

Villa Marie Degree College for Women
(Affiliated to Osmania University)
Somajiguda, Hyderabad
An ISO 9001:2015 Certified Institution
Department of Business Management [UG] – BBA
Academic Year 2022 - 23

Objectives:

- To provide a fundamental concepts of management and marketing principles, coupled with key concepts in business economics.

Outcomes:

- The student will be able to understand the in-depth knowledge of management, marketing principles and business economics with ease.

Syllabus

Unit	Topics	No. of Classes
I	Principles of Management Introduction to Management, teams & Trust, Managing Yourself – Understanding Your Strengths, discovering your Passion / Purpose, Managing Yourself & Others – Living Your Values – Best Manager [Coach/Teacher/Mentor], Communication – Listening Skills, Difficult Conversations, Decision Making – Simulation, EQ – EQ Quadrants, Conviction / Connection, Motivation, Dysfunctions of a Team – Level 5 Leadership	04
II	Basics of Marketing Introduction to marketing & E-Marketing: Terminology, Applications of Marketing in daily life, 4 P's in Marketing Management, Product Innovation, Competitive Advantages, Promotion Strategy, Introduction to E-Marketing, Difference of Marketing & E-Marketing	04
III	Business Economics Introduction to Economics – Meaning, Economic & Non-Economic Activities, Terminology – Product, Commodity, Resources, Scarcity, Utility, Production. Demand & Supply Basics. Basic Economic Problems – What to Produce? How to Produce? Which Method to Produce? Micro & Macro Economics – Consumer Behaviour, Types of Economies – Capitalistic, Socialistic, Dualistic, Mixed, Planned, Federal Economy. Developed Economy & Less Developed Economy.	04

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