



સૌરાષ્ટ્ર યુનિવર્સિટી

એકેડેમિક વિભાગ, યુનિવર્સિટી કેમ્પસ, યુનિવર્સિટી રોડ, રાજકોટ - ૩૬૦૦૦૫

ફોન નં. : (૦૨૮૧) ૨૫૭૮૫૦૧ એક્સટે. નં. ૨૦૨,૩૦૪,૨૨૪ / ફેક્સ નં. : (૦૨૮૧) ૨૫૭૬૩૪૭

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તા. 30 /૦૬/૨૦૨૬

મેનેજમેન્ટ

પરિપત્ર:-

આથી સૌરાષ્ટ્ર યુનિવર્સિટીના મેનેજમેન્ટ વિદ્યાશાખા હેઠળની સર્વે સંલગ્ન કોલેજોના આચાર્યશ્રીઓને જણાવવામાં આવે છે કે, અધ્યક્ષશ્રી, Faculty of Management દ્વારા તેમજ Management વિષયની અભ્યાસ સમિતિની તા.૦૬/૦૨/૨૦૨૬ની કાર્યવાહી નોંધના ઠરાવ ક્રમાંક ૨ અન્વયે તેમજ એકેડેમિક કાઉન્સિલની તા.૧૨/૦૬/૨૦૨૬ની કાર્યવાહી નોંધના ઠરાવ ક્રમાંક "૭" દ્વારા BBA Semester VII and VIII for BBA (Honors) and BBA (Honors with Research) શૈક્ષણિક વર્ષ જુન ૨૦૨૬ થી અમલમાં આવે તે માટે મંજૂર કરવા ઠરાવેલ છે. જે માનનીય કુલપતિશ્રીએ મંજૂર કરેલ છે. જે ધ્યાને લઈ તે મુજબ તેનો અમલ કરવા વિનંતી.

(મુસદ્દો કુલસચિવશ્રીએ મંજૂર કરેલ છે.)

સહિ/-
(ડૉ.એ.કે.જાડેજા)
કુલસચિવ

બિડાણ:- BBA Semester VII and VIII for BBA (Honors) and BBA (Honors with Research) શૈક્ષણિક વર્ષ જુન ૨૦૨૬

રવાના કર્યું

ઈ.ચા.એકેડેમિક ઓફિસર

પ્રતિ,

(૧) મેનેજમેન્ટ વિદ્યાશાખા હેઠળની સર્વે સંલગ્ન કોલેજોના આચાર્યશ્રીઓ તરફ

(૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા

નકલ જાણ અર્થે સાદર રવાના:-

૧. માન.કુલપતિશ્રી/કુલસચિવશ્રીનાં અંગત સચિવ

નકલ રવાના (યોગ્ય કાર્યવાહી અર્થે):-

૧. પરીક્ષા વિભાગ

૨. જોડાણ વિભાગ ૩. પી.જી.ટી.આર. વિભાગ

SAURASHTRA UNIVERSITY

RAJKOT

(Accredited Grade B by NAAC)



Faculty of Business Management
Curriculum and Credit Framework
Semester – VII & VIII (Honours)
for
Bachelor of Business Administration (B.B.A.)
As Per National Education Policy - 2020

Effective From

June – 2026 (As Per SOP)

B.B.A. Semester - VII (Honours)

Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Strategic Management	4	4		50	50	100
2	Minor	Advance Research Methods	4	4		50	50	100
3	OJT	Summer Internship	6	6				100
4	Major/Core	(Select any one group Specialisation) <u>*Marketing -</u> (1) Marketing Research (2) Strategic Marketing Management <u>* Finance</u> (1)Fintech (2) Strategic Financial Management <u>*Human Resource</u> (1) Labour legislation (2) Strategic Human Resource Management	8	4		50	50	100
5				4		50	50	100
			22					500

B.B.A. Semester - VIII (Honours)

Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	<u>Choose Any one (as per previous Specialisation):-</u> International Marketing Management / International Financial Management / International Human Resource Management	4	4		50	50	100
2	Major/Core	Management of MSME	4	4		50	50	100
3	Major/Core	Academic Writing	4	4		50	50	100
4	Minor	EXIM Management	4	4		50	50	100
5	OJT	Dissertation	6	6				100
			22					500

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Strategic Management	Course Code:	Type of Course: Major/Core	
Credit: 4	Theory: 4	Practical: ----	Teaching Hours:60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2hours

COURSE OUTCOMES:

By the end of the course, students will be able to:

1. Understand the fundamentals and process of strategic management.
2. Analyze the internal and external environment affecting business strategy.
3. Formulate and evaluate appropriate strategies for business situations.
4. Implement strategic decisions effectively.
5. Develop analytical and strategic decision-making skills.

Pedagogy: Classrooms lecture, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to Strategic Management	Hours:12
	• Meaning, Nature, Scope and Importance of Strategic Management • Evolution of Strategic Management • Strategic Management Process • Vision, Mission, Goals, and Objectives • Strategic Intent and its Hierarchy	
Unit – 2	Environmental & Organizational Appraisal	Hours:12
	• Environmental Scanning: Internal and External Environment • SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) • PESTEL Analysis • Porter's Five Forces Model • Industry and Competitive Analysis	
Unit – 3	Strategy Formulation	Hours:12
	• Strategy Formulation Process • Corporate-Level Strategies: Growth, Stability, Retrenchment, Combination • Business-Level Strategies: Cost Leadership, Differentiation, Focus • Functional Strategies (Marketing, Finance, HR, Operations) • BCG Matrix, GE Nine-Cell Model	
Unit – 4	Strategy Implementation	Hours:12
	• Nature and Importance of Strategy Implementation • Leadership and Culture in Strategy Implementation • Functional and Operational Implementation • McKinsey's 7-S Framework	
Unit – 5	Strategy Evaluation and Control	Hours:12

- | | |
|--|---|
| | <ul style="list-style-type: none"> • Nature and Importance of Strategy Evaluation • Criteria and Tools for Evaluation (Qualitative & Quantitative) • Balanced Scorecard Approach • Strategic Control vs Operational Control • Problems in Evaluation and Control |
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Skill Development Activities:

Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignment

REFERENCES

1. Strategic Management (McGraw Hill) – Azhar Kazmi (McGraw Hill)
2. Strategic Management: Concepts and Cases (Pearson) – Fred R. David & Forest R. David
3. Strategic Management (Harvard Business School Press) – Michael Porter
4. Business Policy and Strategic Management – P. Subba Rao
5. Strategic Management (Kalyani) – C.N. Sontakki

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Advanced Research Methods	Course Code:		Type of Course: Minor
Credit:4	Theory:100	Practical:	Teaching Hours: 60
Internal Marks: 50	External Marks:50	Total Marks 100	External Exam Time: 2 hours

COURSE OUTCOMES:

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

1. Understand and apply advanced research concepts and design suitable research frameworks.
2. Select appropriate sampling techniques and construct reliable measurement instruments.
3. Apply descriptive and inferential statistical tools for business research.
4. Prepare a structured research report and present findings professionally.

Pedagogy:

- Lectures with presentations
- Case studies & data-driven assignments
- Mini research project
- Group discussions
- Field survey

COURSE CONTENT		
Unit – 1	Introduction & Research Foundations	Hours:12
	• Meaning, scope, and purpose of research in business • Research process and stages • Types of research: exploratory, descriptive, causal, qualitative, quantitative • Research paradigms: positivism, interpretivism, mixed-method approach • Ethics in research and responsible conduct	
Unit – 2	Problem Formulation, Hypothesis & Literature Review	Hours:12
	• Identifying and defining a research problem • Formulation of research objectives and research questions • Hypothesis: meaning, types, formulation, and testing logic • Concept of variables and theoretical frameworks • Process of conducting a literature review • Using literature to build conceptual models	
Unit – 3	Research Design	Hours:12
	• Purpose and elements of research design • Qualitative research designs: case study, ethnography, interviews, focus groups • Quantitative research designs: surveys, experiments, longitudinal and cross-sectional studies • Mixed-method designs • Validity, reliability, and control in research designs	
Unit – 4	Measurement, Scaling & Sampling	Hours: 12
	• Measurement concepts and types of variables • Levels of measurement: nominal, ordinal, interval, ratio • Scaling techniques: Likert, semantic differential, rating scales, ranking scales • Questionnaire design principles • Sampling concepts; probability and non-probability sampling methods • Determining sample size and managing sampling errors	
Unit – 5	Data Collection, Analysis & Research Reporting	Hours: 12
	• Data sources: primary and secondary • Data collection techniques: questionnaires, interviews, observation, online methods • Data preparation: editing, coding, classification, tabulation • Basics of data analysis: descriptive statistics, hypothesis testing, qualitative analysis • Use of research software (introductory) • Structure and components of a research report • Writing proposals, presenting findings, and referencing standards	
Skill Development Activities: Research Report, Survey, Financial and technical analysis, etc.		

REFERENCES

1. Kothari, C.R. – Research Methodology
2. Cooper & Schindler – Business Research Methods
3. Saunders, Lewis & Thornhill – Research Methods for Business Students
4. Andy Field – Discovering Statistics Using SPSS

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Summer Internship	Course Code:	Type of Course: OJT	
Credit: 6	Theory:	Practical:	Teaching Hours: -
Internal Marks: As per university guidelines	External Marks: As per university guidelines	Total Marks: 100	External Exam Time:

COURSE OUTCOMES

After the course, the outcomes are as follows under

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.
4. Hands-on experience in a chosen field.

Pedagogy / Summer Internship Student Engagement Process:

The summer internship aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research. Through an action research project, students will develop and apply theoretical knowledge to practical challenges, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.

An internship/capstone project is a structured, hands-on learning experience integrating academic knowledge with pre-professional work activities. It mutually benefits both the student-intern and the host organisation. Interns apply foundational skills from their studies to real-world tasks, enhancing their practical experience. Placement sites outline clear expectations, duties, and performance goals for the interns. They also offer regular supervision and feedback to guide the interns' development. This experiential learning helps students build valuable industry-specific skills, gain insights into their chosen field, and improve their employability upon graduation.

1	Orientation Session	
	The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting	
2	Identify an Internship	
	Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.	
3	Internship agreement Form	
	The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.	
4.	Start of Internship	
	The internship lasts eight weeks. Interns are expected to commit to 20 hours per week , allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and	

	address any challenges, ensuring a productive and enriching internship experience.	
5	Submission of Report	
	Front Page: Student Name, Course, Internship Company, Duration, Mentor Internship Agreement Form Internship Certificate Introduction & background of the Company Roles & responsibilities as an Intern Weekly work allotment & completion report Challenges & Solutions Learning from the internship Conclusion	
6	Internship Evaluation	
	The Viva Voce for internship evaluation is an oral exam where interns present their experiences, learning, and contributions. It involves summarizing their role, key projects, and applied skills. Interns discuss the knowledge gained, application of academic theories, and challenges faced, including how they were addressed. They reflect on their professional development and how the internship influenced their career goals. Feedback from supervisors and industry insights are also shared. Examiners ask questions to delve deeper into the intern's understanding and experiences.	

Subjective reference books as per Industry and Organization. Online sources as per the study.	

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Marketing Research	Course Code:	Type of Course: Major (Marketing)	
Credit: 4	Theory: 50	Practical:--	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks-100	External Exam Time: 2 hrs

COURSE OUTCOMES:

By the end of the course, students will be able to:

1. Understand the concepts and process of marketing research.
2. Design appropriate research methodologies for marketing problems.
3. Collect, analyze, and interpret marketing data effectively.
4. Apply marketing research for managerial decision-making.
5. Develop professional research reports and presentations.

