



St Joseph's University

#36, Lalbagh Main Road, Bengaluru 560027

DEPARTMENT OF MANAGEMENT (DOM)
Bachelor of Business Administration
in Branding and Entrepreneurship
(BBA-BE) Curriculum

Based on SEP Framework 2026-27 onwards

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1 ABOUT THE UNIVERSITY

St. Joseph's University, Bangalore is one of the oldest college / university in the state of Karnataka with a history of more than 144 years. St Joseph's university has around 400+ teaching and non-teaching staff and more than 10000+ students. In May 2018, St Joseph's University was approved under Rashtriya Uchchatar Shiksha Abhiyan (RUSA) to upgrade from the existing autonomous college through State Public University Act.

VISION

St. Joseph's University's objective is to prepare men and women for the service of others, especially the poor and the oppressed. We provide opportunities to the students to critically understand society and its structures so that education will assist them in working for a humane and just society. Stress is laid on academic excellence, character formation and social concern.

MISSION

1. Academic Excellence: Studying subjects is a major task. All the necessary facilities are made available for students like reading room, good library and computer lab with internet facility to assist them in the same.
2. Character Formation: Character development is an essential aspect of education. A person is what his/her values are. Your character includes your behavior, your values and attitudes to life and to others and the way you face life. Building up character, a sense of hard work, perseverance, honesty, integrity, sensitivity to others and universal love that embrace all people, cutting across barriers of language, religion and caste.
3. Social Concern: The Management has made a policy of admitting, as far as possible, students from the socio-economically marginalized groups. It is the vision of the college to train students who are socially conscious and ready to stake their lives for the oppressed and the exploited. Our task as educators is to create in the student a deeper understanding of oneself and to change the world by creating plentiful opportunities for personal and social growth and total development. For the members of the Society of Jesus, education is not a commercial activity. It is a mission.

Our mission is to build-up a group of young men and women who would be agents of change in society and work towards a secular world of fraternity, equality, and justice.

2 SCHOOL OF BUSINESS

The School of Business at St Joseph's University provides an enabling environment to help its students stand out both academically and in shaping them to an overall balanced personality both in terms of the college's vision and today's competitive environment. Since its commencement, the Department has continuously evolved offering diverse programs in the field of business studies. The Department aims at a holistic and integral formation of its students, fostering in them a spirit of academic excellence, character formation and social concern, shaping them to become "men and women" for others. The department strives to equip in its students' skills required to face the challenges of a dynamic business world.

- Vision: To impart value-based quality education to serve the ever-changing global needs in the field of management by preparing men and women who will be agents of change.
- Mission: School of Business strives to provide quality Management education by adopting effective teaching - learning processes along with developing the required values, skills and attitudes to create business leaders with a passion for the world of business who will understand the economic, social, and global context of business.

3 PROGRAM PROFILE

The Programme is designed to provide a basic understanding of Management education and to train the students in communication skills effectively and inculcate entrepreneurship skills and decision-making capabilities. The Programme also includes practical exposure in the form of case studies, projects, presentations, industrial visits and interaction with experts from the industry. It facilitates students to acquire adequate knowledge in the field of Business administration, HR management, Organizational behavior, Business communication, Management skills, Corporate administration, Finance management, Business laws, Business ethics, Accounting, planning, International business, Event management, Quantitative methods, Research, Marketing, Entrepreneurial Development and Operations management. The Programme also offers open electives based on NEP framework in first four Semesters which is interdisciplinary or multi-disciplinary in nature.

- Duration: 3 years (6 semesters). A student successfully completing Three (03) years of the program will be awarded a Bachelor's Degree in Business Administration in Branding & Entrepreneurship.
- Eligibility for admission: Candidates who have completed Secondary Stage –Senior High school (10+2) of Karnataka State or its equivalent are eligible for admission into this course as notified by the University from time to time. Further, a candidate applying for the program must meet the prescribed performance level in admission interview and admission entrance (if applicable).

Program EDUCATIONAL OBJECTIVE [PEOs]

1	The three year BBA- BE program aims at developing a student's intellectual ability, executive personality, and management skills through an appropriate blending of business and general education.
2	To make sustained efforts for the holistic development of the students and empower them to ably face the challenges posed by changing business environment
3	The program also seeks to prepare students to be job-ready or drive entrepreneurship initiatives or higher education in business at home and abroad.
4	To inculcate a spirit of Ethics and Social Commitment in the personal and professional life of management graduates so that they add value to the society.

