

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2025
Course Code	BMBA26311	Course Name	Understanding Indian Society
Course Type	Value Added/IKS		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term end examinations (TEE)	Total
2	2	0	0	25	25	50

Course Objectives:

- To inculcate compassionate understanding of social values.
- To develop life skills in students to help them survive in the diverse and dynamic professional world.
- To improve insight of differing human behavioural patterns and varying thought processes.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Perform thoughtfully as professionals in competitive business world.
CLO 2	Practice values in culturally diverse corporate world.
CLO 3	Contribute effectively in contemporary social development.

Teaching Pedagogy: Teachers impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Sr. No	Module	Description	Hours
1	Salient Features of Indian Society Role of Women and Urbanization	● Salient Features of Indian Society ○ Unity and Diversity ○ Factors Resisting Social Change ○ Pluralism ○ Problems of Indian Women: 21st Century ○ Women Empowerment Policies and Programs ● Urbanization ○ Concept of Urbanization ○ Characteristics of Indian Urbanization ○ Problems of Urbanization in India ○ Urbanization and Social Mobility ○ Remedies and Suggestions to Urban Problems	12 (40%)
2	Social Empowerment	● Social Empowerment ○ Introduction and Definition of Social Empowerment ○ Economic Empowerment leads to Social Empowerment ○ Socially Disadvantaged Sections of the Society ○ Old Age Population ○ Disabled section of Population ○ People Affected by Social Crimes	9 (30%)
3	Effects of Globalization on Indian Society Secularism	● Globalization and Indian Society ○ Social Dimension of Globalization ○ Progressive effects of Globalization on Indian Society ○ Globalization and its cultural dimension ● Secularism ○ Secularism and Differing Facets ○ Secular Imprints in Modern India ○ Comparison of Indian and Western Secularism ○ Challenges and Threats to Secularism	9 (30%)

REFERENCES

1	Indian Society by M.Senthil Kumar, S.Rijesh Pearson Third Edition 2023
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Assessment Pattern:

Continues and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
25 Marks	25 Marks

Continuous Assessment:

Mid Semester Examination	08 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	04 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	03 Marks
Attendance	05 Marks
Total Continuous Assessment Theory	25 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2025
Course Code	BMBA25309	Course Name	Negotiation and Team Management
Course Type	Skill Enhancement Course		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
2	2	0	0	25	25	50

Course Objectives:

- To enable students to learn techniques of influencing people
- To explain strategies for effective negotiation
- To explicate importance of listening, trust and collaboration for effective team management
- To describe importance of high performing team in management

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understands and implement common tactics used in negotiations
CLO 2	Learn importance of listening, trust and collaboration in team
CLO 3	Acquire techniques of influencing people
CLO 4	Identify the effective goals for team management
CLO 5	Understand importance and characteristics of high performing team

Teaching Pedagogy: Traditional teaching augmented with new and innovative pedagogical approaches like Reading, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Games, Exercises, Participation in academic and extra – curricular activities, etc.

Sr. No	Module	Description	Hours (Weight)
1	Negotiation	• Negotiation • Negotiation Strategies • The negotiation process • The four essentials of negotiators • Closing deals • Listening as a team skill • Introduction to Listening • Techniques of Effective Listening • Salary Negotiation	10 (33%)

		• Sales Negotiation	
2	Gaining power and influence	• Trust and Collaboration • Social and Cultural Etiquette • Abuse of power • Sources of personal power • Sources of positional power • Transforming power into influence • Influence strategies – The three Rs • Exercising Upward Influence— A Special Case of the Reason Strategy • The uses of power in negotiation	10 (33%)
3	Team Management	• The advantages of teams • attributes of high performing teams • developing credible team • Establish S.M.A.R.T. and Everest goals • Assigning advantageous roles • Unproductive Roles • Rules for effective team feedback • Management skills for high performing teams • Exercises on team performance/ management	10 (34%)

References:

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Developing Management Skills (9 th Edition)	David A. Whetten, Kim S. Cameron	Pearson publication
2.	Essentials of Organizational Behaviour (13 th Edition)	Robbins, Stephen Judge, Timothy	Pearson Education India.
3.	Life Skills (Jeevan Kaushal) Facilitators' Guidelines		UGC
4.	Negotiation	Brian Tracy	American Management Association
5.	Negotiation	David S. Hames	Sage Publication
6.	Training in Interpersonal Skills: Tips for Managing People at Work (6 th Ed)	Stephen P. Robbins Phillip L. Hunsaker	Pearson