Pedagogy: Classrooms lecture, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to Marketing Research	Hours:12
	• Meaning, Definition, and Nature of Marketing Research • Role and Importance of Marketing Research in Business Decision-Making • Marketing Research Process and Steps • Applications of Marketing Research in Product, Price, Promotion, and Distribution Decisions • Types of Marketing Research: Exploratory, Descriptive, and Causal Research	
Unit – 2	Research Design and Sampling	Hours:12
	• Concept and Components of Research Design • Types of Research Design: Qualitative and Quantitative • Sampling Design: Concept, determining sample size, Importance, and Steps • Types of Sampling: Probability and Non-Probability Sampling • Sampling Errors and Non-Sampling Errors	
Unit – 3	Data Collection Methods	Hours:12
	• Types of Data: Primary and Secondary Data • Primary Data Collection Methods: Observation Method, Survey Method (Personal, Telephone, Online), Interview Method, Questionnaire Design and Essentials of a Good Questionnaire • Secondary Data Sources: Internal and External • Reliability and Validity in Data Collection	
Unit – 4	Data Processing and Analysis	Hours:12
	• Data Editing, Coding, Classification, and Tabulation • Use of Statistical Tools for Data Analysis (Mean, Median, Mode, Correlation, Regression) by the Use of Statistical Software (SPSS, Excel – Introduction). • Hypothesis Testing and Interpretation of Data • Presentation of Findings: Tables, Charts, and Graphs • Report Preparation and Guidelines for Writing a Research Report	
Unit – 5	Applications of Marketing Research	Hours:12

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|--|--|
| | <ul style="list-style-type: none"> • Product Research (New Product Development, Concept Testing) • Advertising Research (Copy Testing, Media Effectiveness) • Sales Analysis and Forecasting • Consumer Behaviour Research and Market Segmentation Studies • Brand Image and Customer Satisfaction Research • Online and Digital Marketing Research. |
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Skill Development Activities:

Seminars, Presentations, Role Plays, Management Games, Discussion of corporate stories

REFERENCES

1. Marketing Research: An Applied Orientation (Pearson) - Naresh K. Malhotra
2. Marketing Research (Tata McGraw Hill) - Beri, G.C.
3. Marketing Research: Text and Cases - Boyd, Harper W. & Westfall, Ralph
4. Marketing Research: Text and Cases (Tata McGraw Hill) - Rajendra Nargundkar
5. Marketing Research: Measurement and Method - Tull, Donald S. & Hawkins, Del I.

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Strategic Marketing Management	Course Code:	Type of Course: Major (Marketing)	
Credit: 4	Theory: 50	Practical: -	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks-100	External Exam Time:2 hrs

COURSE OUTCOMES:

1. By the end of this course, students will be able to:
2. Understand the role of marketing strategy in achieving long-term business success.
3. Analyze market situations and develop appropriate strategic responses.
4. Formulate and implement integrated marketing strategies.
5. Evaluate the performance and effectiveness of marketing strategies.
6. Apply strategic marketing principles to real-life business cases.

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to Strategic Marketing	Hours:12
	• Concept and Nature of Strategic Marketing Management • Difference between Strategic Marketing and Traditional Marketing • Importance of Strategic Thinking in Marketing and Marketing thinking in strategic Management. • Strategic Planning Process in Marketing • Levels of Strategy: Corporate, Business, and Functional	
Unit – 2	Environmental Analysis and Marketing Opportunity	Hours:12
	• Situational Analysis: Internal and External • Competitive Analysis and Porter's Five Forces Model • Market Attractiveness and Competitive Position • Identifying Strategic Business Units (SBUs) • Concept of Core Competency and Competitive Advantage • Marketing Opportunity Analysis and Market Sensing	
Unit – 3	Formulation of Marketing Strategy	Hours:12
	• Segmentation, Targeting, and Positioning (STP) as Strategic Tools • Growth Strategies: Market Penetration, Market Development, Product Development, Diversification • Strategies for New Product Development and Innovation • Branding and Customer Value Strategies • Strategies for Mature and Declining Markets	
Unit – 4	Implementation and Control of Marketing Strategy	Hours:12
	• Strategy Implementation Framework • Marketing Mix Strategies (4Ps/7Ps) and Strategic Alignment • Marketing Metrics and Key Performance Indicators (KPIs) • Strategic Control Systems • Evaluating Marketing Performance and Feedback Mechanisms	

Unit – 5	Contemporary Issues and Global Strategies	Hours:12
	• Digital and Social Media Marketing Strategies • Global Marketing and Cross-Cultural Strategy • Strategic Alliances and Relationship Marketing • Innovation, Disruption, and Strategic Agility • Case Studies on Strategic Marketing Decisions	
Skill Development Activities: Seminars, Presentations, Role Plays, Management Games, Discussion of corporate stories		

REFERENCES

1. Strategic Market Management – David A. Aaker
2. Marketing Strategy: A Decision Focused Approach - Walker, Boyd, Mullins & Larreché
3. Marketing Management (Tata McGraw Hill)- Rajan Saxena
4. Strategic Marketing (Paradise)- Dr. Kuldeep Jobanputra
5. Competitive Strategy - Michael Porter

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Fintech	Course Code:	Type of Course: Major (Finance)	
Credit: 4	Theory: 4	Practical: ----	Teaching Hours: 60
Internal Marks: 50 Marks	External Marks: 50 Marks	Total Marks: 100 Marks	External Exam Time: 2 Hours

COURSE OUTCOMES:

1. Understand the core concepts and evolution of financial technology.
2. Able to understand how digital payments and banking innovations work.
3. Analyze the role of block chain and crypto currencies in modern finance.
4. Understand regulatory, ethical, and security challenges in FinTech.
5. FinTech tools to solve basic financial and business problems.
6. Gain awareness of emerging trends and innovations shaping the FinTech industry.

Pedagogy:

Classrooms lecture, tutorials, Group discussions, seminars, Case studies etc.

COURSE CONTENT

Unit - 1	Introduction to FinTech	Hours: 12
	• Meaning of FinTech (Finance + Technology) • Need and importance of FinTech • Traditional finance vs. digital finance • Key drivers: Digitalization, Mobile Internet, Cloud Computing, APIs • Fintech Applications: Payments, Lending and Wealth Management • Challenges and Opportunities in Fintech	
Unit – 2	Digital Payments and Banking Innovations	Hours: 12
	• Digital banking vs. neo banking vs. open banking • Online lending models (P2P lending, BNPL, digital NBFCs) • Regulatory framework: RBI guidelines on digital lending • NPCI role in Indian digital payments revolution • Wallets (Paytm, PhonePe, Google Pay) • Banking Payment System : Net Banking & Mobile Banking, RTGS, NEFT, IMPS, UPI	
Unit - 3	Blockchain and Crypto-currencies	Hours: 12
	• Meaning of Blockchain (digital record system) • Bitcoin and other digital currencies • Block chain structure, hashing, proof-of-work • CBDC (Central Bank Digital Currency) • RBI Digital Rupee • Security, challenges & regulatory concerns	
Unit – 4	InsurTech, WealthTech & RegTech	Hours: 12
	• Digital mutual funds, SIP platforms (Groww, Zerodha, Upstox,etc) • Regulatory Technology for compliance and fraud detection • Cybersecurity and data privacy in Fintech systems (Data privacy, Online fraud and Phishing, Safe digital payment practices, Need for regulations) • Online insurance platforms (Policy Bazaar, Acko,etc)	

Unit – 5	Fintech Regulation and Future Trends	Hours: 12
	• Key Regulators in Financial Technology • Regulatory challenges and frameworks for Fintech adoption • Ethical considerations and data privacy in Fintech • Future prospects and opportunities in BFSI and Fintech sectors	
Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments		

REFERENCES

- Arner, Douglas W.; Barberis, Janos; Buckley, Ross P. (2015). The Evolution of FinTech: A New Post-Crisis Paradigm.
- Mishkin, Frederic S. (2019). The Economics of Money, Banking, and Financial Markets. Pearson.
- Chuen, David Lee Kuo& Deng, Robert (Eds.) (2017). Handbook of Blockchain, Digital Finance, and Inclusion. Academic Press.
- Prasad, Eswar (2021). The Future of Money: How the Digital Revolution Is Transforming Currencies and Finance. Harvard University Press.
- Schueffel, Patrick (2016). Taming the Beast: A Scientific Definition of FinTech. Journal of Innovation Management.
- Hull, John (2022). Risk Management and Financial Institutions. Wiley.
- Bharucha, Nikhil (2020). FinTech: The Technology Driving Disruption in the Financial Services Industry.

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Strategic Financial Management	Course Code:		Type of Course: Major (Finance)
Credit: 4	Theory: 4 hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

1. To acquaint the students with concepts of financial management from strategic perspective.
2. To familiarize various Techniques and Models of Strategic Financial Management.

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies etc.

COURSE CONTENT

Unit - 1	Strategic Financial Planning and Models	Hours: 12
	Strategic financial Planning Process, Objectives, Major Kinds of financial Strategies and Policies, Financial Models – Tools or Techniques of Financial Modeling, Uses and Limitations of Financial Modeling, Types of Financial Models	
Unit – 2	Strategic Investments Decisions	Hours: 12
	Techniques of Investment Decision – Risk Adjusted Discount Rate, Certainty Equivalent Factor, Statistical Method, Sensitivity Analysis and Simulation Method, Corporate Strategy and High Technology Investments.	
Unit - 3	Expansion and Financial Restructuring	Hours: 12
	Expansion and Financial Restructuring, Corporate Restructuring - Mergers and Amalgamations, reasons for Merger, Benefits and Cost of Merger, Takeovers, Business Alliances, Acquisition, Ownership Restructuring, Buy Back of Shares, Demergers.	
Unit – 4	Leasing and Venture Capital	Hours: 12
	Importance, Types, Tax Considerations, and Accounting Considerations, Evaluation of Lease from the point of view of Lessor and Lessee, Venture Capital – Concept and Developments in India, Methods of Financing, Fiscal Incentives.	
Unit – 5	Financing Strategy	Hours: 12
	Innovative Sources of Finance - Asset Backed Securities, Hybrid Securities namely Convertible and Non-Convertible Debentures, Deep Discount Bonds, Secured Premium Notes, Convertible Preference Shares – Option Financing, Warrants, Convertibles and Exchangeable Commercial Paper.	

Skill Development Activities:

Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments

References

- Rajni Sofat & Preeti Hiro, Strategic Financial Management, Phi, Delhi, 2011
- Weaver & Weston, Strategic Corporate Finance, Cengage Learning, Delhi
- Chandra Prasanna, Financial Management, Tata Mcgraw Hill, Delhi. 2007

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Labour Legislation	Course Code:	Type of Course: Major (HR)	
Credit: 4	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Understand the evolution, purpose, and significance of labour legislation in India.
- Get insight about the key provisions of the Factories Act, 1948, including health, safety, welfare, and working conditions for industrial employees.
- Analyse employer liability and compensation mechanisms under the Workmen's Compensation Act, 1923, and describe procedures related to claim and settlement.
- Understand and Interpret the various provision of Payment of Wages Act, 1936 including various deductions.
- Understand and apply the provisions of the Sexual Harassment of Women at Workplace Act, 2013,

Pedagogy: Classroom teaching and discussion

COURSE CONTENT

Unit - 1	Introduction to Labour Law Legislation	Hours: 12
	• Introduction and definition of Labour Law. • Evolution of Labour Legislation in India • Concepts of social justice, equity, human rights, and the role of the state in regulating labour relations. • Fundamental Rights relevant to labour • Need of Labour Law in India	
Unit – 2	The Factories Act- 1948	Hours: 12
	• Introduction, Definition and Applicability • Health provision • Safety provision • Welfare provision • Working hours of Adult, Child and Women	
Unit - 3	Workmen's Compensation Act -1923	Hours: 12
	• Introduction, Definition and Applicability • Employer's Liability for Compensation • Calculation of Compensation • procedures for claiming compensation.	
Unit – 4	Payment of Wages Act -1936	Hours: 12
	• Introduction, Definition and Applicability • Fixation of Wage Periods • Responsibility for Payment of Wages • Time and Mode of Payment	

	• Authorized Deductions • Enforcement and Penalties	
Unit – 5	Sexual Harassment of Women at a workplace Act -2013.	Hours: 12
	• The Vishaka Guidelines and the genesis of the Act; creating a safe working environment for women. • Key Definitions: "Aggrieved Woman," "Appropriate Government," "Employer," and "Sexual Harassment." • Duties of the Employer: Formulation of an anti-harassment policy, conducting awareness programs, and providing assistance to the aggrieved woman.	
Skill Development Activities:		

REFERENCES

- Mishra, S. N. (2021). *Labour and industrial laws* (31st ed.). Central Law Publications.
- Kapoor, N. D. (2019). *Elements of industrial law* (14th ed.). Sultan Chand & Sons.
- Mamoria, C. B., Mamoria, S., & Gankar, S. V. (2010). *Dynamics of industrial relations* (15th ed.). Himalaya Publishing House.
- Rao, P. S. (2015). *Essentials of human resource management and industrial relations* (3rd ed.). Himalaya Publishing House.

Bachelor of Business Administration (B.B.A.)			Semester – VII (Honours)
Course Title: Strategic Human Resource Management	Course Code:	Type of Course: Major (HR)	
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

After completing this course, students will be able to **understand, analyze, and apply strategic HRM practices** that align people management with organizational goals. They will be able to evaluate the internal and external environment, formulate HR strategies, design strategic development initiatives, manage organizational change effectively, and understand emerging trends such as DEI, AI, and remote workforce management. The course prepares students to think strategically about HR's role in long-term business success and organizational competitiveness.

