

Detailed Curriculum for Undergraduate Degree

BBA

(w.e.f. AY: 2025-26)

Part VI: Detailed Curriculum

Course Name:	Entrepreneurship and Skill Development		
Course Code:	BBA-MJ 501	Category:	Management Science
Semester:	5 th Sem	Credit:	2.0
L-T-P:	2-0-0	Pre-Requisites:	The basic concept of Management
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:

1	To explain the concepts of entrepreneurship and build an understanding of the business situations in which entrepreneurs act.
2	To qualify students to analyze the various aspects, scope, and challenges of an entrepreneurial venture.
3	To explain the classification and types of entrepreneurs, as well as the process of developing entrepreneurial projects.
4	To discuss the steps in venture development and new trends in entrepreneurship.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Theories of Entrepreneurship: Role and Importance of Entrepreneur in Economic Growth.	2L
2	Entrepreneurial Behaviors: Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation, and Entrepreneurship.	4L
3	Entrepreneurial Talents: Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of an Entrepreneur.	3L
4	Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSIs. Organization Assistance: New Ventures, Industrial Park (Meaning, Features, & Examples), Special Economic Zone (Meaning, Features & Examples), Financial Assistance by Different Agencies,	6L



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	Small Scale Industries, The Small Industries Development Bank of India(SIDBI), The State Small Industries Development Corporation(SSIDC)	
5	Project Feasibility Analysis: Business Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities, and Documentation. Entrepreneurial strategy: New Entry, Entry Strategy, Risk Reduction Strategy for New Entry.	5L
Total		20L

Course Outcomes:

After completion of the course, students will be able to:

1	To understand the foundation of Entrepreneurship Development and its theories.
2	To explore entrepreneurial skills and the management function of a company with special reference to the SME sector.
3	To identify the type of entrepreneur and the steps involved in an entrepreneurial venture.
4	To understand the various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.
5	To understand the foundation of Entrepreneurship Development and its theories.

Learning Resources:

1	Arya Kumar: Entrepreneurship, Pearson.
2	Lall & Sahai: Entrepreneurship, Excel Books
3	Pareek, U & Venkateswara Rao, T: Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.
4	Chakraborty, Tridib: Introducing Entrepreneurship Development, Modern Book Agency.
5	Dr. S.S. Khanka: Entrepreneurial Development, S. chand publishing.
6	Manimala, M.J.: Entrepreneurial Policies and Strategies, TMH

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Business Fundamentals for Entrepreneurs	Prof. Devdip Purkayastha	IIT Bombay
	Course Link: https://onlinecourses.nptel.ac.in/noc26_mg11/preview		
2	Entrepreneurship Essentials	Prof. Manoj Kumar Mondal	IIT Kharagpur



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Course Link: https://onlinecourses.nptel.ac.in/noc26_ge30/preview

Course Name:	Sales & Distribution Management		
Course Code:	BBA-MJ-MM 502	Category:	Management Science
Semester:	5 th Sem	Credit:	4.0
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of Marketing Management
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:	
1	To explain the understanding of sales & distribution processes in Organizations.
2	To get familiar with concepts, approaches, and the practical aspects of the key decision-making variables in sales management and distribution channel management.
3	To explain Market analysis methods and selling concepts.
4	To discuss Performance evaluation methods, ethics, and trends in sales and distribution management.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1	Personal Selling: Nature and importance; Functions of a salesman; Personal selling as a career. Salesmanship and Qualities of Salesman Psychology in Selling, Buying Decision Process, Types of Buying Situation: Buyer-seller dyads; Product knowledge; Customer knowledge – buying motives and selling points.	8L
2	Sales Management: Market potential, Sales Potential; Sales Forecasting and Budgeting: Developing Sales Forecast, Approaches to Sales Forecasting, Sales Budget, Sales Quota. Training and Motivating Sales force: Managing the Sales Training process – ACMEE Method, Motivating and Compensating the Sales force, Sales force, compensation, Sales Territory.	8L
3	Theories of Selling: AIDAS Theory; Buying Formula Theory. Scientific Selling Process: Basic steps in personal selling – prospecting, pre-approach, and qualifying. Approach and Presentation: Methods of approaching a customer; Presentation process and styles; Presentation planning. Objection Handling: Types of objections; Handling customer objections. Closing Sales and Follow-up: Methods of closing sales; Executing sales order – Follow-up importance and process.	12L



