

**Villa Marie Degree College for Women**  
**(Affiliated to Osmania University)**  
**Somajiguda, Hyderabad**  
**An ISO 9001:2015 Certified Institution**

**Department of Business Management [UG] – BBA**

**Course Details – 2021-2022**

**Sem I, III & V**

S. No	Course Title	Course Code	Course Objective	Course Outcomes
1.	Principles of Management	DSC 101	<ul style="list-style-type: none"> <li>• Comprehend a broad and integrative introduction to the theories and practices of management.</li> <li>• Realize on the basic areas of the management process and functions from an organizational viewpoint.</li> <li>• Enable the students to understand the role, challenges, and opportunities of management.</li> <li>• Gain exposure to Line and Staff management concepts.</li> <li>• Absorb emerging managerial issues</li> </ul>	<ul style="list-style-type: none"> <li>• Apprehend a broad and integrative introduction to the theories and practices of management.</li> <li>• Grasp the basic areas of the management process and functions from an organizational viewpoint.</li> <li>• Understand the role, challenges, and opportunities of management.</li> <li>• Exposed to Line and Staff management concepts.</li> <li>• Imbibe emerging managerial issues.</li> </ul>
2.	Basics of Marketing	DSC 102	<ul style="list-style-type: none"> <li>• Provide with a broad introduction to marketing concepts.</li> <li>• Understand the customer segments to target for marketing activities.</li> <li>• Develop qualities and characteristics of products.</li> <li>• Have a firm understanding of pricing</li> </ul>	<ul style="list-style-type: none"> <li>• Identifying evidence of marketing concepts in everyday life</li> <li>• Selecting customer segments to target for marketing activities</li> <li>• Evaluate process for quality in new products</li> </ul>

			<p>strategy.</p> <ul style="list-style-type: none"> <li>Examine the product impacts the selection of a promotional mix</li> </ul>	<ul style="list-style-type: none"> <li>Apply pricing strategy that affects the value products or services value</li> <li>Developing effective messaging for promotion</li> </ul>
3.	Business Economics	DSC 103	<ul style="list-style-type: none"> <li>Introduce Business Economics and its applications</li> <li>Develop concepts of Micro-economics and its applications</li> <li>Analyse cost-output relationship in the short and long run.</li> <li>Understand optimal factor combination to maximize production</li> <li>Apply decision tools relevant to market structure</li> </ul>	<ul style="list-style-type: none"> <li>Know the concepts and significance of business economics</li> <li>Apply microeconomics concepts and tools</li> <li>Analyse cost-output relationship in the production function</li> <li>Understand optimal input combination to maximize production.</li> <li>Apply price and output decision under different market structure</li> </ul>
4.	Basic Quality Management	SEC 2	<ul style="list-style-type: none"> <li>Introduce basic tools and techniques of Quality Management.</li> <li>Inculcate the importance of Quality in an organization</li> </ul>	<ul style="list-style-type: none"> <li>Know tools and techniques used in the production process</li> <li>Understand the implication of Quality on Business</li> </ul>
5.	Human Resource Management	DSC – 301	<ul style="list-style-type: none"> <li>Enable the students to understand the HR Management and systems.</li> <li>Focus on the issues and strategies required to select manpower resources</li> <li>Develop the issues and strategies to HRD</li> <li>Acquire skills in handling employer-employee relations</li> <li>Understand performance appraisal and impact of culture and climate on HRM</li> </ul>	<ul style="list-style-type: none"> <li>Learn about current practices, trends and theories within the HR profession</li> <li>Test and assess job candidates to ensure a good organizational fit</li> <li>Develop and implement employee training programs.</li> <li>Maintain harmonious relations between employees and management</li> </ul>