Pedagogy: Lectures and Interactive Discussions, Presentation, Poster making,

COURSE CONTENT

Unit - 1	Introduction to SHRM	Hours: 12
	• Introduction, Definition of Strategic Human Resource Management • Characteristics of SHRM • Importance of SHRM • A shift from Traditional HRM to Strategic HRM • 5' P of SHRM in current dynamic environment. • Challenges in SHRM	
Unit – 2	Strategic Planning and HR Strategy Formulation	Hours: 12
	• Environmental scanning, Developing HR vision, mission, and objectives • Process of strategy formulation • Strategic analysis tools: SWOT, PESTLE, and HR Scorecard • Levels of HR strategy: Corporate, Business, and Functional	
Unit - 3	Strategic HR Development (SHRD)	Hours: 12
	• Concepts and objectives of SHRD • Need of SHRD • Strategic training and development programs • Role of HR in fostering innovation and creativity • Coaching, mentoring, and leadership development	
Unit – 4	Strategic Change Management	Hours: 12
	• Introduction and definition of change management • Process of Change Management • Managing resistance to change • HR's role in mergers, acquisitions, and restructuring • Effective change management strategies for success	

Unit – 5	Emerging Trends in SHRM	Hours: 12
	• Diversity, equity, and inclusion (DEI) as strategic priorities • Managing multigenerational workforce (Gen Z, Millennials, etc.) • Future of work: automation, AI, and new-age skills Remote workforce management	
Skill Development Activities: Mini-projects on SHRM practices in companies		

REFERENCES

1. **Armstrong, M. (2020).***Armstrong's handbook of strategic human resource management* (7th ed.). Kogan Page.
- **Schuler, R. S., & Jackson, S. E. (2007).***Strategic human resource management* (2nd ed.). Blackwell Publishing.
- **Wheelen, T. L., & Hunger, J. D. (2012).***Strategic management and business policy* (13th ed.). Pearson. (Useful for strategy formulation portion of SHRM)
- **Kaplan, R. S., & Norton, D. P. (1996).***The balanced scorecard: Translating strategy into action*. Harvard Business School Press.
- **Rao, V. S. P. (2010).** *Human resource management: Text and cases* (3rd ed.). Excel Books. (Useful for Indian SHRM cases)

Bachelor of Business Administration (B.B.A.)			Semester – VIII (Honours)
Course Title: International Marketing Management	Course Code:	Type of Course: Major (Marketing)	
Credit: 4	Theory: 50	Practical: 50	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks- 100	External Exam Time: 2 hrs

COURSE OUTCOMES:

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

1. Understand the key concepts and scope of international marketing.
2. Analyze international market environments and entry options.
3. Formulate and implement global marketing mix strategies.
4. Manage cross-cultural and ethical challenges in international marketing.
5. Evaluate real-world global marketing practices and trends.

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to International Marketing	Hours: 12
	• Meaning, Nature, and Scope of International Marketing • Domestic vs. International Marketing • Importance and Challenges of International Marketing • International Marketing Environment: Economic, Political, Legal, Technological, and Cultural Forces • Globalization and Its Impact on Marketing	
Unit – 2	International Market Analysis and Entry Strategies	Hours:12
	• International Market Research and Opportunity Analysis • Criteria for Selecting Foreign Markets • Modes of Entry into International Markets: Exporting, Licensing, Franchising, Joint Ventures, Contract Manufacturing, Wholly-Owned Subsidiaries • Market Segmentation, Targeting, and Positioning in Global Context	
Unit – 3	International Product and Pricing Strategies	Hours:12
	• Product Design and Standardization vs. Adaptation • Product Life Cycle in International Markets • Pricing Objectives and Factors Affecting International Pricing • Price Escalation, Dumping, and Transfer Pricing • Countertrade and Terms of Trade	
Unit – 4	International Distribution and Promotion Strategies	Hours:12
	• Channels of Distribution in International Markets • Logistics and Supply Chain Management • International Promotion Mix: Advertising, Sales Promotion, Public Relations, and Personal Selling, Digital Promotion (Concept and Importance only) • Cross-Cultural Communication and Message Adaptation	

Unit – 5	Contemporary Issues in International Marketing	Hours:12
	• Global Branding and Country-of-Origin Effect • E-Marketing and Technology in International Marketing • Ethical and Legal Issues in Global Marketing • International Marketing in Emerging Economies (Concept and Importance) • International and Regional Economic Integration (EU, ASEAN, SAARC, NAFTA, etc.), WTO, IMF, and World Bank: - Their Role in International Trade only. • Case study	
Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignment		

REFERENCES

- Global Marketing Management (Pearson) - Warren J. Keegan & Mark C. Green
- International Marketing (McGraw Hill) - Philip R. Cateora & John L. Graham
- International Marketing: Analysis and Strategy - Sak Onkvisit & John J. Shaw
- Global Marketing and Consumer Decision Making (Paradise)- Kuldeep Jobanputra
- International Trade and Export Management (Himalaya Publishing House) - Francis Cherunilam

Bachelor of Business Administration (B.B.A.)			Semester – VIII (Honours)
Course Title: International Financial Management	Course Code:		Type of Course: Major (Finance)
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Basic knowledge about international finance
- Understand International Monetary system
- Knowledge the exchange rate mechanism
- Equipped with management of foreign exchange exposure
- Get acquaintance with concepts of international financial markets and instruments

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	International Finance – Overview	Hours: 12
	• Introduction to International Finance • Objectives of International Finance • Importance of International Finance • Finance Function in Multinational Firms • International Trade • Balance of Payments	
Unit – 2	International Monetary System	Hours: 12
	• Introduction to International Monetary System • Objectives of International Monetary System • History of International Monetary System • Exchange Rate Regimes • International Monetary Fund • European Monetary System • World Bank	
Unit – 3	International Financial Markets	Hours: 12
	• Introduction to International Financial Markets • International Financial Markets • Global Financial Markets • Euro Markets	
Unit – 4	Foreign Exchange Market	Hours: 12
	• Introduction to Foreign Exchange Market • Objectives of Foreign Exchange Market • Introduction to Foreign Exchange Markets • Mechanism of Currency Dealing • Significance of Foreign Exchange Rate	

	• Exchange Rate Quotations • India and Foreign Currency Markets	
Unit – 5	Exchange Rate Theories	Hours: 12
	• Introduction to Exchange Rate Theories • Objectives of Exchange Rate Theories • Determination of the Exchange Rate in a Free Market: The Market Theory • Purchasing Power Parity Theory • Monetary Approach to Exchange Rate Determination • Portfolio Balance Approach to Exchange Rate Determination • Interest Rate Parity Theory	
Skill Development Activities: Experts Lectures, Seminars, Role Play, Case Studies		

REFERENCES

1. Vyuptakesh Sharan – International Financial Management
2. Alan C. Shapiro, Paul Hanouna, Jayanta Seal – International Financial Management
3. Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz – International Finance Theory & Policy
4. Prof. Madhu Vij – International Finance Management Text & Cases
5. Micheal Melvin – International Money and Finance

Bachelor of Business Administration (B.B.A.)			Semester – VIII (Honours)
Course Title: International Human Resource Management	Course Code:	Type of Course: Major (HR)	
Credit: 4	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

After completing this course, students will be able to:

1. Understand how HRM functions differ across countries and how global environments influence HR decisions.
2. Learn how multinational companies recruit, select, and manage employees for international assignments.
3. Describe how organizations prepare employees for working abroad through cross-cultural and global training programs.
4. Understand how global companies design compensation, benefits, and allowances for expatriates.
5. Recognize major strategic and emerging issues in IHRM, including global talent management, diversity, and the use of HR technology.

Pedagogy: Lectures and classroom discussions, Case studies, and Presentation.

COURSE CONTENT

Unit – 1	Introduction and Overview of International Human Resource Management.	Hours: 12
	• Introduction and Definition of IHRM • Scope of International HRM • Difference between Domestic HRM and International HRM • Role of culture in IHRM – Hofstede’s and Trompenaars’ frameworks • Challenges in managing International HR	
Unit – 2	International Staffing and Selection	Hours: 12
	• Global staffing approaches: ethnocentric, polycentric, regiocentric, geocentric • Expatriates, host-country nationals, and third-country nationals • Recruitment and selection in international assignments • Criteria for selecting expatriates • Factors influencing international staffing decisions	
Unit – 3	International Training and Development	Hours: 12
	• Introduction and Definition of Training and Development • Importance and Objectives of International Training • Departure, on-site, and Expatriation training • Cross-cultural training: Techniques and Effectiveness • Evaluating international training programs	
Unit – 4	Global Compensation and Benefits	Hours: 12
	• Introduction and Definition of Compensation • Objectives and Components of International Compensation • Factors influencing compensation in global organizations • Benefits and incentives for expatriates • Global pensions and benefits	

Unit – 5	Strategic and Emerging Issues in International HRM	Hours: 12
	Future challenges and trends in IHRM – • HRIS- Human Resource Information System • Managing Virtual Organization • Global talent management and workforce diversity • Ethical issues and CSR in IHRM	
Skill Development Activities: Comparative analysis of HR practices in two countries		

REFERENCES

Books:

1. Dowling, P. J., Festing, M., & Engle, A. D. *International Human Resource Management*. Cengage Learning.
2. Aswathappa, K., & Dash, S. *International Human Resource Management*. McGraw-Hill Education.
3. Taylor, S., & Scullion, H. *Global Human Resource Management*. Routledge.
4. Dessler, G. *Human Resource Management*. Pearson (for foundational HRM concepts).

Web Sites:

- Hofstede Insights – www.hofstede-insights.com
- Harvard Business Review (HBR) – www.hbr.org

Bachelor of Business Administration (B.B.A.)			Semester – VIII (Honours)
Course Title: Management of Micro, Small and Medium Enterprises (MSME)	Course Code:	Type of Course: Major/Core	
Credit: 4	Theory: 60	Practical: -	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks -100	External Exam Time: 2

COURSE OUTCOMES:

After completing this course, students will be able to:

1. Understand the structure, role, and importance of MSMEs in India.
2. Identify opportunities and establish small enterprises effectively.
3. Manage financial, marketing, and human resources in MSMEs.
4. Utilize institutional and government support for business growth.
5. Analyze current challenges and future trends in MSME management.

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to MSME	Hours: 12
	• Meaning, Definition, and Classification of Micro, Small, and Medium Enterprises (MSME Act 2006 & Amendment 2020) • Importance and Role of MSMEs in Economic Development • Characteristics and Types of MSMEs • Challenges and Opportunities for MSMEs in India	
Unit – 2	Establishment of Small Enterprises	Hours:12
	• Identification and Selection of Business Opportunity • Project Formulation and Feasibility Analysis • Steps in Establishing MSMEs • Ownership Structure and Legal Formalities (Proprietorship, Partnership, LLP, Company, etc.) • Role of DIC (District Industries Centre) and Industrial Estate	
Unit – 3	Management of MSMEs	Hours: 12
	• Organizational Structure and Management Practices • Production and Operations Management in Small Enterprises • Financial Management: Working Capital, Credit Facilities, and Cost Control • Marketing Management in MSMEs – Product, Pricing, Distribution, Promotion • Human Resource Management in MSMEs – Recruitment, Training, Motivation	
Unit – 4	Institutional Support and Government Policy	Hours:12
	• Role of Central and State Governments in MSME Development • MSME Development Act 2006 – Key Provisions • Institutional Support: SIDBI, NSIC, KVIC, NABARD, DIC, MSME-DI • Financial Assistance and Credit Schemes: Mudra Yojana, CGTMSE, Start-up India, Make in India • Export Promotion and Support to MSME	

Unit – 5	Problems, Challenges, and Future of MSMEs	Hours: 12
	• Common Problems Faced by MSMEs: Financial, Marketing, Technological, Managerial • Impact of Globalization and Liberalization on MSMEs • Digitalization and E-Commerce Opportunities • Women Entrepreneurship in MSMEs • Future Prospects and Policy Recommendations for MSME Growth	
Skill Development Activities: Workshop, Industrial Visit, Simulation, Mini Research Project, Group Discussion, Role Play, Seminars		

REFERENCES

1. Management of Small-Scale Industries – Vasant Desai
2. Entrepreneurship and Small Business Management – C.B. Gupta & S.S. Khanka
3. Entrepreneurship Development and Management of MSME – Dr. C.B. Gupta
4. Entrepreneurship Development – S.S. Khanka

Bachelor of Business Administration (B.B.A.)			Semester – VIII (Honours)
Course Title: Academic Writing	Course Code:		Type of Course: Major
Credit:4	Theory:4	Practical:-	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2hrs

COURSE OUTCOMES:

1. By the end of this course students will understand the conventions, structure, and purpose of academic writing.
2. Apply academic writing principles in essays, reports, and research papers.
3. Analyze and synthesize academic sources ethically.
4. Evaluate drafts for clarity, coherence, and originality.