PEOs TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4
1.Academic Excellence	H		M	
2.Character Formation	M	H	L	
3.Social Concern				H

H=High | L=Low | M=Moderate

PROGRAM OUTCOMES (POs)

1	PO1	Acquire knowledge of management practices, skills in functional areas of business and legal and ethical aspects of business administration.
2	PO2	Analyze qualitative and quantitative problems by collecting, analyzing data using mathematical, statistical and ICT to solve complex business problems.
3	PO3	Demonstrate entrepreneurial traits to start and manage their innovative businesses to cater to the needs of consumers and society at large.
4	PO4	Exhibit critical thinking skills in solving managerial issues & problems arising due to changes in the business environment.
5	PO5	Demonstrate people skills, communication skills, personality traits, professionalism, social and emotional intelligence and also exhibit a spirit of cooperation, leadership, and teamwork to accomplish pre-defined goals.
6	PO6	Awareness of social responsibility and issues those business enterprises must address, including business ethics, cultural diversity and ecological concerns.

Pos TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
1.Academic Excellence	H	H	H			
2.Character Formation	M	L	M	H	H	L
3.Social Concern	M		L	L		H

H=High | L=Low | M=Moderate

4 BBA-BE CURRICULUM

With the rapidly changing employment landscape and a globally diversified educational ecosystem, it is more important to not only learn but also to know how to learn. The policy focuses on providing a diverse and holistic education by incorporating knowledge of many disciplines into the curriculum.

The School of Business at SJU intends to continuously revise and revamp of the curriculum which will develop the creative potential of each individual and create new career growth opportunities. Conceptual comprehension must be emphasized through pedagogies that encourage communication, debate, research, and cross-disciplinary and interdisciplinary thinking. The curriculum is developed on the Outcome-Based Education. Outcome-based education defines Program Educational Objectives (PEOs), Program Objectives (POs) and Course Objectives (COs) for every program and student progression is assessed based on their achievement status.

This program will offer contemporary insights to students with respect to marketing and entrepreneurship domains. The students will learn and interact with the best-in-class faculty through a wide range of The BBA (Branding and Entrepreneurship) Programme has been designed with a vision to incorporate experiential learning and top-notch instruction of education with a globally focused education. The entrepreneurial skills acquired by the students ensure that they have a solid grasp of not only the fundamentals of management but also the confidence to set up businesses and the ability to engage them in extensive industrial initiatives and social interactions. This Programme involves a unique and dynamic combination of creativity, innovation, critical thinking and organization, provided on an interactive platform, by faculty with proven research and academic credentials, which hones the students into becoming competent future entrepreneurs

5 PROGRAM PEDAGOGY

Our teaching pedagogy is uniquely devised keeping in consideration the potential of every students may cater to the needs of students at every level from brilliant, mediocre to average. The pedagogy used by our course instructors encourages independent thinking and helps the students develop holistic perspectives, strong domain knowledge, contemporary skills-set and a positive attitude.

Classrooms Methodologies	Beyond Classroom	Industry Exposure
1. Classroom learning	1. Conferences	1. 1 st year Strategic Activities
2. Use of multimedia (Power Point presentation, audiovisuals).	2. Projects	2. 2 nd and 3 rd year Internships
3. Case studies	3. Seminars and workshops	3. National Level Industrial visits
4. Games and group activities	4. Development programs	4. International study tours
5. Role play	5. Fests and competitions	
6. Guest lectures	6. Learning exchange programs	
7. Assignments & quizzes	7. Research-based assignments	
8. Strategic Activities	8. Outreach and drives	

6 GLOSSARY

- 1. Discipline Core Credit [DCC]:** A Major discipline is the field in which a student focuses during the course of his/her degree. A course in a discipline, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. The core courses aim to cover the basics that a student is expected to imbibe in that particular discipline. They provide fundamental knowledge and expertise to produce competent, creative graduates with a strong scientific, technical and academic acumen.

2. **Discipline Elective Courses [DEC]:** Elective Course is a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or enables an exposure to some other discipline/subject/domain or which nurtures the candidate's proficiency/skill. Elective courses offered under the main discipline are referred to as Discipline Specific Electives. These courses provide more depth within the discipline itself or within a component of the discipline and provide advanced knowledge and expertise in an area of the discipline.
3. **Multi-Disciplinary Elective Courses [MDE]:** These courses can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill.
4. **Skill Enhancement Courses:** Skill enhancement courses are the generic skill courses which are basic and needed to all to pursue any career. These courses ensure progression across all careers.
 - a. Languages: Languages provide the medium of fresh and free thinking, expression and clarity in thought and speech. It forms as a foundation for learning other courses. Helps fluent communication.
 - b. Compulsory Course: Compulsory Courses enable students to develop a deeper sense of commitment to oneself and to the society and nation largely. These courses will supplement in better understanding of how to integrate knowledge to application into a society.
 - c. Skill Based Course: These courses are designed to provide practical exposure to students and equip students with relevant skills required for professional and personal growth.
5. **Practical Knowledge/ Project work [with Viva voce] / Research :** Practical knowledge is considered as a special course involving application of knowledge in solving / analyzing / exploring a real-life situation / difficult problem/ data analysis. Project Work has the intention to provide research competencies at Undergraduate level. It enables to acquire special/ advanced knowledge through supplement / support study to a project work. Candidates shall carry out Research work on his/her own with an advisory support by a faculty member to produce a dissertation/ project report.
6. **Practical Evaluation-**Courses with practical content will be evaluated practically.
7. **Practical Evaluation-** Courses with practical component will have the evaluation conducted practically.