				<ul style="list-style-type: none"> <li>• Effectively measure and enhance job performance.</li> </ul>
6.	Financial Management	DSC 303	<ul style="list-style-type: none"> <li>• Familiarize the concepts of Financial Management and the finance function</li> <li>• Acquaint the concept of Time Value of Money with its application</li> <li>• Evaluate the sources of finance &amp; ascertain the cost of capital</li> <li>• Understand the management of Working Capital &amp; Cash</li> <li>• Enable understanding of Receivables &amp; Inventory Management</li> </ul>	<ul style="list-style-type: none"> <li>• Know the concepts of Financial Management &amp; Finance function</li> <li>• Apply Capital Budgeting techniques using Time Value of Money</li> <li>• Calculate the cost of different sources of finance</li> <li>• Estimate the Working Capital required &amp; prepare a Cash Budget</li> <li>• Calculate EOQ, Stock Levels &amp; Ageing Schedule</li> </ul>
7.	Financial Markets & Services	DSE 501 [a]	<ul style="list-style-type: none"> <li>• Provide the components of the Indian Financial System along with regulatory bodies</li> <li>• Comprehend the Primary &amp; the Secondary Markets</li> <li>• Introduce the concepts of Hire Purchase, Leasing &amp; Venture Capital</li> <li>• Familiarize Non-Fund Financial Services such as Credit Rating, Factoring &amp; Forfaiting</li> <li>• Understand Mutual Funds</li> </ul>	<ul style="list-style-type: none"> <li>• Know the Indian Financial System along with its regulatory bodies</li> <li>• Understand the Primary &amp; the Secondary Markets</li> <li>• Comprehend Hire Purchase, Leasing &amp; Venture Capital</li> <li>• Apply the concepts of Credit Rating, Factoring &amp; Forfaiting</li> <li>• Acquire the knowledge &amp; working of Mutual Funds</li> </ul>
8.	Brand Management	DSE 501 [b]	<ul style="list-style-type: none"> <li>• Understand the nature of branding which can attract customers</li> <li>• Provide best deal to customers in terms of utility value compared to competitors.</li> <li>• Ensure right marketing mix.</li> <li>• Enhance brand image.</li> <li>• Create and manage brand equity.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the nature of branding which can attract customers</li> <li>• Evaluate the scope of brand management activity to deal to customers.</li> </ul>

				<ul style="list-style-type: none"> <li>• Appraise the strategic brand decisions for effective marketing mix.</li> <li>• Formulate brand development decisions for a right brand image.</li> <li>• Analyse strategies and initiatives to increase the brand equity</li> </ul>
9.	Organization Development	DSE 501 [c]	<ul style="list-style-type: none"> <li>• Understand the basic concepts and history upon which the field of OD is based</li> <li>• Develop an understanding of the theories of planned change</li> <li>• Working knowledge of all aspects of the OD intervention process.</li> <li>• Knowledge of process consultation and team building interventions applied in organizations</li> <li>• Learn applications of OD</li> </ul>	<ul style="list-style-type: none"> <li>• Have a complete overview of the field of OD</li> <li>• Understand the mechanics of change management</li> <li>• Analyse organizational diagnostic approaches to change</li> <li>• Recommend appropriate OD interventions</li> <li>• Appropriately apply OD concepts in organizations</li> </ul>
10.	Analysis of Investment in Financial Assets	DSE 502 [a]	<ul style="list-style-type: none"> <li>• Introduce the avenues of investment</li> <li>• Acquaint with features and valuation of debt instruments.</li> <li>• Familiarize with the various methods of stock analysis</li> <li>• Comprehend the concept of portfolio and theories</li> <li>• Understand the techniques of portfolio evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Know the methods of investment analysis in financial assets.</li> <li>• Comprehend the features and the methods used to analyse debt instruments</li> <li>• Gain basic knowledge on analysing stocks and evaluate them.</li> <li>• Know the concept of portfolio and theories.</li> <li>• Understand the techniques used for portfolio evaluation</li> </ul>