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4	Channels of Distribution and Strategy: Marketing Channel, Types of Intermediaries, Contemporary. Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel, Channel. Design: Steps in Channel Design, Selection of Appropriate Channel, Channel Management, Transportation, Warehousing.	12L
Total		40L

Course Outcomes:	
After completion of the course, students will be able to:	
1	Learners will comprehend the information related to understanding the sales & distribution processes in organizations.
2	Learners will comprehend concepts, approaches, and the practical aspects of the key decision-making variables in sales management and distribution channel management.
3	Learners will analyze various market analysis methods and selling concepts.
4	Learners will explore evaluation techniques in sales performance and trends in sales and distribution management.

Learning Resources:	
1	Sahu. P. K.: Salesmanship & Sales Management, Vikas Publication.
2	Sales Management: Still, Cundiff, Govoni et al., Pearson Education.
3	Ramneek Kapoor: Fundamentals of Sales Management, Macmillan.
4	Robert. J. Calvin: Sales Management, TMGH
5	Pingali Venugopal: Sales and Distribution Management: An Indian Perspective, SAGE

Corresponding NPTEL/SWAYAM Courses:			
Sl. No.	Course Name	Instructor Name	Host Institute
1	Sales and Distribution Management	Prof. Sangeeta Sahney	IIT Kharagpur
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg48/preview			
2	Advertising & Promotions Management	Prof. Mrinalini Pandey	IIT-ISM Dhanbad
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg27/preview			



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OR,

Course Name:	Financial Markets, Institutions and Financial Services		
Course Code:	BBA-MJ-FM 502	Category:	Management Science
Semester:	5 th Sem	Credit:	4.0
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of Finance
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:

1	To introduce students to the world of financial services
2	To enrich students' understanding of the fundamental concepts and working of financial service institutions
3	To equip students with the knowledge and skills necessary to become employable in the financial services industry.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Indian Financial System: Financial system, Financial Assets and Instruments, Financial Intermediaries, Financial Markets, Classification, Components of Financial Market.	6L
2	Money Market: Definition, Money Market, and Capital Market and their Features, Objectives, Features of a Developed Money Market, Importance of Money Market, Composition of Money Market, Money Market Instruments, Structure of Indian Money Market, Features of Indian Money Market.	8L
3	Capital Market: New Issue Market: Relationship between New Issues Market and Stock Exchange, Functions of New Issue Market, methods of floating new Issues, Recent regulations for IPO. Secondary Market: Introduction, Control Over Secondary Market, Listing of Securities.	10L
4	Introduction to Financial Services: Meaning of Financial Service – Features – Functions Product selling Vs Services Selling – Classification - Present situation in Indian Economy.	3L
5	Funds and Free-Based Financial Services: Fee-Based Financial Services: Concept – Merchant Banking – Credit Rating – Stock Broking – Custodial Services – Loan syndication - Securitization Fund-Based Financial Services: Concept – Leasing – Hire Purchase – Bill Discounting – Venture Capital – Housing finance – Insurance service – Factoring – Forfeiting – Mutual funds	9L



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6	Credit Management and Credit Rating Agencies: Concept - Functions - Different Credit Rating Agencies - Popular Symbols – SEBI & Credit Rating Credit cards – Business credits – NAV role in the economy. Regulatory Bodies in Financial Services: SEBI, RBI, IRDA, AMFI.	4L
Total		40L

Course Outcomes:	
After completion of the course, students will be able to:	
1	To appraise the Indian Financial System and the components of the Indian Financial Market.
2	To demonstrate the conceptual framework of the money market and capital market
3	To classify the Financial services based on their use and availability in the current situation
4	To compare the different credit rating agencies and the management of credit

Learning Resources:	
1	Khan: Indian Financial Systems, Tata McGraw-Hill
2	Fabozzi: Financial Markets & Institutions, Pearson
3	Guruswamy: Financial Services and Markets, Thomson Learning
4	Pathak: Indian Financial System, Pearson
5	L. M. Bhole, Jitendra Mahakund, Financial Institutions & Markets – Structure, Growth & Innovation, Tata McGraw-Hill