Key terms with reference to OBE Framework:

1. **Program:** An educational programme in Business Administration leading to award of Degree. It involves events/activities, comprising of lectures/ tutorials/outreach activities/ project work/viva/ seminars/ internship/ assignments/ presentations/ self-study/ quiz etc., or a combination of some of these.
2. **Course:** Refers to usually referred to as 'subjects' and is a component of a program. All Courses need not carry the same weight. Courses should define learning objectives and learning outcomes. A Course may be designed to comprise lectures/ tutorials/ laboratory work/ fieldwork/ outreach activities/project work/ vocational training/ viva/ seminars/ term papers/assignments/ presentations/ self-study/quiz etc. or a combination of some of these.

3. **Credit:** Credits represent the number of hours of learning that have been or need to be undertaken in each course of study.
4. **Outcome-Based Education (OBE):** An approach to education in which decisions about the curriculum are driven by the outcomes the students should display by the end of the course- professional knowledge, skills, abilities, values and attitudes- rather than on the educational process.
5. **Programme Educational Outcomes:** PEOs are statements that describe the Institution's Mission Aligned with the program.
6. **Program Outcomes:** POs are statements that describe what the students graduating from any of the educational Programmes should be able to do.
7. **Course Outcomes:** COs are statements that describe what students should be able to do at the end of a course.

7 PROGRAM ASSESSMENT

Being in an University system, the university has adopted the Credit Grade Based Performance Assessment (CGPA). The course gives 40% weightage to Continuous Assessment (CA) comprising of Centrally Organized Mid Semester Test and other exercises such as quiz, seminars, assignments, etc. and 60% weightage is given to End semester Examinations.

Students must score a minimum of 35% / 21 marks in their End Semester Examination (ESE). The End Semester Examination (ESE) will be held for 2 hours & for 60 marks. Students must score a minimum of 40% in aggregate of the CIA+ESE in each paper, as minimum marks for passing.

Components of Continuous Assessment		
Assessment methods	Remarks	CA marks
Mid-semester examination	▪ One hour examination ▪ 25 marks written examination ▪ Centrally organized test	20
Assignment and tasks	Decided by the course instructor Activity 1 (Within the 7th Week) Activity 2 (Within the 12 th Week)	20
	TOTAL	40

GUIDELINES FOR QUESTION PAPER SETTING AND SCHEME OF EVALUATION:

Evaluation Pattern for 4 Credit Paper:

- ☞ End semester Examination Question Paper Pattern. Time: 2 hours. Maximum marks: 60. The evaluation system comprises of both internal faculty for question paper setting and for valuation of papers.
- ☞ Question papers received will go through the Board of Examiners for scrutiny for content, the suitability of marks, the inclusion of topics and typographical / mistakes and language.

1. Section A: Conceptual (5x2 marks = 10) 5/6 questions: In this section, questions seek to test a student's conceptual knowledge of the subject and fact retaining abilities
2. Section B: Analytical (4x5marks = 20) 4/5 questions: Questions in this section are to test whether students can analyze.
3. Section C: Descriptive (2x10 marks =20) 2/3 questions: In this section, students are required to use a combination of facts, concepts, theories and judgment to explain the subject matter. Writing skillsare also tested in this section.
4. Section D: Case Study/ Compulsory Question (1 x 10 marks = 10): This section tests a student's ability to practically apply their theoretical knowledge of the subject. For papers, theory-based papers, either a case study of compulsory questions can be asked. For practical based papers, questions arenumerical in nature.

Evaluation Pattern for 2 Credit Paper :

- ☞ End semester Examination Question Paper Pattern. Time: 1 hours. Maximum marks: 30.The evaluation system comprises of both internal faculty for question paper setting and for valuation of papers.
 - ☞ Question papers received will go through the Board of Examiners for scrutiny for content, the suitability of marks, the inclusion of topics and typological / mistakes and language.
1. Section A: Conceptual (5x2 marks = 10) 5/6 questions: In this section, questions seek to test a student's conceptual knowledge of the subject and fact retaining abilities
 2. Section B: Analytical (2x5marks = 10) 2/3 questions: Questions in this section are to test whether students can analyze.
 3. Section C: Descriptive (1x10 marks =10)/ Compulsory questions: In this section, students are required to use a combination of facts, concepts, theories and judgment to explain the subject matter. Writing skillsare also tested in this section.