11.	Retail Management	DSE 502 [b]	<ul style="list-style-type: none"> <li>• Describe and differentiate the retail business from other business</li> <li>• Understand the retail characteristics</li> <li>• Define the merchandise management and its functions.</li> <li>• Know the different store layouts and their strategic application</li> <li>• Describe the characteristics of different channels</li> </ul>	<ul style="list-style-type: none"> <li>• Identify different business and know how to develop the retail business.</li> <li>• Evaluate the customer behaviours towards the retail characteristics.</li> <li>• Analyze the competitive advantages in merchandise management</li> <li>• Formulate the alternative location to situate the retail store</li> <li>• Determine the Marketing channels characteristics.</li> </ul>
12.	Performance Appraisal & Counselling	DSE 502 [c]	<ul style="list-style-type: none"> <li>• Help students learn, identify and briefly discuss the purposes of performance appraisals.</li> <li>• Discuss the options for what to evaluate in a performance appraisal</li> <li>• List the commonly used performance measurement methods and forms</li> <li>• Learn how to improve performance of employees</li> <li>• Understand the importance of counselling.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the meaning, need and significance of performance appraisal</li> <li>• Learn the importance of Performance Appraisal in HRD</li> <li>• Develop proper performance appraisal tool</li> <li>• Conduct performance review meeting constructively</li> <li>• Use different techniques of counselling in organizations</li> </ul>
13.	Insurance	DSE 503 [a]	<ul style="list-style-type: none"> <li>• Introduce the basics of Insurance</li> <li>• Familiarize the concepts of Life Insurance</li> <li>• Understand General Insurance including Fire, Marine &amp; Motor Insurance</li> <li>• Know about the Policy Document, Assignment &amp; Nomination procedures</li> <li>• Understand how Policy Claims are to be</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehend the role and functions of insurance</li> <li>• Know what Life Insurance &amp; its concepts is</li> <li>• Understand General Insurance &amp; its concepts</li> </ul>

			processed	<ul style="list-style-type: none"> <li>• Recognize Policy documents, Procedure of Assignment &amp; Nomination</li> <li>• Appreciate the Claim Process</li> </ul>
14.	Customer Relationship Management	DSE 503 [b]	<ul style="list-style-type: none"> <li>• Describe and differentiate the retail business from other business</li> <li>• Understand the retail characteristics</li> <li>• Define the merchandise management and its functions.</li> <li>• Know the different store layouts and their strategic application</li> <li>• Describe the characteristics of different channels</li> </ul>	<ul style="list-style-type: none"> <li>• Identify different business and know how to develop the retail business.</li> <li>• Evaluate the customer behaviours towards the retail characteristics.</li> <li>• Analyze the competitive advantages in merchandise management</li> <li>• Formulate the alternative location to situate the retail store</li> <li>• Determine the Marketing channels characteristics.</li> </ul>
15.	Compensation Management	DSE 503 [c]	<ul style="list-style-type: none"> <li>• Introduce the concepts of Compensation</li> <li>• Understand the different pay systems</li> <li>• Familiarize relationship between Internal and External Pay Rates</li> <li>• Detail the Employee Benefits and Services,</li> <li>• Acquaint about Executive Compensation and International Compensation System.</li> </ul>	<ul style="list-style-type: none"> <li>• Know the Compensation Concepts; Conceptualize Traditional Pay Systems and Modern Pay Systems</li> <li>• Appreciate the factors of fixing compensation based on the external environment</li> <li>• Understand the whole spectrum of employee benefits and services</li> <li>• Comprehend the International Compensation system,</li> <li>• Executive Compensation and Contingent Employees.</li> </ul>