Corresponding NPTEL/SWAYAM Courses:			
Sl. No.	Course Name	Instructor Name	Host Institute
1	Financial Institutions and Markets	Prof. Jitendra Mahakud	IIT Kharagpur
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg43/preview			



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OR,

Course Name:	Industrial Relations		
Course Code:	BBA-MJ-HR 502	Category:	Management Science
Semester:	5 th Sem	Credit:	4.0
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of HRM
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:

1	To understand the concept of Industrial-Organizational Psychology.
2	To apply Industrial Psychology to select, develop, and manage employees
3	To comprehend how the theory and research are applied to work settings
4	To create a stress-free environment at the workplace.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Discipline: Concept of Discipline, Deviations in Work Behaviour, Hot Stove Rule, Types of Discipline.	3L
2	Industrial Relations in India: Concept of Industrial Relations in India, Theory of Industrial Relations in India. Approaches & Context of IR. Growth of Trade Unionism Structure of Trade Unionism Trends in Industrial Disputes Industrial Disputes Settlement machinery under ID Act, Collective Bargaining Worker's Participation in Management Labour Welfare Industrial Employment (Standard Orders) Act, 1946 Principles of Natural Justice The Central Civil Services (Conduct) Rules Code of Conduct, International Labour Movement: International Labour Organizations (ILO) – Origin, history, objectives and functions.	15L
3	Negative Discipline: Act of Indiscipline or Misconduct. Cause of Indiscipline & Misconduct Principles for Maintenance of Discipline Basic Ingredients or Guidelines of a Disciplinary Action Warning (Verbal/Written) Charge Sheet Domestic Enquiry.	7L
4	Positive Discipline: Counseling Approaches, Process Skills of Positive Discipline, Problems of Positive Discipline.	5L
5	Management of Discipline: Discipline Authority, Punishment & Penalties, Handling Court cases.	5L
6	Grievance Management: Causes and Effects, Need for Grievance Procedures, Discovery of Grievance Procedures, Essential Pre-requisites of Grievance Procedure, Steps in the Grievance	5L



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	Procedure, Model Grievance Procedure, Grievance, Management In Indian Industry, Guidelines for Handling Grievances.	
Total		40L

Course Outcomes:

After completion of the course, students will be able to:

1	Ability to understand the concept and applications of Industrial Organizational Psychology.
2	Ability to understand the concept and relevance of Trade Unionism.
3	Ability to develop an understanding of the machinery for the prevention and settlement of Play.
4	Ability to understand the concept and practice of Collective Bargaining.
5	Ability to understand and apply the concept of Workers Participation in Management and the Labour Welfare concept.

Learning Resources:

1	V.S.P. Rao: Human Resource Management – Text and Cases, Excel Books.
2	Srivastava: Industrial & Labour Laws, Vikas Publishing House.
3	S.L. Agarwal: Labour Relations Law in India, Macmillan.
4	C.B. Mamoria & S. Mamoria: Industrial Relations in India, Himalaya Publishing House.
5	Venkata Ratnam, C.S. & Srivastava, B.K.: Personnel Management and Human Resources, TMH.

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Legal Essentials for Human Resource Management	Prof. Ameesh Samalopanan	NALSAR University of Law
Course Link: https://onlinecourses.nptel.ac.in/noc26_lw03/preview			



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Course Name:	Consumer Behaviour		
Course Code:	BBA-MJ-MM 503	Category:	Management Science
Semester:	5 th Sem	Credit:	4.0
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of Marketing Management
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:	
1	To acquaint students with Consumer Behavior concepts and applications.
2	To enable students to demonstrate the ability to analyze the complexities of buying behavior and use the same to formulate successful strategies.
3	To create an understanding of the group influences and consumer behavior in cultural and contextual environments.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1	Introduction to Consumer Behaviour and Consumer Research: Introduction, Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process	6L
2	Perception: Introduction, Sensation (Exposure to Stimuli), Perceptual Selection, Perceptual Organisation, Factors that Distort Individual Perception	3L
3	Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research	4L
4	Consumer Personality: Introduction, Self-concept, Personality Theories, Brand Personality, Emotions.	3L
5	Consumer Learning, Memory and Involvement: Introduction, Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement	4L
6	Consumer Attitudes: Introduction, Functions of Attitude, Attitude Models, Factors that Inhibit Relationship between Beliefs, Feelings and Behaviour, Learning Attitudes, Changing Attitudes, Attitude Change Strategies.	5L
7	Social Class and Culture along with their influences on Consumer Behaviour: Introduction, nature of Social Class, Social Class Categories, Money and Other Status Symbols,	4L