Pedagogy: Interactive Lectures, Workshops & Practice Sessions, Peer Review & Presentations, ICT Tools, Reflective Writing Journals

COURSE CONTENT

Unit - 1	Understanding Academic Writing	Hours:12
	• Nature, characteristics, and importance of academic writing • Academic vs non-academic writing • Writing process: brainstorming → outlining → drafting → revising → editing • Style, tone, and formality • Mini-assignment: Write a short analytical paragraph •	
Unit – 2	Structure and Organization	Hours: 12
	• Essay components: introduction, thesis statement, body, conclusion • Paragraph structure and logical flow • Cohesion and coherence in writing • Report organization (title, abstract, headings, subheadings) • Practice: write and revise a short essay/report •	
Unit - 3	Using Sources and Avoiding Plagiarism	Hours: 12
	• Critical reading strategies • Paraphrasing, summarizing, and quoting • Academic integrity and plagiarism • Referencing and citation styles (APA, MLA, Harvard) • Hands-on exercise using citation management tools	
Unit – 4	Research and Academic Papers	Hours:12
	• Selecting and narrowing research topics • Components of a research paper: abstract, introduction, literature review, methodology, analysis, conclusion • Writing academic arguments supported by evidence • Presenting data and visuals in reports • Group project: draft a mini research paper/report	

Unit – 5	Editing, Proofreading, and Presentation	Hours: 12
	• Techniques of self-editing and peer editing • Grammar, punctuation, and vocabulary improvement • Formatting, layout, and referencing consistency • Writing ethics and publication practices • Final assignment: submit a complete academic paper with references	
Skill Development Activities: Academic Writing Portfolio, Plagiarism Awareness Workshop, Research Article Review, Blog/LinkedIn Article Writing, Peer Review & Editing Exercise, Mini Research Presentation		

REFERENCES

1. Bailey, Stephen. *Academic Writing: A Handbook for International Students*. Routledge (Indian Edition).
2. Oshima, Alice & Hogue, Ann. *Introduction to Academic Writing*. Pearson Education.
3. Dutta, S. K. *Academic and Research Writing: Essential Skills and Styles*. New Century Publications, India.
4. Monippally, M. M. & Pawar, B. S. *Academic Writing*. SAGE Publications India.

Bachelor of Business Administration (B.B.A.)			Semester – VIII (Honours)
Course Title: EXIM Management	Course Code:	Type of Course: Minor	
Credit: 4	Theory:4	Practical: nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks 100	External Exam Time: 2 hrs

COURSE OUTCOMES:

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Pedagogy:

1. Students understand the fundamentals of international trade and India's export-import environment.
2. Students learn the complete procedures, documentation, and regulations involved in EXIM operations.
3. Students gain skills in export marketing, pricing, logistics, packaging, and shipment handling.
4. Students understand export finance, payment mechanisms, and ways to manage international trade risks.
5. Students become aware of current trends, technologies, and opportunities for Indian exporters in global markets.

COURSE CONTENT

Unit - 1	Introduction to EXIM Management	Hours: 12
	• Meaning, scope, and importance of EXIM management • International trade vs. domestic trade • Trends in global trade and India's trade performance • Balance of trade vs. balance of payments	
Unit –2	Export - Import Procedures	Hours: 12
	• Export promotion councils, SEZs, EOUs, and institutional support (DGFT, EPCs, FIEO) • Export incentives and assistance (MEIS, RoDTEP, etc.) • Import regulations and licensing in India • Customs clearance process • Import substitution vs. export promotion policy • Special import schemes (Advance Authorization, EPCG, Duty Drawback)	
Unit - 3	International Marketing and Logistics	Hours: 12
	• International marketing environment and strategies • Selection of export markets, market entry modes • Export pricing strategies • International logistics: shipping, warehousing, freight forwarding • Packaging, labeling, insurance, and risk management	
Unit – 4	Export Finance and Payment Mechanisms	Hours: 12
	• Sources of export finance – pre-shipment and post-shipment finance • Role of EXIM Bank, ECGC, commercial banks • Methods of payment – advance payment, open account, documentary collection, letter of credit • Risks in international trade and methods of risk mitigation	

Unit – 5	Contemporary Issues in EXIM Management	Hours: 12
	• E-commerce and digital trade (Amazon Global Selling, Flipkart Cross-border) • Technology in EXIM (Blockchain, AI, IoT) • Case studies: India–USA, India–EU, India–ASEAN trade relations • Opportunities and challenges for Indian exporters in global markets	
Skill Development Activities:		

REFERENCES

1. Export & Import Management: Text & Cases — Ram Singh (2nd Edition)
2. Export-Import Management — Parul Gupta
3. Export Import Management — Justin Paul, Rajiv Aserkar
4. Export Import Management: Basics of International Trade and Transportation — Premkumar Balaraman
5. Export and Import Management — Aseem Kumar

Bachelor of Business Administration (B.B.A.)			Semester – VIII (Honours)
Course Title: Dissertation	Course Code:	Type of Course:RP	
Credit:	Theory: --	Practical:	Teaching Hours: --
Internal Marks: As per university guidelines	External Marks: As per university guidelines	Total Marks- 100	External Exam Time:--

COURSE OUTCOMES

After the course, the outcomes are as follows under

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. I understand workplace culture and dynamics.
4. Hands-on experience in a chosen field.

All Students must carry out an independent research project in an area of their interest in Business Administration.

A dissertation is **a long-form piece of academic writing based on original research conducted by the student**. Hence, this course aims to provide students with the opportunity to apply the knowledge and skills acquired in their courses to a specific problem. This allows students to extend their academic experience into areas of interest and work with new ideas. This also addresses the issues inherent in selecting a research problem and discusses the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals. This will give students knowledge, general competence, and analytical skills in Research Methodology. They can build their foundation for research in Business administration. It provides hands-on experience in carrying out research work on interdisciplinary topics, including management, economics, etc., and the process for publishing original work.

Consequently, students are expected to produce quality research projects that:

- Addresses current problems of interest in the real world.
- Demonstrate a mastery of skills learnt during their study in the Institute.
- Demonstrates writing skills.

Pedagogy / General Regulations

- The Project report should be submitted before the student sits for the final university examinations in semester VIII.
- The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.
- Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.
- The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester VII.
- The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.
- The student will then complete chapters 4 and 5 of the project.
- Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defence and VIVA VOCE. The marks obtained will be added to the proposal defence marks and compiled.
- The students should then submit two copies of the project report to the Institute at least two weeks before the final examination in semester VIII.

If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

Choosing a Project Title

- The project's title should be clear and specific to a real problem.

- Similar topics between students should be avoided.
- The project should be new and original, not replicating another person's work.
- At the proposal level, the appointed supervisor MUST approve the project title.
- The research committee must ratify all the topics.

Formatting Guidelines

- Font Size-12 in the body text, except for the topics and titles, which should be a font size of 14
 - Font Type- Times New Roman
 - Spacing- The project should be 1.5 lines spacing
 - Highlighting- Topics and subtopics should be bolded and NOT be underlined
 - Print Quality- The final document should be of good quality
 - Margins- Margins of the report should be 1 inch on the top, bottom and righthand side. The left-hand-side margin should be 1.25 inches to allow for binding.
 - Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
 - Numbers and Percentages-must do not begin with a sentence.
 - Tables and Figures - There must be a finding and analysis section when presenting the table or figure. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1 shows that'
 - Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
 - Pagination: Bottom of page and centred.
- Evaluation will be done based on the dissertation completed, presentation of the proposal and Viva Voce.

DISSERTATION GUIDELINES

The title should be in upper case and Centered, and the font size should be 14

TOPIC-

Student Name
 Supervisors Name
 Class and Year
 Designation
 (In Upper Case)
 (In Upper Case)
 Research Project Submitted in Partial Fulfillment for the Degree of
 Bachelor in Business Administration
 from ----- University
 Month Year

DECLARATION - (Roman number- ii), (centre 14 font size)

a) A signed declaration by the candidate with the following statement
 This project is my original work and has not been presented for a degree in any other
 University or for any other award....
 Students Name:
 Sign Date

b) A signed declaration by the University Supervisor with the following statement.
 I confirm that the candidate did the work reported in this project under my
 supervision.
 Name:
 Sign Date

DEDICATION - (Roman number- iii) (centre 14 font size)

A dedication statement not exceeding 50 words may follow the declaration, beginning on a separate page.

Dedication may be to a person or persons to whom they have special attachments. A simple statement such as “to my father..... and my mother” and a reason for the dedication may be given.

ACKNOWLEDGEMENT - (Roman number- iv) (centre 14 font size)

Acknowledgement should be at most 250 words and follow the dedication beginning on a separate page. An acknowledgement is an extension of appreciation for the contribution of others and assistance given during the entire research process. It recognises the person the writer is indebted to for guidance and help during the study.

ABSTRACT-(Roman v) (centre 14 font size)

An abstract of the research project not exceeding three hundred (600) words and beginning on a new page. It should be a one-paragraph continuous prose, single spaced and on one page only.

The abstract should be one page single paragraphed and should contain

- The purpose and objectives of the study
- Significance of the study
- Methodology used
- Findings
- Recommendations

TABLE OF CONTENTS - (Roman vi) – (centre 14 font size)

LIST OF TABLES - (Roman vii) (centre 14 font size)

LIST OF FIGURES- (Roman viii) (centre 14 font size)

(All tables and figures must have a number and heading and follow APA style)

LIST OF ACRONYMS AND ABBREVIATIONS (Roman ix) (centre 14 font size)

DEFINITION OF KEY TERMS - (Roman x) (centre 14 font size)

The definition of terms must not be the dictionary meanings of the terms. Give the meaning of what was used in that study.

Presentation

Term (Bolded) Meaning

MAIN DOCUMENT (Pagination of 1, 2, 3, 4, etc. should begin in Chapter One)

1	INTRODUCTION	
	1.1 Background of the Study Give specifics of the problem rather than the history of the case. Give citations. Build a case for the study. Let there be authoritative sources/citations.	
	1.2 Problem Statement Should it be a paragraph, and should it clearly show what the problem is? What the research seeks to solve. Give authoritative sources/citations on what has been done and what is missing.	

	1.3 Objectives of Study 1.3.1 General Objective A statement giving the primary purpose/goal of the study. 1.3.2 Specific Objectives • They should be SMART. • They should be within the scope. • There should be no objective to make recommendations – it's assumed to exist. 1.4 Research Questions The research questions are based on the specific objectives. • An introductory statement should be there. • The number of research questions has to be the same as the objectives. • The framing of questions should not attract a yes/no answer . 1.5 Significance of the Study It should explain who benefits from the study and how. This section must be in the future tense. 1.6 Limitations of the Study It should show the extent to which the study results can be generalised. The reasons given must be beyond the researcher's control. Stereotype limitations are not acceptable and should not be anticipated, e.g., time and money are not limitations. 1.7 Scope of the Study It should include the concept, content, geographical, and time scope. 1.8 Organisation of the Study Should include the structure of the study chapter by chapter	
2	LITERATURE REVIEW	
	2.1 Introduction – Overview of chapter contents 2.2 Theoretical Literature of the Problem. A theoretical framework consists of concepts, definitions, and existing theory/theories used for your particular study. The theoretical framework must demonstrate an understanding of theories and concepts relevant to the problem the project is solving. 2.3 Similar Projects Your project is not unique. Discuss at least five similar projects/research works and show the research gap. A review of project systems should be done for global and local projects. ` NB: Acknowledge the sources using APA 2.4 Critical Review and Research Gap Identification You should identify the unique innovation of your project. This should clearly show the gap you are filling in the project. Otherwise, your project will be seen as plagiarised. 2.5 Summary Highlight of the critical issues raised, facts- Reviewed issues that have been raised	
3	METHODOLOGY	
	3.0 Introduction – Overview of chapter contents. 3.1 Project Design This section should explain the details of the proposed project. How you will go about exploring your research question:	

	3.1.1 What requirements collection methods will you use (e.g. survey or focus group)? 3.1.2 What methods or tools of analysis will you use and why? 3.1.3 Expected results or outcomes. The presentation of the proposal must include the above three references along with the questionnaire.	
4	RESEARCH FINDINGS AND DISCUSSION	
	4.1 Introduction – overview of chapter contents 4.2 Presentation of Findings. The findings should address each objective. Objective 1 Objective 2, etc. Check to ensure all the objectives are addressed.	
5	SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	
	5.1 Introduction - overview of chapter contents 5.2 Summary of Findings Begin with general information 5.2.1 Objective one. 5.2.2 Objective two, etc. 5.3 Conclusions Answers to the project objectives achieved. 5.4 Recommendations should be in line with the study area and the conclusions. 5.5 Suggestions for further study should be in line with or advised by the study processes.	
6	REFERENCES	
	Use Reference – acknowledgement of works referred to or citations. American Psychological Association (APA) reference style should be used.	
7	APPENDICES	
	A. Questionnaire B. Response summary sheet C. Any other evidence, such as pictures.	