## Course Details – 2021-2022

### Sem II, IV & VI

S. No	Course Title	Course Code	Course Objective	Course Outcomes
1.	Organizational Behaviour	DSC 201	<ul style="list-style-type: none"> <li>• Introduce basic concepts of Organizational Behavior and its applications</li> <li>• Explore theories of leadership &amp; motivation.</li> <li>• Identify characteristics and group dynamics for effective decision making process</li> <li>• Understand the change process in the organization</li> <li>• Acquaint cultural and diverse backgrounds in the workplace.</li> </ul>	<ul style="list-style-type: none"> <li>• Know conceptual framework of OB and its practical application</li> <li>• Analyse theories of leadership and motivation</li> <li>• Evaluate and interpret for effective decision making</li> <li>• Attain the change for the development of organisation</li> <li>• Embrace working with different people from different cultural and diverse backgrounds in the workplace</li> </ul>
2.	Business Statistics	DSC 202	<ul style="list-style-type: none"> <li>• Study basic statistical tools to apply for management problems and analysis.</li> <li>• Learn and inspect data gathering and Tabulation.</li> <li>• Apprehend measures of central tendency.</li> <li>• Assimilate the significance of dispersion.</li> <li>• Analyse using skewness, kurtosis, correlation, and regression</li> </ul>	<ul style="list-style-type: none"> <li>• Grasp basic statistical tools to apply for management problems and analysis.</li> <li>• Inspect data gathering and Tabulation.</li> <li>• Administer measures of central tendency.</li> <li>• Incorporate the significance of dispersion.</li> <li>• Evaluate using skewness, kurtosis, correlation, and regression</li> </ul>
3.	Financial Accounting	DSC 203	<ul style="list-style-type: none"> <li>• Introduce the concepts of accounting</li> <li>• Understand how to record business transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Know the concepts of accounting</li> <li>• Record business transactions</li> </ul>

			<ul style="list-style-type: none"> <li>• Enable preparation of Financial Statements of the business</li> <li>• Acquaint accounting ratios from financial statements</li> <li>• Know the Accounting Standards – Ind-AS &amp; IFRS</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare the Financial Statements to ascertain the profit or loss &amp; financial position</li> <li>• Calculate Accounting Ratios</li> <li>• Understand Accounting Standards - Ind-AS &amp; IFRS</li> </ul>
4.	Start Up Management	SEC 4(a)	<ul style="list-style-type: none"> <li>• Understand the concepts of Entrepreneur &amp; Entrepreneurship</li> <li>• Appraise the role of Support Institutions &amp; Management of Small Enterprises</li> </ul>	<ul style="list-style-type: none"> <li>• Know the concepts of Entrepreneur &amp; Entrepreneurship</li> <li>• Appreciate the role of Support Institutions &amp; Management of Small Enterprises</li> </ul>
5.	Business Law & Ethics	DSC 401	<ul style="list-style-type: none"> <li>• Introduce the concepts of contract, agreement, valid contract and void contracts</li> <li>• Understand the sale of goods act</li> <li>• Familiarize companies act, formation of company and its qualifications and powers</li> <li>• Provide the knowledge on consumer protection law and pollution control law</li> <li>• Comprehend the ethical and value-based considerations, Indian value system and its relevance in management</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehend the concepts of contract, agreement, valid contract and void contracts</li> <li>• Acquire the information sale of goods act</li> <li>• Apply the concepts of companies act, formation of company and its qualifications and powers in companies</li> <li>• Know the knowledge on consumer protection law and pollution control law</li> <li>• Understanding the need for ethical and value-based considerations, Indian value system and its relevance in management</li> </ul>

6.	Marketing Research	DSC 402	<ul style="list-style-type: none"> <li>• Understand the basic framework of research process, designs &amp; techniques.</li> <li>• Identify various primary sources of information for literature review &amp; data collection</li> <li>• Knowledge regarding various secondary methods of data collection</li> <li>• Develop an understanding of various measurement &amp; scaling techniques</li> <li>• Impart knowledge on sampling techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Apply range of quantitative &amp; qualitative research techniques to business</li> <li>• Identify primary sources of data collection</li> <li>• Analyse different sources available for secondary data</li> <li>• Develop skills in order to evaluate the relationship among the variables.</li> <li>• Test the hypothesis with independent and dependent variables</li> </ul>
7.	Management Science	DSC 403	<ul style="list-style-type: none"> <li>• Introduce the concepts of production and operations, process design.</li> <li>• Understand the capacity planning, sequences of operations, maintenance management and work study.</li> <li>• Familiarize the purchase management, stores management and economic order quantity.</li> <li>• Provide the knowledge on operation research and linear programming.</li> <li>• Comprehend the transportation problem, assignment problem and queuing theory.</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehend the concepts of production and operations, process design.</li> <li>• Acquire the capacity planning, sequences of operations, maintenance management and work study.</li> <li>• Apply the concepts of purchase management, stores management and economic order quantity.</li> <li>• Know the knowledge on operation research and linear programming.</li> <li>• Understanding the transportation problem, assignment problem and queuing theory.</li> </ul>