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8	Group Influences on Consumer Behaviour: Source of Group Influences, Types of Reference Groups, Nature of Reference Groups, reference Group Influences, Applications of Reference Group Influences, Family Life Cycle Stages, Husband-wife Influences, Parent-child Influences, Consumer Socialization of Children, word-of-Mouth Communications within Groups, opinion Leadership	7L
9	Consumer Decision-making Process: Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Outlet Selection, Purchase and Post Purchase Behaviour.	4L
Total		40L

Course Outcomes:

After completion of the course, students will be able to:

1	To analyze consumer behavior and its impact on buying patterns.
2	To interpret the power of individual influences on decision-making and consumption.
3	To explain consumers' perception in determining brand preferences
4	To compile the components and stages of the individual decision-making process.

Learning Resources:

1	Schiffman, Leon G.; Consumer Behavior: Pearson Education India.
2	Rajneesh Krishna: Consumer Behaviour 1st Edition: Oxford HED
3	Kardes Frank: Consumer Behavior: Cengage
4	David L Mothersbaugh, Del I Hawkins, Amit Mookerjee: Consumer Behavior: Building Marketing Strategies: McGraw-Hill India, 13th Edition.
5	Solomon: Consumer Behaviour Buying Having and Being: Pearson.

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Consumer Behaviour	Prof. Srabanti Mukherjee	IIT Kharagpur
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg40/preview			

OR,

Course Name:	Elements of Taxation		
Course Code:	BBA-MJ-FM 503	Category:	Management Science
Semester:	5 th Sem	Credit:	4.0
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of Finance
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:

1	To enable the students to identify the basic concepts, definitions, and terms related to Income Tax.
2	To enable the students to determine the residential status of an individual and the scope of total income.
3	To enable the students to compute income under various heads, namely income from salaries, house property, business/ profession, capital gains, and income from other sources.
4	To enable the students to discuss the various deductions under Chapter VIA of the Income Tax Act, 1961.
5	To enable the students to compute the net total taxable income of an individual.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Basics of income tax: Assessment year, previous year, person, assessee, charge of income tax, gross total income, residential status, incidence of tax, income deemed to accrue or arise in India, exempted income, income tax authorities.	7L
2	Income under different Heads: Income under the head 'salaries'; Income under the head 'income from house property'; Income under the head 'profits and gains of business or profession'; Capital gains; Income from other sources	6L
3	Computation of Tax Liability: Set-Off and Carry Forward of Losses, Deductions from Gross Total Income, Deduction from Gross Total Income.	7L
4	Business Tax Procedure: Advance tax liability, Due Date for payment of Advance Tax, Applicability of TDS, TDS Rate, Income Tax Return forms for different types of assessee.	6L
5	Introduction to Indirect Tax: Constitution and GST, Key terms definition; Goods, Services, Supplier, Supply, Deemed Supply, Exempt Supply, Aggregate Turnover, Business, Place of Business, Capital	7L



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	Goods, Consideration, E-Commerce, Input Service Distributor, Reverse Charge.	
6	Registration & Levy and Collection of Tax: Person liable to registration, person not liable for registration, Compulsory registration in certain cases, Procedure for registration, Cancellation or suspension of Registration, Scope of Supply, Tax liability on Composition and mixed supplies, levy and collection.	7L
Total		40L

Course Outcomes:

After completion of the course, students will be able to:

1	Basic of Direct Tax, incidence of tax, and discharge of tax liability, Residential Status of individual and a company, Income exempt from tax, and Income under different heads.
2	Corporate taxation and its planning.
3	Business Tax Procedure
4	Introduction of GST and different provisions related to registration, tax incidence, and tax discharge