8 COURSEMATRIX

#	Course Code	Course Title	Course Type	Hours per Week	Credits
SEMESTER I	1	Language I	L 1	3	3
	2	Language II	L 2	3	3
	3	BABE1126 Financial Accounting	DCC	4	4
	4	BABE1226 Principles of Branding & IMC	DCC	4	4
	5	BABE1326 Business Management	DCC	4	4
		BABE1426 Skill Foundations in Branding	SEC	2	2
	8	Compulsory Course – Constitutional Values	CC	2	2
		TOTALCREDITS	22		
SEMESTER II	1	Language I	L 3	3	3
	2	Language II	L 4	3	3
	3	BABE2126 Quantitative Methods for Business Decisions	DCC	4	4
	4	BABE2226 Human Resource Management	DCC	4	4
	5	BABE2326 Entrepreneurial Venture Management	DCC	4	4
	6	BABE2426 Skill Foundations in Entrepreneurship	SEC	2	2
	7	Compulsory Course – Constitutional Values	CC	2	2
		TOTALCREDITS	22		

First Semester

Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE112 6	FINANCIAL ACCOUNTING	60 Hours	DCC	4 Hours a Week	4

Course Objective/s:	To acquaint students with the accounting concepts, tools and process.
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Course Outcomes	
CO1	Retrieve fundamental accounting concepts and standards
CO2	Demonstrate the accounting process & prepare Journal, Ledger & Balancing of Accounts
CO3	Execute various types of Subsidiary Books & prepare a Bank Reconciliation Statement
CO4	Summarize accounting process in conversion of single entry into double entry
CO5	Describe and implement accounting for current assets and non- current assets

Reference Books:			
#	Title	Author/s	Publisher
1	Accounting for Manager	Bhattacharya	Vikas publication
2	Fundamentals of Accounting & Financial Analysis	Chowdary	Pearson Education
3	Financial Accounting	R.L. and V.K. Gupta	Sultan Chand
4	Basic Financial Accounting	Jain S P & Narang	Kalyani Publishers
5	An Introduction to Accountancy-	Maheshwari	S Chand

Learning by Doing activities [8 hours]						
COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H			L		
2	H	H	M	H		
3	H	H			L	
4	H	H		H		
5	H	H	L			
H=High L= Low M=Moderate						

Unit 1	INTRODUCTION TO FINANCIAL ACCOUNTING	06 Hours
Accounting: Nature, Objectives and functions of Financial Accounting. Accounting Principles, Concepts & Conventions - GAAP (Concept only). Accounting standards: Definition – importance – Standard setting in India –A brief introduction to IND AS, IAS and IFRS.		
Unit 2	ACCOUNTING PROCESS	10 Hours
Meaning – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal –Ledger Balancing of Accounts – Trial Balance (Problems). Rectification of Errors- Classification of Errors, Rectification of errors which do not affect the Trial Balance, Rectification of errors affecting Trial Balance.		
Unit 3	SUBSIDIARY BOOKS	10 Hours
Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns, Book –Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.		
Unit 4	CONVERSION OF SINGLE ENTRY INTO DOUBLE ENTRY	10 Hours
Steps in conversion - ascertainment of sales, purchases, stocks, cash and bank balances, capital etc. Preparation of final accounts.		
Unit 5	ACCOUNTING FOR CURRENT ASSETS AND NON- CURRENT ASSETS	16 Hours
Current Assets: Inventories (Ind AS 2) - Meaning — Objectives - Inventory valuation as per Indian Accounting standards. Non-current assets (Ind AS 16) - Initial measurement -Measurement after recognition or subsequent to initial recognition - Disposal of Fixed Assets; - Difference between Intangible and Fictitious Assets -Accounting for Intangible assets (Ind AS 38).		

Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE1226	Principles of Branding and IMC	60 Hours	DCC	4 Hours a Week	4

Course Objective/s:	- To identify the concepts in analytical techniques in Brand Management - To identify the challenges faced by Brand Managers in the present scenario
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Course Outcomes	
CO1	Develop a consumer-centric approach to building, measuring and evaluating strategies for brand equity for new and existing brands.
CO2	Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial, goods, non-profits, etc.).
CO3	Learn how to identify brand meaning and to measure brand strength for any market offering.
CO4	Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.
CO5	Apply IMC principles in brand building

Reference Books:			
#	Title	Author/s	Publisher
1	Brand Management-Principles and Practice	Kirti Dutta	Oxford Higher Education
2	Strategic Brand Management	Kevin Lane Keller	Pearson
3	Marketing Management	Rajan Saxena	McGraw Hill
4	Marketing Management A Contemporary perspective	Christian Homburg, Sabine Kuester	McGraw Hill
5			

Learning by Doing activities [8 hours]						
COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H				M	
2	H					
3	H	M	M	M	M	
4	H					
5	H					
H=High L= Low M=Moderate						

COURSE CONTENTS

Unit 1	FOUNDATION OF BRANDING	12 hours
Concept of brand vs product; brand equity and meaning; Keller's brand equity model; brand identity vs image; brand personality and archetypes; brand positioning; role of trust, credibility, and purpose in branding; Indian and global branding contexts.		
Unit 2	BRAND STRATEGY & MANAGEMENT	12 hours
Brand architecture; brand portfolio management; brand extensions; rebranding and repositioning; brand consistency across touchpoints; stakeholder branding; employer branding; crisis and reputation management		
Unit 3	INTRODUCTION TO IMC	12 hours
Concept of IMC; evolution from siloed marketing to integrated communication; role of advertising, PR, digital, experiential, and sales promotion; synergy across channels; IMC planning process		
Unit 4	CREATIVE STRATEGY IN IMC	10 hours
Consumer insights; creative brief development; message framing; tone of voice; storytelling in branding; visual and verbal identity in communication; role of content in IMC.		
Unit 5	IMC EXECUTION AND EVALUATION	6 hours
Media integration; campaign coordination; consistency across platforms; campaign tracking metrics; evaluating reach, engagement, recall, and persuasion; ethical and legal aspects of integrated communication.		

Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE1326	BUSINESS MANAGEMENT	60 Hours	DCC	4 Hours a Week	4

Course Objective/s:	1. To familiarize the students with concepts and principles of Management. 2. To facilitate the development of managerial skills.
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Course Outcomes	
CO1	Define management, retrieve various management thoughts & principles
CO2	Demonstrate planning and decision-making process & summarise techniques of forecasting
CO3	Describe conceptual framework of organizing and staffing
CO4	Summarize leadership theories, styles & Identify the relevance of motivation & directing
CO5	Enumerate control, co-ordination and change management process

Reference Books:			
#	Title	Author/s	Publisher
1	Principles of Management	Koontz & O' Donnell	McGraw Hill Education
2	Procurement and Principles Management	Peter Baily, Barry Crocker	Pearson Education
3	Principles of Management	Ramesh B Rudani	McGraw Hill India
4	Principles & Practice of Management	Prasad L.M.	Sultan Chand & Sons
5	Management for Beginners	A. Vennila, & A. Mekala	Notion Press

Learning by Doing activities [8 hours]						
COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H					
2		M		H		L
3			M			
4				H	M	
5	H		M			H
H=High L= Low M=Moderate						

COURSE CONTENTS		
Unit 1	INTRODUCTION TO MANAGEMENT	10 Hours
Management – Meaning, Nature , significance -Evolution of Management Thought:Classical School (Taylor, Fayol), Neo-classical School, Human Relations Approach (Hawthorne Experiments), Behavioural Science Approach Modern Management:Quantitative Approach, Systems Approach, Contingency Approach, (<i>overview only</i> ,)Functional Areas of Management ,Principles of Management Types of business – Sole Proprietorship, Partnership Firm, Hindu Undivided Family (HUF), Co-operative Society, Joint stock company, One Person Company (OPC), Limited Liability Partnership (LLP). (<i>Meaning only</i>) Manager , Managerial Roles – Mintzberg ,Managerial Skill Sets-Katz’s Managerial Skills Model .		
Unit 2	PLANNING, FORECASTING AND DECISION MAKING	08 Hours
Planning: Meaning ,Nature, Process, Objectives, benefits, and limitations of planning Types of Plans: based on time, managerial level, functional aspect, frequency of usage Forecasting: Concept, Importance, Techniques (Qualitative & Quantitative), Decision Making: meaning, Process,, Decision Making Using AI and Business Analytics (<i>meaning only</i>) MBO & MBE, Corporate Planning,Strategy Formulation.		
Unit 3	ORGANIZING AND STAFFING	10 Hours
Organizing: meaning, Nature, Purpose,Types of Organizational Structure – Line, Line and Staff, Functional, Divisional, Project-Based, Matrix, Team-Based, Network, Virtual, Holacracy, Decentralization- meaning , types -Functional, Geographical, Product-Based, Process-Based, Customer-Based (<i>overview only</i>)Span of Control: Meaning, Factors Influencing span of control ,Staffing: Meaning, Nature, Process		
Unit 4	LEADERSHIP, MOTIVATION AND DIRECTING	12 Hours
Directing: Meaning , objectives ,Leadership: meaning- Styles – Autocratic Leadership, Democratic (Participative) Leadership, Laissez-Faire Leadership, Transformational Leadership, Transactional Leadership ,Theories of Leadership: Trait Theory, Behavioral Theories (Ohio & Michigan) Situational Leadership Theory (Hersey-Blanchard Model), Servant Leadership Theory,Motivation: meaning , Need of Motivation, financial and nonfinancial motives, Theories of motivation – Maslow, Herzberg, McGregor (Theory X & Y), Ouchi’s Theory Z, Vroom’s Expectancy Theory		
Unit 5	MANAGERIAL CONTROL, CO-ORDINATION AND CHANGE MANAGEMENT	12 Hours
Managerial control: concept and process: Effective control system: Techniques of control- traditional and modern. Co-ordination: Meaning – methods of co-ordination,Change Management – Meaning, need for change in organizations, process of change (Lewin’s Three-Step Model), resistance to change, reasons for resistance to change, Role of managers in change management		