8.	Banking [F]	DSE 601 (a)	<ul style="list-style-type: none"> <li>• Introduce the banking system in India</li> <li>• Understand RBI &amp; Types of Banks</li> <li>• Acquaint Negotiable Instruments</li> <li>• Know about the Banker-Customer Relationship</li> <li>• Appreciate the Regulation &amp; Innovation in Banking System</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the banking system in India</li> <li>• Know about RBI &amp; the different types of banks</li> <li>• Have a thorough knowledge of Negotiable Instruments</li> <li>• Appreciate the Banker-Customer Relationship</li> <li>• Acquaint themselves with the Regulation &amp; Innovation in the Banking System</li> </ul>
9.	Buyer Behaviour	DSE 601 (b)	<ul style="list-style-type: none"> <li>• Introduce students to buyers, buyer behavior in the marketplace and their impact on marketing strategy.</li> <li>• Discuss the principal factors that influence buyers as individuals and decision makers with an application to the buying decision process.</li> <li>• Analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.</li> <li>• Enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior</li> <li>• Know the models of Consumer behavior models</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and explain factors which influence consumer behavior.</li> <li>• Demonstrate how knowledge of consumer behavior can be applied to marketing.</li> <li>• Display critical thinking and problem-solving skills</li> <li>• Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences.</li> <li>• Be able to identify the dynamics of consumer behavior and the basic factors that influence the consumers decision process appropriate strategies and initiatives to increase the brand equity</li> </ul>

10.	Leadership & Change Management	DSE 601 (c)	<ul style="list-style-type: none"> <li>• Understand into Leadership and Management concepts</li> <li>• Insight into the different leadership styles and theories.</li> <li>• Learn the concepts of organisation change</li> <li>• Gain knowledge of the factors that influence change</li> <li>• Analyse the relation between organisational culture and change management</li> </ul>	<ul style="list-style-type: none"> <li>• Able to differentiate between Leadership and Management</li> <li>• Use different leadership style in different situations</li> <li>• Apply different models to bring change in organization</li> <li>• Acquire skills to successfully influence change in organization.</li> <li>• Analyse Organisational Culture factors which can bring a positive change in organization</li> </ul>
11.	Risk Analysis & Management	DSE 602 (a)	<ul style="list-style-type: none"> <li>• Understand the risks that financial institution are exposed to.</li> <li>• Acquaint with CaR &amp; VaR calculations</li> <li>• Comprehend the techniques of management of risk</li> <li>• Explore techniques of risk management-financial and non-financial</li> <li>• Gain knowledge about various instruments of hedging</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the financial perspective of risk management in a broader context</li> <li>• Gain the knowledge of Derivatives using Forward, Futures contract</li> <li>• Know the calculation to find out VaR, CaR</li> <li>• Understand the valuation of SWAPS and hedging</li> <li>• Calculate the intrinsic values of options using BOPM and BSOPM</li> </ul>