Learning Resources:

1	Student's Guide to Income Tax including GST; Vinod K. Singhania and Monica Singhania; Taxmann
2	Corporate Tax Planning and Business Tax Procedures; Monica Singhania, Vinod K Singhania; Taxmann
3	Direct Tax Law and Practice; V K Singhania; Taxmann
4	GST Ready Reckoner; Keshav R Garg; Bharat

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Introduction to GST	Prof. Anil Sharma	IIT Madras
Course Link: https://nptel.ac.in/courses/110106512			



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OR,

Course Name:	Human Resource Development		
Course Code:	BBA-MJ-HR 503	Category:	Management Science
Semester:	5 th Sem	Credit:	4.0
L-T-P:	3-1-0	Pre-Requisites:	The basic concept of HRM
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:

1	To provide a comprehensive understanding of HRD principles, theories, and practices, and enable the students to design and implement HRD strategies aligned with business goals.
2	To equip students with the skills to identify needs, design, and deliver effective HRD interventions.
3	To foster an understanding of the role of HRD in organizational development and change.
4	To promote ethical behavior and responsible HR practices.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1	Training in Industry: Introduction, Basic Concepts, Training, Development & Learning- Definitions of Each and Their Differences from Each Other. Objectives of Training, Need & Policies of Training, Types of Training-Induction, Supervisory, Managerial. Methods of Training, Importance of Methods, Different Methods: Lecture Method, Case Study Method, Role play Method, Management Games, Questioning Method, Individual or Group, Practical Assignment Methods, Group Discussion Method, Panel Discussion Method, Brainstorming, FieldTrip, Demonstration Method, Evaluation Systems of Training: The Kirkpatrick Four-Level Approach, Kaufman's Five Levels of Evaluation of Training Impact, The CIRO Approach to Evaluate Training Impact, The Philip's Five Level ROI Framework to Evaluate Training. Budget of Training, Apprenticeship, Worker Education Schemes and Programmes.	10L
2	Management Development Programme (MDP): Introduction of Management Development Programme-Meaning and Definitions, Needs, Objectives, Steps, Calendar, Process, Methods & Techniques, Auditing MDPs, Budget, In-Company Training Schemes for Managers & Techniques, Role of Trainer-Modern Day Training Qualities Required From a Trainer.	8L



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3	Specialized Training: E-Learning and Use of Technology in Training, HRIS, Electronic Performance Base System (EPSS). Managerial Grid Training- Introduction, Sensitivity Training, Personality Development Programmes, OutBound Training, ISO Training.	8L
4	Training In Indian Industries: Selected Cases Covering HRD Practices in Government Organizations, Manufacturing and Service Industries, and MNCs; International Experiences of Human Resource Development. Practices in the private sector with Data Presentation and Examples, Practices in MNCs with Data Presentation and Examples.	4L
5	Emerging Areas: Work-Life Balance, TQM, Green HRM (Great Initiative by PSU of India), Concept of Human Capital/Asset, Competency Mapping, New Emerging Concepts, Multi Skilling, Coaching, Mentoring, HRD Audit, Knowledge Employee, Learning Organization.	10L
Total		40L

Course Outcomes:

After completion of the course, students will be able to:

1	Explain human resources development (HRD) and its theories, the difference between education, training, and learning, and the concept of the transfer of learning.
2	Critique the relationship between organizational development (OD) and HRD contribution to organizational effectiveness.
3	Apply and evaluate a learning process starting with training needs analysis, to the assessment and evaluation process.
4	Evaluate the HRD's role in dealing with contemporary challenges.

Learning Resources:

1	R. K. Sahoo: Training for Development, Excel Books
2	R. P. Lynton & U. Pareek: Training for Development, SAGE Publications.
3	R. Buckley & J. Caple: Theory and Practice of Training, Kogan Page Publishers.
4	D.M. Silvera: Human Resource Development – The Indian Experiences, News India Publications.
5	H. L. Kaila: Human Resource Development & Business Growth, I K International Pvt. Ltd

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
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1	Advances in Strategic Human Resource Management (HRM)	Prof. Abraham Cyril Issac	IIT Guwahati
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg15/preview			

Course Name:	Data Analysis using Statistical Package		
Course Code:	PE-BBA-MI 501	Category:	IT
Semester:	5 th Sem	Credit:	2.0
L-T-P:	2-0-0	Pre-Requisites:	Basic computer literacy
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:	
1	To understand the key features of SPSS and use the SPSS GUI effectively
2	To produce descriptive analyses using simple statistical tables, measures, and graphs
3	To perform and comment on parametric tests and simple regressions, and carry out some of the most common multivariate analyses
4	To know where to find help for advanced usage.