Department of Management						
I Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE1426	Skill Foundations in Branding	30 Hours	SEC-1	2 Hour Week	2

Course Objective/s:	This course builds foundational brand literacy by exposing students to the evolution, meaning, and functioning of brands
Course Outcomes	
CO1	Explain how brands are built and sustained through history, strategy, and context.
CO2	Interpret the role of agencies, clients, and brand ecosystems in real-world branding practice.
CO3	Analyse iconic and contemporary brands to identify core brand-building principles.
CO4	Apply foundational brand understanding to basic observations and learning exercises.
CO5	Demonstrate awareness of ethical, responsible, and sustainable thinking in brand decisions.

Week	Activity	Outcome
1	Introduction to Branding and course orientation; What is a brand beyond logos and ads?	Understand the purpose of the practicum and redefine brands as meaning systems
2	History of brands: evolution from products to symbols (Indian & global examples)	Discover how brands emerge and evolve over time
3	How iconic brands were built (case narratives: legacy brands)	Identify core principles behind successful brand building
4	Understanding brand ecosystems: agencies, clients, consumers, culture	Interpret roles within branding and agency–client relationships
5	Brand purpose, values, and trust	Analyse how purpose and values shape brand meaning
6	Ethics, responsibility, and sustainability in brand building	Demonstrate awareness of ethical and responsible brand decisions
7	Brand Quiz (Compulsory Team Activity)	Demonstrate familiarity with brands from around the world and their stories

8	Brand touchpoints and customer experience mapping (introductory)	Recognise how brand meaning is delivered through experiences
9	Reading brand communication: ads, packaging, retail cues	Analyse communication elements without producing creative outputs
10	Understanding categories and competition	Compare brands within a category to identify differentiation
11	Introductory agency thinking: briefs, constraints, and problem framing	Interpret branding challenges from an agency perspective
12	Sustainability and responsibility as brand strategy (applied example)	Apply sustainability thinking to brand evaluation
13	Group-based brand learning exercise (guided, non-executional)	Synthesize brand insights through collaborative analysis
14	Reflection and articulation: What did we learn about brands?	Evaluate personal and group learning about brand building
15	Final learning presentation / showcase (process + insights)	Communicate brand understanding clearly and professionally

Second Semester

Department of Management						
II Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE2126	QUANTITATIVE METHODS AND TECHNIQUES FOR BUSINESS DECISIONS	60 Hours	DCC	4 Hours a Week	4

Course Objective/s:	1. To familiarize students with basic arithmetic calculations and its application in accounting & finance. 2. To enable students to apply statistical methods in the business context and interpret results.
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Course Outcomes	
CO1	Apply basic concepts such as ratios and proportions, equations and profit and loss to the business decision making process.
CO2	Compute simple interest and compound interest for a single and uneven cash flows.
CO3	Explain the relevance and role of statistics in business research.
CO4	Identify the appropriate measure of central tendency and dispersion to be used in accordance with the case.
CO5	Compute of correlation and regression coefficients and the interpretation of the same.