Assessment Pattern:

Continues and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
25 Marks	25 Marks

Continuous Assessment:

Mid Semester Examination	8 Marks
Quiz (At the end of each module)	5 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	4 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	3 Marks
Attendance	5 Marks
Total Continuous Assessment Theory	25 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA24308	Course Name	Communication and Soft Skills -2
Course Type	Ability Enhancement Course		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous Assessments (CA)	Term end examinations (TEE)	Total
2	2	0	0	25	25	50

Course Objectives:

- To inculcate communication and soft skills in future managers for organisational success.
- To develop the essential communication and soft skills in the professionals to help them survive in the diverse and dynamic business world.
- To improve the communication and soft skills of students in the digital world today.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Demonstrate soft skills competently as managers in competitive business world.
CLO 2	Use accurate communication skills in culturally diverse corporate house.
CLO 3	Communicate effectively at workplace in technologically advanced businesses today.

Teaching Pedagogy: Teachers impart knowledge along-with traditional teaching also through new and innovative pedagogical approaches like Reading, Group Discussions, Lectures, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Participation in academic and extra – curricular activities.

Sr. No	Module	Description	Hours
1	Adaptability ,Developing Positive Attitude and Handling Criticism	● Importance of Adaptability at workplace ● Ways to develop Adaptability. ● How to develop positive attitude ● How to drive out negative attitude ● Be an active listener. ● Analyze feedback. ● Be professional.	09 (30%)
2	Time Management and Business Etiquettes	● Importance of time management ● Time logs ● Time wasters ● Strategies for planning the time. ● Dressing to make a good impression. ● Introducing yourself and others ● Shaking hands ● Basic dining behavior ● Basic table settings ● Basic table manners	12 (40%)
3	Professionalism and Work ethic	● Beliefs, Values, Virtues defined. ● Ethics, politics, and diversity at workplace ● Making ethical choices	09 (30%)

REFERENCES

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Managing Soft Skills for Personality Development	B.N.Ghosh	Tata McGraw-Hill 2012
2.	The Ace of Soft Skills_ Attitude, Communication, Etiquette for Success	Gopalaswamy Ramesh, Mahadevan Ramesh	Pearson Education 2011
3.	Communication Skills and Soft Skills An Integrated Approach	E. Suresh kumar and Sreepihari	Pearson Education 2011
4.	professionalism- Skills for workplace success	Lydia E. Anderson	Pearson 2015
5.	Life Skills (Jeevan Kaushal) Facilitators' Guidelines UGC New Delhi		

Assessment Pattern:

Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
25 Marks	25 Marks

Continuous Assessment:

Mid Semester Examination	08 Marks
Quiz (At the end of each module)	05 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	04 Marks
Live/ Practical Assignment /Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	03 Marks
Attendance	05 Marks
Total Continuous Assessment Theory	25 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA23307	Course Name	IT and GST
Course Type	Multi-Disciplinary		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues Assessments (CA)	Term-end examinations (TEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- Instilling Fundamental Concepts of Income Tax and GST.
- Bridging Theory with Practice in Income Computation and in-depth insight into procedural aspects.
- To acquire a detailed understanding of procedural aspects in income tax assessment and GST compliance, emphasizing process accuracy.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Demonstrate understanding of the concepts of Income Tax and GST.
CLO 2	Identify and apply the principles to compute income tax under various heads, showcasing analytical and application skills.
CLO 3	Illustrate the procedural aspects of computation of total income and tax planning.
CLO 4	Analyse different types of supply of goods & services and comprehend their tax implications in the GST framework.

Teaching Pedagogy: Traditional teaching augmented with new and innovative pedagogical approaches like Reading, Lectures, Class room activities, Assignments, Quizzes, Tests, Case Studies, Viva, etc.