REFERENCES	
1. Uwe Flick- Introducing Research Methodology 2. CR Kothari- Research Methodology Methods and Techniques 3. John W Cresswell: Research Design: Qualitative, Quantitative, and Mixed Methods Approaches 4. Wayne C Booth: The Craft of Research 5. R Paneerselvam: Research Methodology 6. Ranjit Kumar: Research Methodology, a step-by-step guide for beginners. 7. Robert K Yin: Case Study Research: Design and Methods (Applied Social Research Methods)	

SAURASHTRA UNIVERSITY

RAJKOT

(Accredited Grade B by NAAC)



Faculty of Business Management
Curriculum and Credit Framework
Semester – VII & VIII (Honours with Research)
for
Bachelor of Business Administration (B.B.A.)
As Per National Education Policy - 2020

Effective From

June – 2026 (As Per SOP)

B.B.A. Semester - VII (Honours with Research)								
Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	Strategic Management	4	4		50	50	100
2	Minor	Advance Research Methods	4	4		50	50	100
3	RP	Research Internship Report	6	6				100
4	Major/Core	(Select any one group Specialisation) *Marketing - (1) Marketing Research (2) Strategic Marketing Management * Finance (1)Fintech (2) Strategic Financial Management *Human Resource (1) Labour legislation (2) Strategic Human Resource Management	8	4		50	50	100
5				4		50	50	100
			22					500

B.B.A. Semester - VIII (Honors with Research)								
Sr. No	Course Category	Course Title	Credit	Theory	Practical	IM	EM	Total
1	Major/Core	<u>Choose Any one (as per previous Specialisation):-</u> International Marketing Management / International Financial Management / International Human Resource Management	4	4		50	50	100
2	Major/Core	Management of MSME	4	4		50	50	100
3	Major/Core	Academic Writing	4	4		50	50	100
4	Minor	EXIM Management	4	4		50	50	100
5	RP	Dissertation (for Research Track)	6	6				100
			22					500

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Strategic Management	Course Code:		Type of Course: Major/Core
Credit: 4	Theory: 4	Practical: ----	Teaching Hours:60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2hours

COURSE OUTCOMES:

By the end of the course, students will be able to:

1. Understand the fundamentals and process of strategic management.
2. Analyze the internal and external environment affecting business strategy.
3. Formulate and evaluate appropriate strategies for business situations.
4. Implement strategic decisions effectively.
5. Develop analytical and strategic decision-making skills.

Pedagogy: Classrooms lecture, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to Strategic Management	Hours:12
	• Meaning, Nature, Scope and Importance of Strategic Management • Evolution of Strategic Management • Strategic Management Process • Vision, Mission, Goals, and Objectives • Strategic Intent and its Hierarchy	
Unit – 2	Environmental & Organizational Appraisal	Hours:12
	• Environmental Scanning: Internal and External Environment • SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) • PESTEL Analysis • Porter's Five Forces Model • Industry and Competitive Analysis	
Unit – 3	Strategy Formulation	Hours:12
	• Strategy Formulation Process • Corporate-Level Strategies: Growth, Stability, Retrenchment, Combination • Business-Level Strategies: Cost Leadership, Differentiation, Focus • Functional Strategies (Marketing, Finance, HR, Operations) • BCG Matrix, GE Nine-Cell Model	
Unit – 4	Strategy Implementation	Hours:12
	• Nature and Importance of Strategy Implementation • Leadership and Culture in Strategy Implementation • Functional and Operational Implementation • McKinsey's 7-S Framework	

Unit – 5	Strategy Evaluation and Control	Hours:12
	• Nature and Importance of Strategy Evaluation • Criteria and Tools for Evaluation (Qualitative & Quantitative) • Balanced Scorecard Approach • Strategic Control vs Operational Control • Problems in Evaluation and Control	
Skill Development Activities:		
Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignment		

REFERENCES

1. Strategic Management (McGraw Hill) – Azhar Kazmi (McGraw Hill)
2. Strategic Management: Concepts and Cases (Pearson) – Fred R. David & Forest R. David
3. Strategic Management (Harward Business School Press) – Michael Porter
4. Business Policy and Strategic Management – P. Subba Rao
5. Strategic Management (Kalyani) – C.N. Sontakki

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Advanced Research Methods	Course Code:	Type of Course: Minor	
Credit:4	Theory:100	Practical:	Teaching Hours: 60
Internal Marks: 50	External Marks:50	Total Marks 100	External Exam Time: 2 hours

COURSE OUTCOMES:

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

1. Understand and apply advanced research concepts and design suitable research frameworks.
2. Select appropriate sampling techniques and construct reliable measurement instruments.
3. Apply descriptive and inferential statistical tools for business research.
4. Prepare a structured research report and present findings professionally.

Pedagogy:

- Lectures with presentations
- Case studies & data-driven assignments
- Mini research project
- Group discussions
- Field survey

COURSE CONTENT

Unit – 1	Introduction & Research Foundations	Hours:12
	• Meaning, scope, and purpose of research in business • Research process and stages • Types of research: exploratory, descriptive, causal, qualitative, quantitative • Research paradigms: positivism, interpretivism, mixed-method approach • Ethics in research and responsible conduct	
Unit – 2	Problem Formulation, Hypothesis & Literature Review	Hours:12
	• Identifying and defining a research problem • Formulation of research objectives and research questions • Hypothesis: meaning, types, formulation, and testing logic • Concept of variables and theoretical frameworks • Process of conducting a literature review • Using literature to build conceptual models	
Unit – 3	Research Design	Hours:12
	• Purpose and elements of research design • Qualitative research designs: case study, ethnography, interviews, focus groups • Quantitative research designs: surveys, experiments, longitudinal and cross-sectional studies • Mixed-method designs • Validity, reliability, and control in research designs	
Unit – 4	Measurement, Scaling & Sampling	Hours: 12
	• Measurement concepts and types of variables • Levels of measurement: nominal, ordinal, interval, ratio	

	• Scaling techniques: Likert, semantic differential, rating scales, ranking scales • Questionnaire design principles • Sampling concepts; probability and non-probability sampling methods • Determining sample size and managing sampling errors
Unit – 5	Data Collection, Analysis & Research Reporting
	Hours: 12
	• Data sources: primary and secondary • Data collection techniques: questionnaires, interviews, observation, online methods • Data preparation: editing, coding, classification, tabulation • Basics of data analysis: descriptive statistics, hypothesis testing, qualitative analysis • Use of research software (introductory) • Structure and components of a research report • Writing proposals, presenting findings, and referencing standards
Skill Development Activities: Research Report, Survey, Financial and technical analysis, etc.	

REFERENCES

1. Kothari, C.R. – Research Methodology
2. Cooper & Schindler – Business Research Methods
3. Saunders, Lewis & Thornhill – Research Methods for Business Students
4. Andy Field – Discovering Statistics Using SPSS

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Research Internship Report	Course Code:	Type of Course: RP	
Credit: 4	Theory: --	Practical:	Teaching Hours:
Internal Marks: As per university guidelines	External Marks: As per university guidelines	Total Marks- 100	External Exam Time: --

COURSE OUTCOMES:

The course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap Between academic study and professional practice, preparing students for successful careers in their chosen fields.

After the course, the outcomes are as follows under

1. Proficiency in research methodologies encompassing design, data collection, and analysis.
2. We have advanced critical thinking to identify and address research challenges effectively.
3. Competence in data analysis techniques and interpretation for meaningful insights.
4. Enhanced communication skills demonstrated through report writing and presentations.
5. Ethical awareness and adherence to research protocols ensure integrity in research practices.

Pedagogy –

The research internship is a structured, hands-on learning experience integrating academic knowledge with pre-professional work activities. It mutually benefits both the student-intern and the host organisation. Interns apply foundational skills from their studies to real-world tasks, enhancing their practical experience. Placement sites outline clear expectations, duties, and performance goals for the interns. They also offer regular supervision and feedback to guide the interns' development. This experiential learning helps students build valuable industry-specific skills, gain insights into their chosen field, and improve their employability upon graduation.

COURSE CONTENT

1	Orientation Session	
	The orientation session for the research internship is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting. It will also impart knowledge about the research methodology for implementing research in the internship project work.	
2	Identify an internship	
	Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.	
3	Internship agreement Form	
	The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.	

4	Start of Internship	
	The internship lasts six weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience	
5	Submission of Report:	
	Part 1. (About Internship) • Front Page: Student Name, Course, Internship Company, Duration, Mentor • Internship Agreement Form • Internship Certificate • Introduction & background of the Company • Roles & responsibilities as an Intern • Weekly work allotment & completion report • Learning from the internship Part 2. (Research Conducted at Internship Organization) • Research Agenda • Literature Review • Research Methodology • Data Analysis & Interpretation • Challenges & Solutions • Conclusion	
6	Research Internship Evaluation	
	The Viva Voce for internship evaluation is an oral exam where interns present their experiences, learning, and contributions. It involves summarising their role, key projects, and applied skills. Interns discuss the knowledge gained, application of academic theories, and challenges faced, including how they were addressed. They reflect on their professional development and how the internship influenced their career goals. Feedback from supervisors and industry insights are also shared. Examiners ask questions to delve deeper into the intern's understanding and experiences. This evaluation assesses the intern's ability to articulate their growth and readiness for professional work.	

REFERENCES

- ☐ Kothari, C.R. – *Research Methodology*
- ☐ Cooper & Schindler – *Business Research Methods*
- ☐ Saunders, Lewis & Thornhill – *Research Methods for Business Students*
- ☐ Andy Field – *Discovering Statistics Using SPSS*

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Marketing Research	Course Code:		Type of Course: Major (Marketing)
Credit: 4	Theory: 50	Practical:--	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks-100	External Exam Time: 2 hrs

COURSE OUTCOMES:

By the end of the course, students will be able to:

1. Understand the concepts and process of marketing research.
2. Design appropriate research methodologies for marketing problems.
3. Collect, analyze, and interpret marketing data effectively.
4. Apply marketing research for managerial decision-making.
5. Develop professional research reports and presentations.

Pedagogy: Classrooms lecture, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to Marketing Research	Hours:12
	• Meaning, Definition, and Nature of Marketing Research • Role and Importance of Marketing Research in Business Decision-Making • Marketing Research Process and Steps • Applications of Marketing Research in Product, Price, Promotion, and Distribution Decisions • Types of Marketing Research: Exploratory, Descriptive, and Causal Research	
Unit – 2	Research Design and Sampling	Hours:12
	• Concept and Components of Research Design • Types of Research Design: Qualitative and Quantitative • Sampling Design: Concept, determining sample size, Importance, and Steps • Types of Sampling: Probability and Non-Probability Sampling • Sampling Errors and Non-Sampling Errors	
Unit – 3	Data Collection Methods	Hours:12
	• Types of Data: Primary and Secondary Data • Primary Data Collection Methods: Observation Method, Survey Method (Personal, Telephone, Online), Interview Method, Questionnaire Design and Essentials of a Good Questionnaire • Secondary Data Sources: Internal and External • Reliability and Validity in Data Collection	
Unit – 4	Data Processing and Analysis	Hours:12
	• Data Editing, Coding, Classification, and Tabulation • Use of Statistical Tools for Data Analysis (Mean, Median, Mode, Correlation, Regression) by the Use of Statistical Software (SPSS, Excel – Introduction). • Hypothesis Testing and Interpretation of Data • Presentation of Findings: Tables, Charts, and Graphs • Report Preparation and Guidelines for Writing a Research Report	

Unit – 5	Applications of Marketing Research	Hours:12
	• Product Research (New Product Development, Concept Testing) • Advertising Research (Copy Testing, Media Effectiveness) • Sales Analysis and Forecasting • Consumer Behaviour Research and Market Segmentation Studies • Brand Image and Customer Satisfaction Research • Online and Digital Marketing Research.	
Skill Development Activities:		
Seminars, Presentations, Role Plays, Management Games, Discussion of corporate stories		

REFERENCES

1. Marketing Research: An Applied Orientation (Pearson) - Naresh K. Malhotra
2. Marketing Research (Tata McGraw Hill) - Beri, G.C.
3. Marketing Research: Text and Cases - Boyd, Harper W. & Westfall, Ralph
4. Marketing Research: Text and Cases (Tata McGraw Hill) - Rajendra Nargundkar
5. Marketing Research: Measurement and Method - Tull, Donald S. & Hawkins, Del I.