Course Contents:		
Module No.	Description of Topic	Contact Hrs.
1	Introduction to SPSS SPSS: Data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.	4L
2	Working with Data Computing Variables: Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data Grouping or Splitting Data.	6L
3	Exploring Data Descriptive Statistics for Continuous Variables: The Explore procedure -Frequencies Procedure – Descriptive - Compare Means - Frequencies for Categorical Data	5L
4	Analysing Data Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One-Sample t Test, Paired Samples T Test, Independent Samples T Test, One-Way ANOVA	5L
Total		20L



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Ph: +91 33 26549315/17 Fax: +91 33 26549318 Web: www.mckvie.edu.in/

Course Outcomes:

After completion of the course, students will be able to:

1	To understand the basic workings of SPSS and perform basic statistical analyses
2	To present data using relevant tables, graphical displays, and summary statistics, and explore the relationship among variables
3	To perform common parametric and non-parametric tests
4	To perform advanced statistical analyses such as one-way and two-way ANOVA, ANCOVA, simple regressions, and multivariate analyses (factor and cluster)

Learning Resources:

1	IBM SPSS Modeler Cookbook: Over 60 Practical Recipes to Achieve Better Results Using the Experts' Methods for Data Mining, Keith McCormick.
2	Multilevel and Longitudinal Modeling with IBM SPSS Ronald H. Heck.
3	Complexity Theory and the Social Sciences: An Introduction, David S. Byrne.

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Data Analysis and Decision Making - I	Prof. Raghu Nandan Sengupta	IIT Kanpur
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg23/preview			

Course Name:	Programming with Python		
Course Code:	PE-BBA-MI-502	Category:	IT
Semester:	5 th Sem	Credit:	2.0
L-T-P:	2-0-0	Pre-Requisites:	Basic knowledge of computer applications
Full Marks:	100		
Examination Scheme:	Semester Examination: 70	Continuous Assessment: 25	Attendance: 05

Course Objectives:

1	To introduce fundamental computer problem-solving strategies
2	To enable the students to develop their logical thinking skills and offer solutions to the business challenges
3	To enhance the empirical understanding using programming in business domains

Course Contents:



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Module No.	Description of Topic	Contact Hrs.
1	Introduction: Relationship between computers and programs, Basic principles of computers, File systems, Using the Python interpreter, Introduction to binary computation, Input / Output	5L
2	Data types and control structures: Operators (unary, arithmetic, etc.), Data types, variables, expressions, and statements, Assignment statements, Strings and string operations, Control Structures: loops and decision	5L
3	Modularization and Classes: Standard modules, Packages, Defining Classes, Defining functions, Functions and arguments (signature)	4L
4	Data structures and Object-oriented design: Data Structures (array, List, Dictionary), Error processing, Exception Raising and handling, Programming types, Oriented Programming, Oriented Design, Inheritance, and Polymorphism	6L
Total		20L

Course Outcomes:

After completion of the course, students will be able to:

1	Interpret the fundamental data structure and sequential programming representations.
2	Learn the control framework terminology and become proficient in using it.
3	Suggest potential error-handling structures for unforeseen inputs or conditions.
4	Apply model applications to real-world issues.

Learning Resources:

1	Head-First Python: A Brain-Friendly Guide (2nd Edition) by Paul Barry
2	Python Programming: An Introduction to Computer Science (3rd Edition) by John M. Zelle.
3	Python Cookbook: Recipes for Mastering Python 3 (3rd Edition) by Brian Jones and David Beazley.