Reference Books:

#	Title	Author/s	Publisher
1	Mathematics for Management	M Raghava Chari	McGraw Hill Education
2	Business Mathematics	M Wilson	Himalaya Publishing House
3	Business Mathematics and Statistics	G.R. Veena & Seema	I.K. International
4	Statistical Methods	Gupta S P	Sultan Chand & Sons
5	Quantitative Methods in Management	R. Selvaraj	Excel Books

Learning by Doing activities [8 hours]

COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H	M		L	H	
2	M	H		M	M	
3				M		
4		M		H		
5	M	H		H	M	

H=High | L= Low | M=Moderate

COURSE CONTENTS		
UNIT 1	BASIC MATHEMATICAL CONCEPTS	12 HOURS
Theory of equations (Linear, Quadratic and Simultaneous), Application of equations to business and commerce- Ratio and Proportion – Basic Laws of Ratios, proportions –direct, inverse, compound. Mixed proportions (time and work only) – Percentage – Application in business and commerce – Profit and loss, simple discount.		
UNIT 2	INTEREST	08 HOURS
Simple interest-meaning-basic calculations-Compound interest -Effective and nominal rate of interest.		
UNIT 3	INTRODUCTION TO STATISTICS	08 HOURS
Importance of Statistics, scope, limitations. Classification of data, Tabulation – diagrammatic representation of data -Relevance in Business research.		
UNIT 4	MEASURES OF CENTRAL TENDENCY AND DISPERSION	12 HOURS
Mean, Median, Mode, Quartiles, Standard Deviation and Coefficient of variation. Skewness and Kurtosis (only theory).		
UNIT 5	CORRELATION AND REGRESSION	12 HOURS
Scatter diagram, Karl Pearson's and Spearman's correlation of coefficient. Regression, properties of regression coefficient, Chi square.		

Department of Management						
II Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE22226	HUMAN RESOURCE MANAGEMENT	60 Hours	DCC	4 Hours a Week	4

Course Objective/s:	1. To enable the students to understand the HR Management and system at various levels in organizations. 2. To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.
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Course Outcomes	
CO1	To develop the understanding of the concept of human resource management and define current ethical and moral issues confronting HR managers.
CO2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
CO3	Define HRD concept and identify the various training methods and design a training program.
CO4	Understand the concept of performance appraisal process in an organization & its application
CO5	Understanding of key concepts and practices within Organisation Behavior

Reference Books:

#	Title	Author/s	Publisher
1	Human Resource Management	Stephen P. Robbins	Pearson Education
2	Business Mathematics	Gilmore and Williams	Oxford University Press
3	Human Resource and Personal Management	K Aswathappa	McGraw Hill
4	Human Resource Management	IIBF	Macmillan India
5	Human Resource Management	Raju T.	Dream tech Press

Learning by Doing activities [8 hours]

COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1	H					
2		M	M			
3	M		M	L		
4	H	H				
5					H	H

H=High | L= Low | M=Moderate

COURSE CONTENTS		
Unit 1	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	08 Hours
Meaning and Definition of HRM, Nature, Scope, Objectives and Importance of HRM, Evolution of HRM, Functions of HRM – Managerial and operative, Process of Human Resource Management, Limitations and Challenges in HRM		
Unit 2	HUMAN RESOURCE PLANNING	12 Hours
Human Resource Planning (HRP): Meaning, Importance, and Process Job Analysis - Process Job Description, Specification, Enrichment, and Design (meaning and features)Recruitment -Factors Affecting Recruitment, Process of Recruitment, Traditional & Modern Sources of Recruitment Selection -Process of Selection, types of tests, types of interviews, Placement, onboarding process, Outsourcing and Remote Hiring, Gig Workforce and Flexible Staffing, Talent Analytics for Workforce Planning		
Unit 3	TRAINING & DEVELOPMENT	10 Hours
Training: Meaning, Objectives, Importance, Difference between Training and Development Methods of Training: On-the-job and Off-the-job, Virtual & Hybrid Training Executive Development Programs, Meaning and Role of Human Resource Development (HRD)		
Unit 4	PERFORMANCE APPRAISAL AND COMPENSATION	12 Hours
Performance Appraisal: Meaning, Objectives, Methods, Errors in Performance Appraisal Planning for Performance Improvement Compensation Management: Meaning, Objectives, and Components, Promotion: Purpose, Criteria, and Types, Transfer: Meaning, Reasons, and Types, Grievance Handling: Meaning and Mechanisms, Employee Retention Strategies: Factors and Methods, Employee Engagement and Wellbeing		
Unit 5	ORGANISATION BEHAVIOR	10 Hours
Definition, Nature and Scope of Organizational Behavior – Need for Studying Organizational Behavior- Disciplines that Contribute to OB- OB Models – Challenges and Opportunities of OB. Organization and individuals – Organisational culture – Societal Culture and organisations. Group Dynamics – Groups in an organization – Influences – informal Leaders – Group Behaviour – Cohesiveness. Organizational Development – Objectives – Teams – OD Models and Process		

Department of Management						
II Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE2326	ENTREPRENEURIAL VENTURE MANAGEMENT	60 Hours	DEC	4 Hours a Week	4