Sr. No	Module	Description	Hours
1	Income Tax Concepts	■ Previous Year ■ Assessment Year ■ Person ■ Assessee ■ Income (including agricultural income) ■ Residential	15

		Status and their incidence of tax ■ Gross Total Income, Total Income ■ Income which does not form part of total income ■ Tax Evasion ■ Tax Avoidance ■ Procedure for assessment: E-filing of return	
2	Computation of Income Under the Head Salary	■ Concept of Salary ■ Basis of Charge of Salary ■ Different forms of Salary ■ Different forms of allowances ■ Perquisite - Taxable/Non-taxable, valued for tax purpose ■ Permissible deductions from salary ■ Tax treatment for provident fund ■ Deductions under 80C ■ Computation of Salary income	18
3	Computation of Income Under the Head- House Property	■ Basis of Charge ■ Property income not charged to tax ■ Income from a let out house property ■ Taxable income from self occupied property ■ Computation of property income ■ Deductions from gross total income as applicable to an individual and Business Units ■ Computation of total income and tax liability of an individual and Business Units	12
4	Indirect Tax - GST	■ Introduction and concept of GST ■ Levy & Collection of Tax ■ Concept of Supply ■ Input Tax Credit ■ Registration ■ Tax Invoice, Debit Note, Credit note ■ Return	15

REFERENCES

1.	Corporate Tax Planning and Business tax procedures with case studies by Vinod K. Singhania, Dr. Monica Singhania, Taxmann
2.	Simplified Approach to Corporate Tax by Ahuja & Gupta, Flair Publication Pvt. Ltd.

Assessment Pattern:

Continuous Assessment Theory (Internal Evaluation)	Term End Examination (External Evaluation)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
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Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA23305	Course Name	Introduction to Mass Communication
Course Type	Major		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To explain the major classification of means of mass communication.
- To impart writing and creative skills that can be utilized in any format of mass communication.
- To understand the implications and applications of its various types.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understand the concept of mass communication and its relevance in today's time.
CLO 2	Identify the various channels of mass communication and the differing audience for each channel.
CLO 3	Design various content as per the different channels of mass communication effectively.
CLO 4	Acquire the required skills to differentiate and apply the created messages in the appropriate medium for its relevant audience.
CLO 5	Formulate strategies to spread created messages to its audiences and undertake the process of media planning.

Teaching Pedagogy: Lectures, Presentations, Case Discussions, Role Plays, Field Assignments, Class Tests.

Sr. No	Module	Description	Hours (Weight)
1	Introduction & Understanding of Mass Communication	• Introduction, Meaning and Definition of mass communication • Characteristics of mass communication • Elements of mass communication • Objectives of mass communication • Role of mass communication • Classification of tools • Merits & Demerits of mass communication • Ethics in mass communication	15 (25%)

		Careers in various fields of mass communication	
2	Print & Outdoor Media: Brief understanding of various forms of print media, writing and content creation	- Introduction to Print Media - Types of print media - Fundamentals of journalism - How to write a news report - Basics of feature writing - Introduction to outdoor media - Forms of outdoor media - Understanding the process of creating various forms of outdoor mediums - Placement & distribution of the forms (hoardings, billboards, catalogs, flyers, brochures etc.) of outdoor media	15 (25%)
3	Introduction to Advertising: Television & Radio	- Elements of an ad: logo, tag line, body, visuals, storyboards. - Importance of colors in designing an ad - Content creation and its techniques related to advertising. - Audio Visual Mediums: Television & Radio - Importance of TV - Various aspects of TV as a medium of mass communication. - Radio & its history. - Enhancing listenership - Elements of radio ad - Media planning & buying	15 (25%)
4	Introduction to Photography, Cinema, Public Relations & its Scope, Digital Media	- Various elements to be considered in photography - Importance of photography in mass communication - Introduction to Public Relations (PR) - PR & its types - Tools & activities of PR. - Introduction to Cinema - Various genres of cinema. - Award winning films & film makers - Introduction to Digital Media - New Media & its theory - Digital Marketing & its importance	15 (25%)

References:

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Introduction to Mass Communication (2021)	Abhay Chawla	Pearson
2.	Mass Communication: Theory & Practice (2022)	Uma Narula	Har-Anand Publications

3.	Introduction to Mass Communication (2018)	Ashish Sharma	Evince Publishing
4.	Beginner's Guide to Journalism & Mass Communication (2013)	Barun Roy	V & S Publishers

Assessment Pattern:

Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA23304	Course Name	Quantitative Techniques
Course Type	Multi-Disciplinary		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To enable students to understand the functional relationship between variables used in business and economics.
- To explain the basic concepts of calculus to handle the management situation.
- To impart the important mathematical concepts of differentiation that students should be familiar with in order to solve quantitative problems in business field.
- To elucidate how to apply techniques of integration to resolve problem related to economics and management.