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Strategic Marketing Management	Course Code:		Type of Course: Major (Marketing)
Credit: 4	Theory: 50	Practical: -	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks-100	External Exam Time:2 hrs

COURSE OUTCOMES:

By the end of this course, students will be able to:

1. Understand the role of marketing strategy in achieving long-term business success.
2. Analyze market situations and develop appropriate strategic responses.
3. Formulate and implement integrated marketing strategies.
4. Evaluate the performance and effectiveness of marketing strategies.
5. Apply strategic marketing principles to real-life business cases.

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to Strategic Marketing	Hours:12
	• Concept and Nature of Strategic Marketing Management • Difference between Strategic Marketing and Traditional Marketing • Importance of Strategic Thinking in Marketing and Marketing thinking in strategic Management. • Strategic Planning Process in Marketing • Levels of Strategy: Corporate, Business, and Functional	
Unit – 2	Environmental Analysis and Marketing Opportunity	Hours:12
	• Situational Analysis: Internal and External • Competitive Analysis and Porter's Five Forces Model • Market Attractiveness and Competitive Position • Identifying Strategic Business Units (SBUs) • Concept of Core Competency and Competitive Advantage • Marketing Opportunity Analysis and Market Sensing	
Unit – 3	Formulation of Marketing Strategy	Hours:12
	• Segmentation, Targeting, and Positioning (STP) as Strategic Tools • Growth Strategies: Market Penetration, Market Development, Product Development, Diversification • Strategies for New Product Development and Innovation • Branding and Customer Value Strategies • Strategies for Mature and Declining Markets	
Unit – 4	Implementation and Control of Marketing Strategy	Hours:12
	• Strategy Implementation Framework • Marketing Mix Strategies (4Ps/7Ps) and Strategic Alignment • Marketing Metrics and Key Performance Indicators (KPIs) • Strategic Control Systems • Evaluating Marketing Performance and Feedback Mechanisms	

Unit – 5	Contemporary Issues and Global Strategies	Hours:12
	• Digital and Social Media Marketing Strategies • Global Marketing and Cross-Cultural Strategy • Strategic Alliances and Relationship Marketing • Innovation, Disruption, and Strategic Agility • Case Studies on Strategic Marketing Decisions	
Skill Development Activities: Seminars, Presentations, Role Plays, Management Games, Discussion of corporate stories		

REFERENCES

1. Strategic Market Management – David A. Aaker
2. Marketing Strategy: A Decision Focused Approach - Walker, Boyd, Mullins & Larreché
3. Marketing Management (Tata McGraw Hill)- Rajan Saxena
4. Strategic Marketing (Paradise)- Dr. Kuldeep Jobanputra
5. Competitive Strategy - Michael Porter

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Fintech	Course Code:		Type of Course: Major/Core (Finance)
Credit: 4	Theory: 4	Practical: ----	Teaching Hours: 60
Internal Marks: 50 Marks	External Marks: 50 Marks	Total Marks: 100 Marks	External Exam Time: 2 Hours

COURSE OUTCOMES:

1. Understand the core concepts and evolution of financial technology.
2. Able to understand how digital payments and banking innovations work.
3. Analyze the role of block chain and crypto currencies in modern finance.
4. Understand regulatory, ethical, and security challenges in FinTech.
5. FinTech tools to solve basic financial and business problems.
6. Gain awareness of emerging trends and innovations shaping the FinTech industry.

Pedagogy:

Classrooms lecture, tutorials, Group discussions, seminars, Case studies etc.

COURSE CONTENT

Unit - 1	Introduction to FinTech	Hours: 12
	• Meaning of FinTech (Finance + Technology) • Need and importance of FinTech • Traditional finance vs. digital finance • Key drivers: Digitalization, Mobile Internet, Cloud Computing, APIs • Fintech Applications: Payments, Lending and Wealth Management • Challenges and Opportunities in Fintech	
Unit – 2	Digital Payments and Banking Innovations	Hours: 12
	• Digital banking vs. neo banking vs. open banking • Online lending models (P2P lending, BNPL, digital NBFCs) • Regulatory framework: RBI guidelines on digital lending • NPCI role in Indian digital payments revolution • Wallets (Paytm, PhonePe, Google Pay) • Banking Payment System : Net Banking & Mobile Banking, RTGS, NEFT, IMPS, UPI	
Unit - 3	Blockchain and Crypto-currencies	Hours: 12
	• Meaning of Blockchain (digital record system) • Bitcoin and other digital currencies • Block chain structure, hashing, proof-of-work • CBDC (Central Bank Digital Currency) • RBI Digital Rupee • Security, challenges & regulatory concerns	
Unit – 4	InsurTech, WealthTech & RegTech	Hours: 12

	• Digital mutual funds, SIP platforms (Groww, Zerodha, Upstox,etc) • Regulatory Technology for compliance and fraud detection • Cybersecurity and data privacy in Fintech systems (Data privacy, Online fraud and Phishing, Safe digital payment practices, Need for regulations) • Online insurance platforms (Policy Bazaar, Acko,etc)
Unit – 5	Fintech Regulation and Future Trends
	Hours: 12
	• Key Regulators in Financial Technology • Regulatory challenges and frameworks for Fintech adoption • Ethical considerations and data privacy in Fintech • Future prospects and opportunities in BFSI and Fintech sectors
Skill Development Activities:	
Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments	

REFERENCES

1. **Arner, Douglas W.; Barberis, Janos; Buckley, Ross P. (2015).**The Evolution of FinTech: A New Post-Crisis Paradigm.
2. **Mishkin, Frederic S. (2019).**The Economics of Money, Banking, and Financial Markets. Pearson.
3. **Chuen, David Lee Kuo& Deng, Robert (Eds.) (2017).**Handbook of Blockchain, Digital Finance, and Inclusion. Academic Press.
4. **Prasad, Eswar (2021).**The Future of Money: How the Digital Revolution Is Transforming Currencies and Finance. Harvard University Press.
5. **Schueffel, Patrick (2016).**Taming the Beast: A Scientific Definition of FinTech. Journal of Innovation Management.
6. **Hull, John (2022).**Risk Management and Financial Institutions. Wiley.
7. **Bharucha, Nikhil (2020).**FinTech: The Technology Driving Disruption in the Financial Services Industry.

Bachelor of Business Administration (B.B.A.)		Semester – VII Honours with Research	
Course Title: Strategic Financial Management		Course Code:	Type of Course: Major/Core (Finance)
Credit: 4	Theory: 4 hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

1. To acquaint the students with concepts of financial management from strategic perspective.
2. To familiarize various Techniques and Models of Strategic Financial Management.

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies etc.

COURSE CONTENT

Unit - 1	Strategic Financial Planning and Models	Hours: 12
	Strategic financial Planning Process, Objectives, Major Kinds of financial Strategies and Policies, Financial Models – Tools or Techniques of Financial Modeling, Uses and Limitations of Financial Modeling, Types of Financial Models	
Unit – 2	Strategic Investments Decisions	Hours: 12
	Techniques of Investment Decision – Risk Adjusted Discount Rate, Certainty Equivalent Factor, Statistical Method, Sensitivity Analysis and Simulation Method, Corporate Strategy and High Technology Investments.	
Unit - 3	Expansion and Financial Restructuring	Hours: 12
	Expansion and Financial Restructuring, Corporate Restructuring - Mergers and Amalgamations, reasons for Merger, Benefits and Cost of Merger, Takeovers, Business Alliances, Acquisition, Ownership Restructuring, Buy Back of Shares, Demergers.	
Unit – 4	Leasing and Venture Capital	Hours: 12
	Importance, Types, Tax Considerations, and Accounting Considerations, Evaluation of Lease from the point of view of Lessor and Lessee, Venture Capital – Concept and Developments in India, Methods of Financing, Fiscal Incentives.	
Unit – 5	Financing Strategy	Hours: 12
	Innovative Sources of Finance - Asset Backed Securities, Hybrid Securities namely Convertible and Non-Convertible Debentures, Deep Discount Bonds, Secured Premium Notes, Convertible Preference Shares – Option Financing, Warrants, Convertibles and Exchangeable Commercial Paper.	

Skill Development Activities:

Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignments

REFERENCES

1. Rajni Sofat & Preeti Hiro, Strategic Financial Management, Phi, Delhi, 2011
2. Weaver & Weston, Strategic Corporate Finance, Cengage Learning, Delhi
3. Chandra Prasanna, Financial Management, Tata Mcgraw Hill, Delhi. 2007

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Labour Legislation	Course Code:		Type of Course: Major (HR)
Credit: 4	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

1. Understand **the evolution, purpose, and significance of labour legislation in India.**
2. Get insight about **the key provisions of the Factories Act, 1948**, including health, safety, welfare, and working conditions for industrial employees.
3. Analyse **employer liability and compensation mechanisms** under the Workmen's Compensation Act, 1923, and describe procedures related to claim and settlement.
4. Understand and Interpret **the various provision of Payment of Wages Act, 1936** including various deductions.
5. Understand **and apply the provisions of the Sexual Harassment of Women at Workplace Act, 2013,**

Pedagogy: Classroom teaching and discussion

COURSE CONTENT

Unit - 1	Introduction to Labour Law Legislation	Hours: 12
	• Introduction and definition of Labour Law. • Evolution of Labour Legislation in India • Concepts of social justice, equity, human rights, and the role of the state in regulating labour relations. • Fundamental Rights relevant to labour • Need of Labour Law in India	
Unit – 2	The Factories Act- 1948	Hours: 12
	• Introduction, Definition and Applicability • Health provision • Safety provision • Welfare provision • Working hours of Adult, Child and Women	
Unit - 3	Workmen's Compensation Act -1923	Hours: 12
	• Introduction, Definition and Applicability • Employer's Liability for Compensation • Calculation of Compensation • procedures for claiming compensation.	
Unit – 4	Payment of Wages Act -1936	Hours: 12
	• Introduction, Definition and Applicability • Fixation of Wage Periods • Responsibility for Payment of Wages	

	• Time and Mode of Payment • Authorized Deductions • Enforcement and Penalties	
Unit – 5	Sexual Harassment of Women at a workplace Act -2013.	Hours: 12
	• The Vishaka Guidelines and the genesis of the Act; creating a safe working environment for women. • Key Definitions: "Aggrieved Woman," "Appropriate Government," "Employer," and "Sexual Harassment." • Duties of the Employer: Formulation of an anti-harassment policy, conducting awareness programs, and providing assistance to the aggrieved woman.	
Skill Development Activities:		

REFERENCES

1. Mishra, S. N. (2021). *Labour and industrial laws* (31st ed.). Central Law Publications.
2. Kapoor, N. D. (2019). *Elements of industrial law* (14th ed.). Sultan Chand & Sons.
3. Mamoria, C. B., Mamoria, S., & Gankar, S. V. (2010). *Dynamics of industrial relations* (15th ed.). Himalaya Publishing House.
4. Rao, P. S. (2015). *Essentials of human resource management and industrial relations* (3rd ed.). Himalaya Publishing House.

Bachelor of Business Administration (B.B.A.)			Semester – VII Honours with Research
Course Title: Strategic Human Resource Management	Course Code:	Type of Course: Major (HR)	
Credit: 04	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

After completing this course, students will be able to **understand, analyze, and apply strategic HRM practices** that align people management with organizational goals. They will be able to evaluate the internal and external environment, formulate HR strategies, design strategic development initiatives, manage organizational change effectively, and understand emerging trends such as DEI, AI, and remote workforce management. The course prepares students to think strategically about HR's role in long-term business success and organizational competitiveness.