Course Objective/s:	1. To learn the role of entrepreneur in nation building 2. To understand different methods of ideation
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Course Outcomes	
CO1	Develop a business plan for a new venture
CO2	Apply the principles of entrepreneurship while creating a new venture
CO3	Develop a brand building plan for a new enterprise
CO4	Apply branding principles and marketing communication concepts and frameworks in building a new venture
CO5	Develop a fund-raising plan for a new venture

Reference Books:

#	Title	Author/s	Publisher
1	Entrepreneurship: New Venture Management	Safal Batra	Cengage
2	Entrepreneurship	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	McGraw Hill
3	Entrepreneurship and Creativity	Michael J Quinn	Pearson
4	New Enterprises	William Aulet, Howard Anderson and Matt Marx	Open Learning
5	When to trust your gut	Hayashi	Harvard Business Review

Learning by Doing activities [8 hours]

COs	Program Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
1		H		L		
2		M	H			
3			M	M		
4		M				
5	H		M		M	H

H=High | L= Low | M=Moderate

COURSE CONTENTS

UNIT 1	INTRODUCTION TO ENTREPRENEURSHIP	10 HOURS
Definition of entrepreneur, entrepreneurial traits, and entrepreneur vs. manager, definition of entrepreneurship. The entrepreneurial decision processes, key factors influencing entrepreneurship Role of entrepreneurship in economic development, growth of entrepreneurship in an economy Ethics and social responsibility of entrepreneurs. Opportunities for entrepreneurs in India and abroad.		
UNIT 2	IDEATION AND PROCESS	10 Hours
Importance of ideation, sources of new ideas. Methods of generating ideas. Problem solving and critical thinking in entrepreneurship. Product/Service planning and development process. Creating a product/service blueprint.		
UNIT 3	FINANCING THE VENTURE	14 Hours
Sources of capital and financing in entrepreneurship. Documentation processes. Financial controls, marketing and sales controls. Financial metrics for an entrepreneur.		
UNIT 4	GROWING THE ENTREPRENEURIAL VENTURES	10 Hours
Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits. Role of Directorate of Industries, District Industries, Centres (DICs), Industrial Development Corporation (IDC)		
UNIT 5	FUNDING AGENCIES	8 Hours
State Financial corporation (SFCs), Commercial Banks. Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)		

Department of Management						
II Semester	Code	Course Title	Course Duration	Course Type	Session	Credits
	BABE2426	Skill Foundations in Entrepreneurship	30 Hours	SEC-2	2 Hours Week	2

Course Objective/s:	This course builds foundational entrepreneurial literacy by exposing students to the nature of entrepreneurship, opportunity recognition, and real-world business thinking
Course Outcomes	
CO1	Explain how entrepreneurs identify opportunities and create value in society.
CO2	Interpret the roles of customers, markets, and stakeholders in shaping ventures.
CO3	Analyse real entrepreneurial stories to identify key success and failure factors.
CO4	Apply foundational entrepreneurial thinking to basic observation and learning exercises.
CO5	Demonstrate awareness of ethical, responsible, and sustainable entrepreneurship.

Week	Activity	Outcome
1	Introduction to Entrepreneurship and course orientation; What is entrepreneurship beyond startups and profit?	Understand entrepreneurship as problem-solving and value creation
2	History of entrepreneurship: from traders to tech founders (Indian & global examples)	Discover how entrepreneurship has evolved over time
3	Stories of iconic entrepreneurs (case narratives: legacy & modern founders)	Identify core principles behind successful entrepreneurship
4	Understanding the entrepreneurship ecosystem: customers, markets, investors, government, society	Interpret roles within entrepreneurial ecosystems
5	Purpose-driven entrepreneurship and social impact	Analyse how purpose shapes business meaning
6	Ethics, responsibility, and sustainability in business	Demonstrate awareness of ethical and responsible entrepreneurship

7	Entrepreneurship Quiz (Compulsory Team Activity)	Demonstrate familiarity with entrepreneurs, startups, and business models
8	Understanding customers: observation and empathy mapping (introductory)	Recognise how entrepreneurs learn from real people
9	Reading markets: trends, needs, and gaps (non-technical)	Analyse opportunities without building products
10	Understanding industries and competition	Compare businesses within a category to identify differentiation
11	Introductory entrepreneurial thinking: problems, constraints, and opportunity framing	Interpret real-world problems from an entrepreneurial lens
12	Sustainability as business strategy (applied examples)	Apply sustainability thinking to business evaluation
13	Group-based learning exercise on a real local business (guided, non-executional)	Synthesize insights through collaborative analysis
14	Reflection and articulation: What did we learn about entrepreneurship?	Evaluate personal and group learning
15	Final learning presentation / showcase (process + insights)	Communicate entrepreneurial understanding clearly and professionally