Course Learning Outcomes:

This course will enable students to:

CLO 1	Understand the functional relationships that exists among business variables.
CLO 2	Know the concept of limit which are helpful in an understanding of calculus which is useful in business.
CLO 3	Apply the differentiation in economic conditions and business problems.
CLO 4	Use integration in management situations.

Teaching Pedagogy: Traditional teaching augmented with new and innovative pedagogical approaches like Practical examples from business world, Lectures, Class room activities, Assignments, Quizzes, Tests, Case Studies, Viva, etc.

Sr. No	Module	Description	Hours (Weight)
1	Function	- Types of Functions: Constant, Explicit, Implicit, Polynomial, Logarithmic, Exponential, Rational - Applications in business and economics	15 (25%)
2	Limit	- Limit of different types of functions - Fundamental Theorems and some special limits - Derivative of basic rules of differentiation	15 (25%)
3	Differentiation	Fundamental rules of differentiation	15

		- Differentiation of different functions: algebraic, Implicit, explicit, Logarithmic, Exponential, Parametric - Application of derivative in business and economics	(25%)
4	Integration	- Basic rules of integration - Integration of different functions: Addition, Subtraction, Multiplication of two function definite, Indefinite integrals - Application of integration in business	15 (25%)

References:

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Mathematics and Statistics (Fourth Ed.)	Ajay Goyal Alka Goyal	Taxmann
2.	Mathematics and Statistics for Management (First Ed.)	K B Akhilesh S Balasubrahmanyam	Vikas
3.	Mathematics for Economics and Business (Second Ed.)	R S Bharadwaj	Excel Books
4.	Business Mathematics II (First Ed.)	J K Singh and Deepti Rani	Himalaya Publishing House
5.	Business Mathematics and Statistics (First Ed.)	B M Aggarwal	Ane Books Pvt Ltd

Assessment Pattern:

Continues and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / or any other component designed by the instructor)	10 Marks
Practical Assignment (One per course) (Case Study / Practical Assignment)	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2025
Course Code	BMBA21303	Course Name	Human Resource Management
Course Type	Major		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continues and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To explain concept & techniques of essential functions of HRM
- To impart application of fundamental HR skills necessary during the initial stages of career
- To illustrate the techniques and methods through which human resources are trained, appraised and compensated in the organization

Course Learning Outcomes:

This course will enable students to:

CLO 1	Identify various functions of human resource management in the organisation
CLO 2	Determine and manage Human Resource Planning efficiently
CLO 3	Prepare procurement strategies of human resources in the organisation
CLO 4	Ascertain training and development requirements of the organisation
CLO 5	Execute the practices of managing employee performance in the organisation
CLO 6	Recognize Reward and Compensation strategies used in the organisation
CLO 7	Apply strategies of maintaining smooth employee relations

Teaching Pedagogy: Traditional teaching augmented with new and innovative pedagogical approaches like Reading, Lectures, Class room activities, Assignments, Quizzes, Tests, Case Studies, Presentations, etc.

Sr. No	Module	Description	Hours (Weight)
1	Introduction to HRM	• Concept of Human Resource • Human Resource as a source of sustained competitive Advantage • Meaning, Definition and Objectives of HRM • Scope of HRM: HRM (Brief), HRD (Meaning and definition, Goals and challenges), Employee relations (brief), Labour codes and evolution of labour laws (in brief)	15 (25%)