Pedagogy:

Lectures and Interactive Discussions, Presentation, Poster making,

COURSE CONTENT

Unit - 1	Introduction to SHRM	Hours: 12
	• Introduction, Definition of Strategic Human Resource Management • Characteristics of SHRM • Importance of SHRM • A shift from Traditional HRM to Strategic HRM • 5' P of SHRM in current dynamic environment. • Challenges in SHRM	
Unit – 2	Strategic Planning and HR Strategy Formulation	Hours: 12
	• Environmental scanning, Developing HR vision, mission, and objectives • Process of strategy formulation • Strategic analysis tools: SWOT, PESTLE, and HR Scorecard • Levels of HR strategy: Corporate, Business, and Functional	
Unit - 3	Strategic HR Development (SHRD)	Hours: 12
	• Concepts and objectives of SHRD • Need of SHRD • Strategic training and development programs • Role of HR in fostering innovation and creativity • Coaching, mentoring, and leadership development	
Unit – 4	Strategic Change Management	Hours: 12
	• Introduction and definition of change management • Process of Change Management • Managing resistance to change • HR's role in mergers, acquisitions, and restructuring	

	Effective change management strategies for success	
Unit – 5	Emerging Trends in SHRM	Hours: 12
	- Diversity, equity, and inclusion (DEI) as strategic priorities - Managing multigenerational workforce (Gen Z, Millennials, etc.) - Future of work: automation, AI, and new-age skills Remote workforce management	
Skill Development Activities: Mini-projects on SHRM practices in companies		

REFERENCES

1. **Armstrong, M. (2020).***Armstrong's handbook of strategic human resource management (7th ed.). Kogan Page.*
2. **Schuler, R. S., & Jackson, S. E. (2007).***Strategic human resource management (2nd ed.). Blackwell Publishing.*
3. **Wheelen, T. L., & Hunger, J. D. (2012).***Strategic management and business policy (13th ed.). Pearson.* (Useful for strategy formulation portion of SHRM)
4. **Kaplan, R. S., & Norton, D. P. (1996).***The balanced scorecard: Translating strategy into action. Harvard Business School Press.*
5. **Rao, V. S. P. (2010).** *Human resource management: Text and cases (3rd ed.). Excel Books.* (Useful for Indian SHRM cases)

'Bachelor of Business Administration (B.B.A.)			Semester – VIII Honours with Research
Course Title: International Marketing Management	Course Code:		Type of Course: Major/Core (Marketing)
Credit: 4	Theory: 50	Practical: 50	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks- 100	External Exam Time: 2 hrs

COURSE OUTCOMES:

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

1. Understand the key concepts and scope of international marketing.
2. Analyze international market environments and entry options.
3. Formulate and implement global marketing mix strategies.
4. Manage cross-cultural and ethical challenges in international marketing.
5. Evaluate real-world global marketing practices and trends.

Pedagogy:

Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to International Marketing	Hours: 12
	• Meaning, Nature, and Scope of International Marketing • Domestic vs. International Marketing • Importance and Challenges of International Marketing • International Marketing Environment: Economic, Political, Legal, Technological, and Cultural Forces • Globalization and Its Impact on Marketing	
Unit – 2	International Market Analysis and Entry Strategies	Hours:12
	• International Market Research and Opportunity Analysis • Criteria for Selecting Foreign Markets • Modes of Entry into International Markets: Exporting, Licensing, Franchising, Joint Ventures, Contract Manufacturing, Wholly-Owned Subsidiaries • Market Segmentation, Targeting, and Positioning in Global Context	
Unit – 3	International Product and Pricing Strategies	Hours:12
	• Product Design and Standardization vs. Adaptation • Product Life Cycle in International Markets • Pricing Objectives and Factors Affecting International Pricing • Price Escalation, Dumping, and Transfer Pricing • Countertrade and Terms of Trade	
Unit – 4	International Distribution and Promotion Strategies	Hours:12
	• Channels of Distribution in International Markets • Logistics and Supply Chain Management	

	• International Promotion Mix: Advertising, Sales Promotion, Public Relations, and Personal Selling, Digital Promotion (Concept and Importance only) • Cross-Cultural Communication and Message Adaptation	
Unit – 5	Contemporary Issues in International Marketing	Hours:12
	• Global Branding and Country-of-Origin Effect • E-Marketing and Technology in International Marketing • Ethical and Legal Issues in Global Marketing • International Marketing in Emerging Economies (Concept and Importance) • International and Regional Economic Integration (EU, ASEAN, SAARC, NAFTA, etc.), WTO, IMF, and World Bank: - Their Role in International Trade only. • Case study	
Skill Development Activities: Seminar, Presentation, Role Play, Management Games, Discussion of corporate stories, Assignment		

REFERENCES

1. Global Marketing Management (Pearson) - Warren J. Keegan & Mark C. Green
2. International Marketing (McGraw Hill) - Philip R. Cateora & John L. Graham
3. International Marketing: Analysis and Strategy - Sak Onkvisit & John J. Shaw
4. Global Marketing and Consumer Decision Making (Paradise)- Kuldeep Jobanputra
5. International Trade and Export Management (Himalaya Publishing House) - Francis Cherunilam

Bachelor of Business Administration (B.B.A.)			Semester – VIII Honours with Research
Course Title: International Financial Management	Course Code:		Type of Course: Major/Core (Finance)
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Basic knowledge about international finance
- Understand International Monetary system
- Knowledge the exchange rate mechanism
- Equipped with management of foreign exchange exposure
- Get acquaintance with concepts of international financial markets and instruments

Pedagogy: Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	International Finance – Overview	Hours: 12
	• Introduction to International Finance • Objectives of International Finance • Importance of International Finance • Finance Function in Multinational Firms • International Trade • Balance of Payments	
Unit – 2	International Monetary System	Hours: 12
	• Introduction to International Monetary System • Objectives of International Monetary System • History of International Monetary System • Exchange Rate Regimes • International Monetary Fund • European Monetary System • World Bank	
Unit – 3	International Financial Markets	Hours: 12
	• Introduction to International Financial Markets • International Financial Markets • Global Financial Markets • Euro Markets	
Unit – 4	Foreign Exchange Market	Hours: 12
	• Introduction to Foreign Exchange Market	

	• Objectives of Foreign Exchange Market • Introduction to Foreign Exchange Markets • Mechanism of Currency Dealing • Significance of Foreign Exchange Rate • Exchange Rate Quotations • India and Foreign Currency Markets	
Unit – 5	Exchange Rate Theories	Hours: 12
	• Introduction to Exchange Rate Theories • Objectives of Exchange Rate Theories • Determination of the Exchange Rate in a Free Market: The Market Theory • Purchasing Power Parity Theory • Monetary Approach to Exchange Rate Determination • Portfolio Balance Approach to Exchange Rate Determination • Interest Rate Parity Theory	
Skill Development Activities: Experts Lectures, Seminars, Role Play, Case Studies		

REFERENCES

1. Vyuptakesh Sharan – International Financial Management
2. Alan C. Shapiro, Paul Hanouna, Jayanta Seal – International Financial Management
3. Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz – International Finance Theory & Policy
4. Prof. Madhu Vij – International Finance Management Text & Cases
5. Micheal Melvin – International Money and Finance

Bachelor of Business Administration (B.B.A.)			Semester – VIII Honours with Research
Course Title: International Human Resource Management	Course Code:	Type of Course: Major (HR)	
Credit: 4	Theory: 04 Hours	Practical: Nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

After completing this course, students will be able to:

1. Understand how HRM functions differ across countries and how global environments influence HR decisions.
2. Learn how multinational companies recruit, select, and manage employees for international assignments.
3. Describe how organizations prepare employees for working abroad through cross-cultural and global training programs.
4. Understand how global companies design compensation, benefits, and allowances for expatriates.
5. Recognize major strategic and emerging issues in IHRM, including global talent management, diversity, and the use of HR technology.

Pedagogy: Lectures and classroom discussions, Case studies, and Presentation.

COURSE CONTENT

Unit – 1	Introduction and Overview of International Human Resource Management.	Hours: 12
	• Introduction and Definition of IHRM • Scope of International HRM • Difference between Domestic HRM and International HRM • Role of culture in IHRM – Hofstede’s and Trompenaars’ frameworks • Challenges in managing International HR	
Unit – 2	International Staffing and Selection	Hours: 12
	• Global staffing approaches: ethnocentric, polycentric, regiocentric, geocentric • Expatriates, host-country nationals, and third-country nationals • Recruitment and selection in international assignments • Criteria for selecting expatriates • Factors influencing international staffing decisions	
Unit – 3	International Training and Development	Hours: 12
	• Introduction and Definition of Training and Development • Importance and Objectives of International Training • Departure, on-site, and Expatriation training • Cross-cultural training: Techniques and Effectiveness • Evaluating international training programs	
Unit – 4	Global Compensation and Benefits	Hours: 12

	• Introduction and Definition of Compensation • Objectives and Components of International Compensation • Factors influencing compensation in global organizations • Benefits and incentives for expatriates • Global pensions and benefits	
Unit – 5	Strategic and Emerging Issues in International HRM	Hours: 12
	Future challenges and trends in IHRM – • HRIS- Human Resource Information System • Managing Virtual Organization • Global talent management and workforce diversity • Ethical issues and CSR in IHRM	
Skill Development Activities: Comparative analysis of HR practices in two countries		

REFERENCES

Books:

1. **Dowling, P. J., Festing, M., & Engle, A. D.** *International Human Resource Management*. Cengage Learning.
2. **Aswathappa, K., & Dash, S.** *International Human Resource Management*. McGraw-Hill Education.
3. **Taylor, S., & Scullion, H.** *Global Human Resource Management*. Routledge.
4. **Dessler, G.** *Human Resource Management*. Pearson (for foundational HRM concepts).

Web Sites:

1. **Hofstede Insights** – www.hofstede-insights.com
2. **Harvard Business Review (HBR)** – www.hbr.org

Bachelor of Business Administration (B.B.A.)			Semester – VIII Honours with Research
Course Title: Management of Micro, Small and Medium Enterprises (MSME)	Course Code:	Type of Course: Major/Core	
Credit: 4	Theory: 60	Practical: -	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks -100	External Exam Time: 2

COURSE OUTCOMES:

After completing this course, students will be able to:

1. Understand the structure, role, and importance of MSMEs in India.
2. Identify opportunities and establish small enterprises effectively.
3. Manage financial, marketing, and human resources in MSMEs.
4. Utilize institutional and government support for business growth.
5. Analyze current challenges and future trends in MSME management.

Pedagogy:

Classrooms lecture, tutorials, Group discussions, seminars, Case studies & fieldwork etc.

COURSE CONTENT

Unit – 1	Introduction to MSME	Hours: 12
	• Meaning, Definition, and Classification of Micro, Small, and Medium Enterprises (MSME Act 2006 & Amendment 2020) • Importance and Role of MSMEs in Economic Development • Characteristics and Types of MSMEs • Challenges and Opportunities for MSMEs in India	
Unit – 2	Establishment of Small Enterprises	Hours:12
	• Identification and Selection of Business Opportunity • Project Formulation and Feasibility Analysis • Steps in Establishing MSMEs • Ownership Structure and Legal Formalities (Proprietorship, Partnership, LLP, Company, etc.) • Role of DIC (District Industries Centre) and Industrial Estate	
Unit – 3	Management of MSMEs	Hours: 12
	• Organizational Structure and Management Practices • Production and Operations Management in Small Enterprises • Financial Management: Working Capital, Credit Facilities, and Cost Control • Marketing Management in MSMEs – Product, Pricing, Distribution, Promotion • Human Resource Management in MSMEs – Recruitment, Training, Motivation	
Unit – 4	Institutional Support and Government Policy	Hours:12
	• Role of Central and State Governments in MSME Development • MSME Development Act 2006 – Key Provisions • Institutional Support: SIDBI, NSIC, KVIC, NABARD, DIC, MSME-DI	

	- Financial Assistance and Credit Schemes: Mudra Yojana, CGTMSE, Start-up India, Make in India - Export Promotion and Support to MSME
Unit – 5	Problems, Challenges, and Future of MSMEs
	Hours: 12
	- Common Problems Faced by MSMEs: Financial, Marketing, Technological, Managerial - Impact of Globalization and Liberalization on MSMEs - Digitalization and E-Commerce Opportunities - Women Entrepreneurship in MSMEs - Future Prospects and Policy Recommendations for MSME Growth
Skill Development Activities: Workshop, Industrial Visit, Simulation, Mini Research Project, Group Discussion, Role Play, Seminars	

REFERENCES

1. Management of Small-Scale Industries – Vasant Desai
2. Entrepreneurship and Small Business Management – C.B. Gupta & S.S. Khanka
3. Entrepreneurship Development and Management of MSME – Dr. C.B. Gupta
4. Entrepreneurship Development – S.S. Khanka

Bachelor of Business Administration (B.B.A.)			Semester – VIII Honours with Research
Course Title: Academic Writing	Course Code:		Type of Course: Major
Credit: 4	Theory: 4	Practical: -	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2hrs

COURSE OUTCOMES:

1. By the end of this course students will understand the conventions, structure, and purpose of academic writing.
2. Apply academic writing principles in essays, reports, and research papers.
3. Analyze and synthesize academic sources ethically.
4. Evaluate drafts for clarity, coherence, and originality.