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	The Joy of Computing using Python	Prof. Sudarshan Iyengar	IIT Ropar
Course Link: https://onlinecourses.nptel.ac.in/noc26_cs84/preview			



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Ph: +91 33 26549315/17 Fax: +91 33 26549318 Web: www.mckvie.edu.in/

2	Programming, Data Structures And Algorithms Using Python	Prof. Madhavan Mukund	Chennai Mathematical Institute
Course Link: https://onlinecourses.nptel.ac.in/noc26_cs79/preview			

Course Name:	Entrepreneurship and Skill Development Lab
Course Code:	BBA-MJ 581
Credit:	2.0

Field Project and Report Preparation: Students will undertake a field project by visiting an organization, startup, or small business enterprise. Based on their preference, students will choose one functional area such as **Marketing, Finance, or Human Resource Management**. They will collect primary and secondary data, analyze entrepreneurial practices, identify challenges and opportunities, and prepare a detailed project report. The project will include problem identification, analysis, findings, and recommendations, followed by presentation and viva. **Students who are interested in starting their own startup may also prepare a project report based on their proposed business idea**, including business model, market analysis, financial planning, and operational strategy. The project will include problem identification, analysis, findings, and recommendations, followed by presentation and viva. Regular Classes will not be held for this course.

Course Name:	Data Analysis using Statistical Package Lab		
Course Code:	PE-BBA-MI-591	Category:	IT
Semester:	5 th Sem	Credit:	2.0
L-T-P:	0-0-4	Pre-Requisites:	Basic computer literacy
Full Marks:	100		
Examination Scheme:	Semester Examination: 60	Continuous Assessment: 35	Attendance: 05

Course Objectives:	
1	To provide practical knowledge of data analysis using statistical software such as SPSS.
2	To enable students to handle real datasets and perform statistical analysis.
3	To develop skills in interpreting statistical results and presenting them effectively.
4	To enhance analytical and decision-making abilities through practical data analysis.

Course Contents:		
Module	Description of Topic/ Experiment	Contact



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No.		Hrs.
1	Introduction to SPSS SPSS: Data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.	10P
2	Working with Data Computing Variables: Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data Grouping or Splitting Data.	10P
3	Exploring Data Descriptive Statistics for Continuous Variables: The Explore procedure - Frequencies Procedure – Descriptive - Compare Means - Frequencies for Categorical Data	8P
4	Analysing Data Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One-Sample t Test, Paired Samples T Test, Independent Samples T Test, One-Way ANOVA	12P
Total		40P

Course Outcomes:

After completion of the course, students will be able to:

1	Use SPSS software for data entry, management, and statistical analysis.
2	Analyze datasets and interpret statistical outputs effectively.
3	Present analytical results using charts, tables, and reports.
4	Apply statistical techniques to real-world business and research problems.

Learning Resources:

1	IBM SPSS Modeler Cookbook: Over 60 Practical Recipes to Achieve Better Results Using the Experts' Methods for Data Mining, Keith McCormick.
2	Multilevel and Longitudinal Modeling with IBM SPSS Ronald H. Heck.
3	Complexity Theory and the Social Sciences: An Introduction, David S. Byrne.

Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Data Analysis and Decision Making - I	Prof. Raghu Nandan Sengupta	IIT Kanpur
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg23/preview			

Course Name:	Programming with Python Lab		
Course Code:	PE-BBA-MI-592	Category:	IT
Semester:	5 th Sem	Credit:	2.0
L-T-P:	0-0-4	Pre-Requisites:	Basic knowledge of computer applications
Full Marks:	100		
Examination Scheme:	Semester Examination: 60	Continuous Assessment: 35	Attendance: 05

Course Objectives:

1	To provide hands-on experience in writing and executing Python programs.
2	To develop problem-solving and logical thinking skills through programming exercises.
3	To enable students to apply Python programming in solving business-related problems.
4	To enhance practical understanding of data structures and object-oriented programming concepts.