		• Functions of HRM (Special focus on separation and internal mobility) • Role of HR manager • Changing environment of HRM • HRM issues in Indian Organization	
2	Procurement of HR	• Introduction of HRP, Definition, Objectives and Benefits of HRP • HRP process • Introduction to HRIS • Concept, process and uses of Job Analysis • Recruitment – Definition and sources of recruitment • E-recruitment Skill check: Designing recruitment AD • Meaning and definition of Selection and Selection process • Conducting Preliminary Interview • Orientation and Placement • Career and Succession Planning	15 (25%)
3	Development and Compensation functions	• Employee training – concept and need • Systematic approach to training • On the job and off the job training methods • Concept of management development • Difference between training and development • Concept of Performance Management • Uses of Performance management • Methods of Performance Management System (in brief) • Reward, Reward Management, and Total reward • Factors influencing compensation levels • Stages of determining compensation • Designing salary structure • Job Evaluation • Components of pay structure • Social security • Wage differentials • Incentives	15 (25%)
4	Integration Function	• Industrial Relations - Introduction and definition, parties of IR • Objectives of IR • Recent Developments in IR and Labour Codes • Trade Union - Definition, Functions and Problems of trade union • Industrial Dispute - Concept, causes, strike and lockout, Machinery for settlement of dispute	15 (25%)

		• Collective Bargaining - Concept, Types and Process • Grievance: Concept, Causes and Grievance Redressal Machinery • Discipline - Concept, Aspects of Discipline, And Disciplinary Policy	
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References:

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Human resource management: Text and cases. (2013)	K. Aswathappa	Tata McGraw-Hill Education.
2.	Human Resource Management (2011)	Pravin Durai	Pearson Education India
3.	Dynamics of Industrial Relations. (16 th ed)	C. B. Mamoria Satish Mamoria P. Subba Rao	Himalaya Publications

Assessment Pattern:

Continues and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA21302	Course Name	Marketing Management
Course Type	Major		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To develop orientation amongst students towards Marketing Management discipline.
- To make students understand the concept of segmentation, Targeting, positioning and buying behavior.
- To make students understand the marketing mix elements- product and Price.
- To make students understand the marketing mix elements- place and Promotion.

Course Learning Outcomes:

This course will enable students to:

CLO 1	demonstrate strong conceptual knowledge in the area of marketing management.
CLO 2	design marketing strategies using segmentation, targeting and positioning. differentiate between consumer buying behaviour and business buying behaviour.
CLO 3	design marketing strategies using marketing mix elements --Product and Price.
CLO 4	design marketing strategies using marketing mix elements –Place and Promotion.

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Lectures, Group Discussions, Role plays, Assignments, Quizzes, Tests, Case Studies, Presentations, Watching Educational and Informative Videos, Experiential Exercises.

Sr. No	Module	Description	Hours (Weight)
1	Conceptual framework	• Introduction to Marketing and Marketing Management, Marketing in 21st Century, Scope of Marketing. • Core concepts of Marketing: Market, Metamarket, Marketers and Prospects, Need, Want and Demand, Value and Satisfaction, Exchange, Marketing Channels, Supply Chain, Customer Relationship Management	15 (25%)

		• Firm's Orientation towards marketplace: Production Concept, Product Concept, Selling Concept, Marketing Concept-Difference between Selling and Marketing, Customer Concept, Holistic Marketing Concept • The Changing Marketing Landscape: Social Media Marketing, Sustainable Marketing • Case Discussion and Contemporary issues in Marketing	
2	a. Segmentation, Targeting, Positioning and Differentiation b. Buying Behaviour	• Meaning of Segmentation, Levels of Market Segmentation, Criteria for effective segmentation, Basis for segmenting consumer market, basis for segmenting business market. • Meaning of Targeting, Evaluating and selecting target market, Segment by Segment Invasion Plan • Meaning of Positioning, Importance of effective positioning, Positioning variable. • Meaning of Differentiation, Variables for differentiation. • Meaning of Consumer Behavior, Factors affecting Consumer buying behavior, Consumer buying process (5 steps) • Meaning of Business Buying, Difference between consumer buying and business buying, Factors affecting business buying behaviour, Business buying process (8 steps) • Case Discussion and Contemporary issues in Marketing	15 (25%)
3	Marketing Mix I	• Product: Concept of Product, Product Types and Levels, Product item, Product line and Product mix, Concept of Product Life Cycle and Marketing Strategy for PLC, Packaging: Meaning and Objectives, Labelling: Meaning and Objectives. • Pricing: Concept of Pricing, Pricing Process, Discriminatory Pricing, Product Mix Pricing Strategy • Case Discussion and Contemporary issues in Marketing	15 (25%)
4	Marketing Mix II	• Place: Meaning, functions and levels of Channels of Distribution, Factors affecting choice of Channels of distribution, Retailing: Meaning, functions and	15 (25%)

		marketing strategies, Wholesaling: Meaning, functions and marketing strategies, other major types of intermediaries. • Promotion: Meaning, Elements of Promotion Mix with its merits and demerits, Process of effective communication. • Case Discussion and Contemporary issues in Marketing	
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References:

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Marketing Management (15 th Edition)	Philip Kotler and Kevin Lane Keller	Pearson
2.	Marketing Management	Ramaswamy and Namakumari	Sage
3.	Marketing	Etzel, Walker and Stanton,	Tata McGraw Hill

Assessment Pattern:

Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks

Name of College: B.R.C.M. College of Business Administration			
Faculty	Management	Program	BBA (Hons.)
Year	Second	Version	2.0
Semester	3	Effective From	June 2024
Course Code	BMBA21301	Course Name	Business Environment
Course Type	Major		

Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)	Total
4	4	0	0	50	50	100

Course Objectives:

- To sensitize the class, that there are continuous changes taking place in the environment. These changes are beyond the control of the organisation but they have significant impact on organizational functioning.
- To help understand the importance of scanning the business environment on a continuous basis.
- To sensitise with external factors (micro and macro) that can have potential impact on organisation.

Course Learning Outcomes:

This course will enable students to:

CLO 1	know different types of business environments with their meanings.
CLO 2	Understand the economic and political elements and their impact on business.
CLO 3	Learn about technological and social factors affecting business.
CLO 4	acquire the knowledge about the relevance of global business environment

Teaching Pedagogy: Teachers are expected to impart knowledge along-with traditional teaching through new and innovative pedagogical approaches like Reading, Lectures, Class room activities, Assignments, Quizzes, Tests, Case Studies, Presentations, etc.

Sr. No	Module	Description	Hours (Weight)
1	Introduction to Business Environment	• Concepts and Importance of Business Environment, Business – Definition, Environment-Definition, Business Environment Definition and Objectives, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environments: 1) Internal Environment, 2) External Environment- Micro, Macro	12 (20%)
2	Domestic Business Environment – Group A	• Economic and Legal and Political Environment. • Nature and structure of Economic Environment. • Economic Systems: ○ Capitalist. ○ Communist. ○ Mixed. • Economic policies: ○ Privatization. ○ Monetary Policy. ○ Fiscal Policy. • Three political Institutions-Judiciary, Legislation, Executive, • Price and distribution Control: ○ Objectives. ○ Different types of price Controls. • Public Distribution System. • Competition Policy and law: Nature and Scope. • Government policies and distortions to competitions. • interface of FDI and competition law. • Pre requisites for a competition policy. • contours of competition law. • Competition Act,2013. • Impact of Crisis on Indian Economy/Business.	18 (30%)
3	Domestic Business Environment – Group B	• Technological and Socio-Cultural Environment • Meaning and Features. • Impact of Technology on Society, Economy, Organization. Management of Technology. • Transfer of Technology. • Concept and Significance of socio-cultural environment • Nature of Culture and factors determining culture • Impact of culture on business	18 (30%)

		Responsibilities towards different stakeholders.	
4	Global Business Environment	- Globalization of World Economy. - Drivers and Hurdles of globalization. - Advantages and Disadvantages of Globalization. - Policy issues in Globalization. - WTO- Functions. - Final Act. - Implications (For and Against).	12 (20%)

References:

Sr. No.	Title of the Book (Edition)	Author(s)	Publisher
1.	Essentials of Business Environment	K Ashwathapa	Himalaya Publishing House.
2.	Business Environment: Text and Cases	Francis Cherunilam	Himalaya Publishing House.

Assessment Pattern:

Continuous and Comprehensive Evaluation (CCE)	Semester End Examination (SEE)
50 Marks	50 Marks

Continuous Assessment:

Mid Semester Examination	15 Marks
Quiz (At the end of each module)	10 Marks
Assignments (Minimum 2 Per course) (Class Assignment / Home Assignment / Seminar / Presentation / Poster presentation)/ or any other component designed by the instructor	10 Marks
Practical Assignment (One per course) Case Study / Role Play/ Statistical Report Analysis/ Portfolio Building / Field Assignment	05 Marks
Attendance	10 Marks
Total Continuous Assessment Theory	50 Marks