Pedagogy:

Interactive Lectures, Workshops & Practice Sessions, Peer Review & Presentations, ICT Tools, Reflective Writing Journals

COURSE CONTENT

Unit - 1	Understanding Academic Writing	Hours:12
	• Nature, characteristics, and importance of academic writing • Academic vs non-academic writing • Writing process: brainstorming → outlining → drafting → revising → editing • Style, tone, and formality • Mini-assignment: Write a short analytical paragraph	
Unit – 2	Structure and Organization	Hours: 12
	• Essay components: introduction, thesis statement, body, conclusion • Paragraph structure and logical flow • Cohesion and coherence in writing • Report organization (title, abstract, headings, subheadings) • Practice: write and revise a short essay/report	
Unit - 3	Using Sources and Avoiding Plagiarism	Hours: 12
	• Critical reading strategies • Paraphrasing, summarizing, and quoting • Academic integrity and plagiarism • Referencing and citation styles (APA, MLA, Harvard) • Hands-on exercise using citation management tools	
Unit – 4	Research and Academic Papers	Hours:12
	• Selecting and narrowing research topics	

	• Components of a research paper: abstract, introduction, literature review, methodology, analysis, conclusion • Writing academic arguments supported by evidence • Presenting data and visuals in reports • Group project: draft a mini research paper/report
Unit – 5	Editing, Proofreading, and Presentation
	• Techniques of self-editing and peer editing • Grammar, punctuation, and vocabulary improvement • Formatting, layout, and referencing consistency • Writing ethics and publication practices • Final assignment: submit a complete academic paper with references
Skill Development Activities: Academic Writing Portfolio, Plagiarism Awareness Workshop, Research Article Review, Blog/LinkedIn Article Writing, Peer Review & Editing Exercise, Mini Research Presentation	

REFERENCES

1. Bailey, Stephen. Academic Writing: A Handbook for International Students. Routledge (Indian Edition).
2. Oshima, Alice & Hogue, Ann. Introduction to Academic Writing. Pearson Education.
3. Dutta, S. K. Academic and Research Writing: Essential Skills and Styles. New Century Publications, India.
4. Monippally, M. M. & Pawar, B. S. Academic Writing. SAGE Publications India.

Bachelor of Business Administration (B.B.A.)			Semester – VIII Honours with Research
Course Title: EXIM Management	Course Code:		Type of Course: Minor
Credit: 4	Theory:4	Practical: nil	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks 100	External Exam Time: 2 hrs

COURSE OUTCOMES:

Pedagogy:

- Students understand the fundamentals of international trade and India's export–import environment.
- Students learn the complete procedures, documentation, and regulations involved in EXIM operations.
- Students gain skills in export marketing, pricing, logistics, packaging, and shipment handling.
- Students understand export finance, payment mechanisms, and ways to manage international trade risks.
- Students become aware of current trends, technologies, and opportunities for Indian exporters in global markets.

COURSE CONTENT

Unit - 1	Introduction to EXIM Management	Hours: 12
	● Meaning, scope, and importance of EXIM management ● International trade vs. domestic trade ● Trends in global trade and India's trade performance ● Balance of trade vs. balance of payments	
Unit – 2	Export - Import Procedures	Hours: 12
	● Export promotion councils, SEZs, EOUs, and institutional support (DGFT, EPCs, FIEO) ● Export incentives and assistance (MEIS, RoDTEP, etc.) ● Import regulations and licensing in India ● Customs clearance process ● Import substitution vs. export promotion policy ● Special import schemes (Advance Authorization, EPCG, Duty Drawback)	
Unit - 3	International Marketing and Logistics	Hours: 12
	● International marketing environment and strategies ● Selection of export markets, market entry modes ● Export pricing strategies	

	• International logistics: shipping, warehousing, freight forwarding • Packaging, labeling, insurance, and risk management	
Unit – 4	Export Finance and Payment Mechanisms	Hours: 12
	• Sources of export finance – pre-shipment and post-shipment finance • Role of EXIM Bank, ECGC, commercial banks • Methods of payment – advance payment, open account, documentary collection, letter of credit • Risks in international trade and methods of risk mitigation	
Unit – 5	Contemporary Issues in EXIM Management	Hours: 12
	• E-commerce and digital trade (Amazon Global Selling, Flipkart Cross-border) • Technology in EXIM (Blockchain, AI, IoT) • Case studies: India–USA, India–EU, India–ASEAN trade relations • Opportunities and challenges for Indian exporters in global markets	
Skill Development Activities: Workshop, Simulation, Mini Research Project, Group Discussion, Role Play, Seminars		

REFERENCES

1. Export & Import Management: Text & Cases — Ram Singh (2nd Edition)
2. Export-Import Management — Parul Gupta
3. Export Import Management — Justin Paul, Rajiv Aserkar
4. Export Import Management: Basics of International Trade and Transportation — Premkumar Balaraman
5. Export and Import Management — Aseem Kumar

Bachelor of Business Administration (B.B.A.)			Semester – VIII Honours with Research
Course Title: Dissertation (for Research Track)	Course Code:	Type of Course: RP	
Credit: 4	Theory: --	Practical:	Teaching Hours: --
Internal Marks: As per university guidelines	External Marks: As per university guidelines	Total Marks- 100	External Exam Time: --

COURSE OUTCOMES:

After the course, the outcomes are as follows under

1. Application of theoretical knowledge to real-world scenarios.
2. Development of professional skills and networking opportunities.
3. Understand workplace culture and dynamics.
4. Hands-on experience in a chosen field.

All Students must carry out an independent research project in an area of their interest in Business Administration.

A dissertation is a **long-form piece of academic writing based on original research conducted by the student**. Hence, this course aims to provide students with the opportunity to apply the knowledge and skills acquired in their courses to a specific problem. This allows students to extend their academic experience into areas of interest and work with new ideas. This also addresses the issues inherent in selecting a research problem and discusses the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals.

This will give students knowledge, general competence, and analytical skills in Research Methodology. They can build their foundation for research in Business administration. It provides hands-on experience in carrying out research work on interdisciplinary topics, including management, economics, etc., and the process for publishing original work.

Consequently, students are expected to produce quality research projects that:

- Addresses current problems of interest in the real world.
- Demonstrate a mastery of skills learnt during their study in the Institute.
- Demonstrates writing skills.

Pedagogy / General Regulations

- The Project report should be submitted before the student sits for the final university examinations in semester VIII.
- The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.
- Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.
- The students shall present a proposal at the panels and be awarded marks. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.
- The student will then complete chapters 4 and 5 of the project.
- Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defence and VIVA VOCE. The marks obtained will be added to the proposal defence marks and compiled.
- The students should then submit two copies of the project report to the Institute at least two weeks before the final examination in semester VIII.

If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

Choosing a Project Title

- The project's title should be clear and specific to a real problem.
- Similar topics between students should be avoided.
- The project should be new and original, not replicating another person's work.
- At the proposal level, the appointed supervisor MUST approve the project title.
- The research committee must ratify all the topics.

Formatting Guidelines

- Font Size-12 in the body text, except for the topics and titles, which should be a font size of 14
 - Font Type- Times New Roman
 - Spacing- The project should be 1.5 lines spacing
 - Highlighting- Topics and subtopics should be bolded and NOT be underlined
 - Print Quality- The final document should be of good quality
 - Margins- Margins of the report should be 1 inch on the top, bottom and righthand side. The left-hand-side margin should be 1.25 inches to allow for binding.
 - Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
 - Numbers and Percentages-must do not begin with a sentence.
 - Tables and Figures - There must be a finding and analysis section when presenting the table or figure. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1 shows that'
 - Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
 - Pagination: Bottom of page and centred.
- Evaluation will be done based on the dissertation completed, presentation of the proposal and Viva Voce.

DISSERTATION GUIDELINES

The title should be in upper case and Centered, and the font size should be 14

TOPIC-

Student Name

Supervisors Name

Class and Year

Designation

(In Upper Case)

(In Upper Case)

Research Project Submitted in Partial Fulfillment for the Degree of

Bachelor in Business Administration

from ----- University

Month Year

DECLARATION - (Roman number- ii), (centre 14 font size)

a) A signed declaration by the candidate with the following statement

This project is my original work and has not been presented for a degree in any other University or for any other award....

Students Name:

Sign Date

b) A signed declaration by the University Supervisor with the following statement.

I confirm that the candidate did the work reported in this project under my supervision.

Name:

Sign Date

DEDICATION - (Roman number- iii) (centre 14 font size)

A dedication statement not exceeding 50 words may follow the declaration, beginning on a separate page.

Dedication may be to a person or persons to whom they have special attachments. A simple statement such as “to my father..... and my mother” and a reason for the dedication may be given.

ACKNOWLEDGEMENT - (Roman number- iv) (centre 14 font size)

Acknowledgement should be at most 250 words and follow the dedication beginning on a separate page. An acknowledgement is an extension of appreciation for the contribution of others and assistance given during the entire research process. It recognises the person the writer is indebted to for guidance and help during the study.

ABSTRACT-(Roman v) (centre 14 font size)

An abstract of the research project not exceeding three hundred (600) words and beginning on a new page. It should be a one-paragraph continuous prose, single spaced and on one page only.

The abstract should be one page single paragraphed and should contain

- The purpose and objectives of the study
- Significance of the study
- Methodology used
- Findings
- Recommendations

TABLE OF CONTENTS - (Roman vi) – (centre 14 font size)**LIST OF TABLES** - (Roman vii) (centre 14 font size)**LIST OF FIGURES**- (Roman viii) (centre 14 font size)

(All tables and figures must have a number and heading and follow APA style)

LIST OF ACRONYMS AND ABBREVIATIONS (Roman ix) (centre 14 font size)**DEFINITION OF KEY TERMS** - (Roman x) (centre 14 font size)

The definition of terms must not be the dictionary meanings of the terms. Give the meaning of what was used in that study.

Presentation

Term (Bolded) Meaning

MAIN DOCUMENT (Pagination of 1, 2, 3, 4, etc should begin in Chapter One)

COURSE CONTENT

1	Introduction to Research	
	Fundamental of research, Scope of Research, Types of Research, Process of Research, Sources of research Problem, Qualities of good research problem, Identification of good problem, Scientific research characteristics and steps of scientific research, Scientific research problems	
2	Research Methods & Design	

	Basic Principles; need for research Design; features of good design; essential concepts relating to research design. Traditional Methods like Historical, Institutional, and Legal. Modern Methods like surveys of Literature, Sampling methods, Questionnaires, Schedules, Interview methods and Focus Group discussions. Observation Methods, Case Study Methods, Content Analysis, Statistical Methods, Experimental Methods, Brainstorming Techniques, etc.	
3	Tools & Techniques of Data Collection Analysis and Interpretations	
	Meaning of Population and Sample; Sampling Methods- Random, Stratified, Purposive. Tool of Data Collection, Primary, Secondary and Tertiary Data, Schedule, Observation. Type of Data, Primary, Secondary and Tertiary Data, Tabulation of data, Data organisation in SPSS and Excel, Graphical representation of data. Analysis of Data, Measure of Central tendency, Standard Deviation & Standard error, Measure of variability, Correlation and its computation; ANOVA. Discussion and Interpretation of Results, Testing of Hypotheses, Logical and Statistical Techniques like chi Square test and Student t-test.	
4	Reporting and Thesis Writing	
	Type of report Technical Reports and thesis; Significance; Different steps in the preparation; Layout, structure and language of typical reports; Illustrations and tables; Bibliography, referencing and footnotes. Planning -Preparation - practice - Making Presentation; Use of visual aids; PowerPoint for effective Communication; Criteria for evaluating the research report.	

REFERENCES

1. Uwe Flick- Introducing Research Methodology
2. CR Kothari- Research Methodology Methods and Techniques
3. John W Cresswell: Research Design: Qualitative, Quantitative, and Mixed Methods Approaches
4. Wayne C Booth: The Craft of Research
5. R Paneerselvam: Research Methodology
6. Ranjit Kumar: Research Methodology, a step-by-step guide for beginners.
7. Robert K Yin: Case Study Research: Design and Methods (Applied Social Research Methods)