

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"> • Comprehend a broad and integrative introduction to the theories and practices of management. • Realize on the basic areas of the management process and functions from an organizational viewpoint. • Enable the students to understand the role, challenges, and opportunities of management. • Gain exposure to Line and Staff management concepts. • Absorb emerging managerial issues 	<ul style="list-style-type: none"> • Apprehend a broad and integrative introduction to the theories and practices of management. • Grasp the basic areas of the management process and functions from an organizational viewpoint. • Understand the role, challenges, and opportunities of management. • Exposed to Line and Staff management concepts. • Imbibe emerging managerial issues.
2.	Basics of Marketing	DSC 102	<ul style="list-style-type: none"> • Provide with a broad introduction to marketing concepts. • Understand the customer segments to target for marketing activities. • Develop qualities and characteristics of products. • Have a firm understanding of pricing 	<ul style="list-style-type: none"> • Identifying evidence of marketing concepts in everyday life • Selecting customer segments to target for marketing activities • Evaluate process for quality in new products

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

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

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

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

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

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"> • Introduce basic concepts of Organizational Behavior and its applications • Explore theories of leadership & motivation. • Identify characteristics and group dynamics for effective decision making process • Understand the change process in the organization • Acquaint cultural and diverse backgrounds in the workplace. 	<ul style="list-style-type: none"> • Know conceptual framework of OB and its practical application • Analyse theories of leadership and motivation • Evaluate and interpret for effective decision making • Attain the change for the development of organisation • Embrace working with different people from different cultural and diverse backgrounds in the workplace
2.	Business Statistics	DSC 202	<ul style="list-style-type: none"> • Study basic statistical tools to apply for management problems and analysis. • Learn and inspect data gathering and Tabulation. • Apprehend measures of central tendency. • Assimilate the significance of dispersion. • Analyse using skewness, kurtosis, correlation, and regression 	<ul style="list-style-type: none"> • Grasp basic statistical tools to apply for management problems and analysis. • Inspect data gathering and Tabulation. • Administer measures of central tendency. • Incorporate the significance of dispersion. • Evaluate using skewness, kurtosis, correlation, and regression
3.	Financial Accounting	DSC 203	<ul style="list-style-type: none"> • Introduce the concepts of accounting • Understand how to record business transactions 	<ul style="list-style-type: none"> • Know the concepts of accounting • Record business transactions

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

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

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

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

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

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

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