Course Contents:

Module No.	Description of Topic/ Experiment	Contact Hrs.
1	Introduction: Relationship between computers and programs, Basic principles of computers, File systems, Using the Python interpreter, Introduction to binary computation, Input / Output	8P
2	Data types and control structures: Operators (unary, arithmetic, etc.), Data types, variables, expressions, and statements, Assignment statements, Strings and string operations, Control Structures: loops and decision	8P
3	Modularization and Classes: Standard modules, Packages, Defining Classes, Defining functions, Functions and arguments (signature)	10P
4	Data structures and Object-oriented design: Data Structures (array, List, Dictionary), Error processing, Exception Raising and handling, Programming types, Oriented Programming, Oriented Design, Inheritance, and Polymorphism	14P
Total		40P

Course Outcomes:

After completion of the course, students will be able to:

1	Write and execute Python programs for solving basic computational problems.
2	Apply control structures, functions, and data structures in programming tasks.
3	Develop simple applications using object-oriented programming concepts.

4	Use Python programming to address real-world and business-related problems.
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Learning Resources:	
1	Head-First Python: A Brain-Friendly Guide (2nd Edition) by Paul Barry
2	Python Programming: An Introduction to Computer Science (3rd Edition) by John M. Zelle.
3	Python Cookbook: Recipes for Mastering Python 3 (3rd Edition) by Brian Jones and David Beazley.

Corresponding NPTEL/SWAYAM Courses:			
Sl. No.	Course Name	Instructor Name	Host Institute
1	The Joy of Computing using Python	Prof. Sudarshan Iyengar	IIT Ropar
Course Link: https://onlinecourses.nptel.ac.in/noc26_cs84/preview			
2	Programming, Data Structures And Algorithms Using Python	Prof. Madhavan Mukund	Chennai Mathematical Institute
Course Link: https://onlinecourses.nptel.ac.in/noc26_cs79/preview			

Course Name:	Leadership Skills Lab		
Course Code:	BBA-CAVC-594	Category:	Management Science
Semester:	5 th Sem	Credit:	1.0
L-T-P:	0-0-2	Pre-Requisites:	Basic knowledge of organizational behaviour and communication
Full Marks:	100		
Examination Scheme:	Semester Examination: 60	Continuous Assessment: 35	Attendance: 05

Course Objectives:	
1	To help students understand, develop, and demonstrate essential leadership skills through experiential learning, simulations, and role-based activities.
2	To enable students to solve reality-oriented organisational issues.
3	To enable students to perform effective team-building exercises.
4	To capacitate the students to solve critical organisational issues like employee conflict, disputes, and stress.

Course Contents:		
Module No.	Description of Topic/ Experiment	Contact Hrs.
1	Introduction to Leadership: Case study and role play on Autocratic vs. Democratic vs. Laissez-faire leadership. Activity: Leadership Style Assessment (Self/Peer Evaluation)	2P
2	Communication & Active Listening: Verbal and non-verbal communication. Activity: Group discussion simulations. Handling difficult conversations. Listening circle activity.	4P
3	Personality Identification and Intervention: Activity: 16 Personality factors, Beck depression inventory, State Trait Anxiety inventory, Hospital Anxiety and Depression scale, Tower of London scale, Assessment of emotional intelligence.	6P
4	Team Building and Motivation: Leading Teams & Group Dynamics. Activity: Team-based games and challenges (Marshmallow Challenge)	4P
5	Conflict Management, Negotiation, and Stress Reduction: Types of Conflict and Conflict Resolution Techniques. Basics of Negotiation and Mindfulness. Activity: Conflict resolution role-play. Mock negotiation exercises. Use of mindfulness tools for stress reduction.	4P
Total		20P

Course Outcomes:	
After completion of the course, students will be able to:	
1	Understand, develop, and demonstrate essential leadership skills through experiential learning, simulations, and role-based activities.
2	Enable students to solve reality-oriented organisational issues.
3	Enable students to perform effective team-building exercises.
4	Capacitate the students to solve critical organisational issues like employee conflict, disputes, and stress.

Learning Resources:	
1	Girish Batra, <i>Experiments in Leadership</i> , Notion Press
2	Mitesh Khatri. <i>Awaken the Leader in You</i> , Jaico Publishing House
3	Carnegie Dale, <i>Become an Effective Leader</i> , Amaryllis



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Corresponding NPTEL/SWAYAM Courses:

Sl. No.	Course Name	Instructor Name	Host Institute
1	Leadership and Team Effectiveness	Prof. Santosh Rangnekar	IIT Roorkee
Course Link: https://onlinecourses.nptel.ac.in/noc26_mg61/preview			