sultan Chand & Sons, Latest edition
5. Arora M. N. , A Text Book of Cost and Management Accounting Vikas Publishing House, Latest edition

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BBAI501 HUMAN VALUES AND PROFESSIONAL ETHICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI501	AECC	Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Examination Scheme

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Help the learners to determine what action or life is best to do or live.
2. Right conduct and good life.
3. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect business.

COURSE CONTENT

UNIT I: Human Value

1. Definition, Need for Human Values, Sources of Values
2. Essence of Values
3. Classification of Values (Temporal Values, Universal Values)
4. Values Across Culture

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BBA (Marketing/Finance/HR) - III SEMESTER (2024-2028)

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI501	AECC	Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; AECC- Ability Enhancement Compulsory Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT II: Morality

1. Morality its meaning and definition
2. Values Vs Ethics Vs Morality
3. Concept of Impression Management
4. Impression Management Strategies (Intimidation, Ingratiation, Self-promotion, Supplication, Exemplification)

UNIT III: Leadership in Indian Ethical Perspective.

1. Leadership, Pre-requisites of Leadership
2. Approaches to Leadership, Leadership Styles
3. Ethical Leadership
4. Values in Leadership

UNIT IV: Business Ethics

1. Business Ethics its meaning and definition
2. Relevance of Ethics in Business organizations.
3. Theories of Ethics (Teleological, Deontological)
4. Code of Ethics

UNIT V: Globalization and Ethics

1. Globalization and Business Changes
2. Values for Global Managers
3. Corporate Social Responsibility
4. Benefits of Managing Ethics in Work Place.

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Suggested Readings:

1. Kaur, T. (2004). *Values and Ethics in Management*. Galgotia Publishing Company: New Delhi
2. Kaushal, S.L. (2006). *Business Ethics. Concepts, Crisis and Solutions*. Deep & Deep Publications Pvt. Ltd.: New Delhi
3. Beteille, Andre (1991). *Society and Politics in India*. AthlonePress: New Jersey.
4. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford University Press
5. Fernando, A.C. (2009). *Business Ethics - An Indian Perspective*. India: Pearson Education: India
6. Fleddermann, C. D. (2012). *Engineering Ethics*. New Jersey: Pearson Education / Prentice Hall.
7. Boatright, J.R. (2012). *Ethics and the Conduct of Business*. Pearson. Education: New Delhi.
8. Crane, A. and Matten, D. (2015). *Business Ethics*. Oxford University Press Inc: New York.
9. Murthy, C.S.V. (2016). *Business Ethics – Text and Cases*. Himalaya Publishing House Pvt. Ltd: Mumbai
10. Naagrajan, R.R (2016). *Professional Ethics and Human Values*. New Age International Publications: New Delhi.

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