12.	Advertising & Sales Promotion	DSE 602 (b)	<ul style="list-style-type: none"> <li>• Acquaint the students with the basics of Promotion like its meaning, concept, benefits, and elements. The types of promotion mix etc.</li> <li>• Familiarize the students with the concept of advertising and the aspect of creativity in advertising.</li> <li>• Provide the students with the knowledge of media and to concept of media scheduling.</li> <li>• Make the students acquire basic conceptual knowledge regarding Personal selling and its theories.</li> <li>• Acquaint the students with the tools of sales promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Gain an understanding of the concept of Promotion and its mix.</li> <li>• Apply the knowledge of sales promotion to attract buyers</li> <li>• Analysing and acquiring knowledge will help them in marketing roles at work.</li> <li>• Develop and understand the importance of advertising and sales concepts.</li> <li>• Apply the concepts of advertising and sales promotion in practical scenarios as leaders and managers.</li> </ul>
13.	Talent & Knowledge Management	DSE 602 (c)	<ul style="list-style-type: none"> <li>• Acquaint the students with the basics of Human Resource concepts, the evolution of talent management and strategies to deal with talent management.</li> <li>• Familiarize the students with the concept of Succession and career planning.</li> <li>• Provide the students with the knowledge of</li> <li>• Make the students acquire basic conceptual knowledge the forces that drive knowledge management.</li> <li>• Acquaint the students with the various approached and theories of knowledge management.</li> </ul>	<ul style="list-style-type: none"> <li>• Gain an understanding of the concept of Talent management.</li> <li>• Apply the knowledge of Succession planning and knowledge management.</li> <li>• Analysing and acquiring knowledge will help them in Human Resource roles at work.</li> <li>• Develop and understand the approaches to knowledge management.</li> <li>• Apply the concepts of talent and knowledge management in practical scenarios as leaders and managers.</li> </ul>

14.	International Finance	DSE 603 (a)	<ul style="list-style-type: none"> <li>• Introduce the concepts of International finance , globalisation and emerging trends of trade</li> <li>• Understand the risk and exposure.</li> <li>• Familiarize balance of payments, exchange rates and derivatives</li> <li>• Provide the knowledge on EXIM, Financing international trade, international bank for reconstruction and bank for international Settlements.</li> <li>• Comprehend the GATT, WTO, global financial regulations and global rules and regulations</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehend the concepts of International finance , globalisation and emerging trends of trade</li> <li>• Acquire the information on risk and exposure</li> <li>• Apply the concepts of balance of payments, exchange rates and derivatives</li> <li>• Know the knowledge on EXIM, Financing international trade, international bank for reconstruction and bank for international settlements.</li> <li>• Understanding the GATT, WTO, global financial regulations and global rules and regulations</li> </ul>
15.	Rural Marketing	DSE 603 (b)	<ul style="list-style-type: none"> <li>• Describe the retail business and how it's different from other business</li> <li>• Understand the retail characteristics</li> <li>• Define the merchandise management and its functions</li> <li>• Understand different types of store layouts and their strategic application</li> <li>• Describe the characteristics of Marketing channels</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and evaluate different business and know how to develop the retail business.</li> <li>• Evaluate the customer behaviours towards the retail characteristics.</li> <li>• Analyse the retail market strategies and design the positioning or competitive advantages in merchandise management</li> <li>• Formulate the alternative location to situate the retail store</li> <li>• Determine the Marketing channels characteristics.</li> </ul>

16.	Employee Relations	DSE 603 (c)	<ul style="list-style-type: none"> <li>• Learn Concept, Objectives, factors affecting Employee relations.</li> <li>• Analyse causes of disputes and methods to resolve those disputes</li> <li>• Deep insights into changing concept of management and labour relations</li> <li>• Understand the relationship between trade unions and industrial relation</li> <li>• Gain knowledge regarding different legislations.</li> </ul>	<ul style="list-style-type: none"> <li>• Have clear understanding of concept of employee relations</li> <li>• Examine the labour relation issues and its management.</li> <li>• Acquire skills in handling employer-employee relations</li> <li>• Develop insight into role of unions in the promoting industrial relations.</li> <li>• Learn the laws relating to Industrial Relations</li> </ul>
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