

## BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (BBA)

**IILM UNIVERSITY\_ SCHOOL OF MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION \_CREDIT SHEET 2022-2025**

<b>Term 1</b>			
<b>S.No</b>	<b>Course</b>	<b>Credit</b>	<b>Hours</b>
1	Digital Humanities	2	30
2	Critical Thinking	2	30
3	Written and Oral Communication	2	30
4	Art mediums and expressions	2	30
5	Management 101	4	60
6	Marketing	4	60
7	Entrepreneurial Thinking	4	60
8	*Course from Other Programs Core subjects	4	60
	<b>Total Credits</b>	<b>24</b>	
<b>Term 2</b>			
1	Team Work and Intergroup Relations	2	30
2	Environment Studies and SDG	2	30
3	Mathematical Tools for Business	4	60
4	Microeconomics	4	60
5	Financial Accounting	4	60
6	Business Communication	2	30
7	Emotional Intelligence	2	30
8	*Course from Other Programs Core subjects	4	60
	<b>Total Credits</b>	<b>24</b>	
	NGO Internship	2	30
	<b>Total Credit Year 1</b>	<b>50</b>	

<b>Term 3</b>			
1	Statistics	4	60
2	Financial Management	4	60
3	Macroeconomics	4	60
4	Business Law	4	60
5	*Course from Other Programs Core subjects	4	60
6	Foreign Language	2	30
	<b>Specialization course-International Management</b>		
7	Money and Banking	4	60
	<b>Specialization course-Entrepreneurship</b>		
7	Financial Statement Analysis	4	60
	<b>Total Credits</b>	<b>26</b>	
<b>Term 4</b>			
1	Management Accounting	4	60
2	Organizational Behaviour	4	60
3	Production and operations Management	4	60
4	Business Analytics	2	30
5	*Course from Other Programs Core subjects	4	60
6	Foreign Language	2	30
	<b>Specialization course-International Management</b>		
7	European Business	4	60
	<b>Specialization course-Entrepreneurship</b>		
7	Small Business Field Studies	4	60
	<b>Total Credits</b>	<b>24</b>	
	Summer Internship (Corporate)	4	60
	<b>Total Credits Year 2</b>	<b>54</b>	
<b>Term 5</b>			
1	Research Methods	4	60
2	Ethics and Social Responsibility	2	30

3	Human Resource Management	4	60
	<b>Specialization course-International Management/ Entrepreneurship</b>		
4	**To be selected by the students (List appended below)	4	60
5	**To be selected by the students (List appended below)	4	60
6	*Course from Other Programs Core subjects	4	60
	<b>Total Credits</b>	<b>22</b>	
<b>Term 6</b>			
1	International Economics	4	60
2	International Business Strategy	4	60
	<b>Specialization course-International Management/ Entrepreneurship</b>		
3	**To be selected by the students (List appended below)	4	60
4	**To be selected by the students (List appended below)	4	60
5	*Course from Other Programs Core subjects	4	60
6	Dissertation core	6	
	<b>Total Credits</b>	<b>26</b>	
	<b>Total Credits year 3</b>	<b>48</b>	
	Total credits all three years	152	
	Total Credits Core taught	72	
	SIP + Dissertation- Core Non taught	12	
	Fixed Electives	24	
	Free Electives	24	
	Foundation /SEC /AEC	16	
	Total	148	

## TERM 1

S.No.	Course Title	Description
1.	Digital Humanities	This course will cover Intersection between digital technologies and culture; Digital humanities from the perspective of philosophy, history, literature; Digitization, Database and search and database routines; Digital publishing tools; Information and data visualization; Digital preservation; Tools, methods and techniques for creation of digital projects; Significance of the digital tools and spaces; Understanding role of digital humanities in the larger social and cultural context.
2.	Critical Thinking	This course will cover Critical thought: nature and dimensions; Cognitive biases and fallacies; Observation and interpretation; Reasoning; Logic of sets; Inference; Understanding argument analysis; Aspects of Scientific Reasoning; Creativity in expression; Individual and group thinking; Analysing Alternative theories and explanations
3.	Written and Oral Communication	This course will cover Basics of communication; Types of Communication; verbal and Non-verbal communication; Written communication and its forms; Oral communication and its forms; Barriers to effective communication; Effective communication practices; Negotiations; Fundamentals of effective presentations, interviews, report writing, memos and circulars.
4.	Art mediums and expressions	This course will cover Philosophy of Art education; Importance of Art in the contemporary context; Forms of art mediums: literature, visual, graphic, performing arts; Understanding artistic process: techniques and process of art creation; Innovations and developments in arts mediums and expression; Digital technologies for art expression; Importance and application of arts education.
5.	Management 101	This course will cover Management: Introduction and features; Basics of business management; Understanding principles and practices of management; Production and operation management; Marketing Management; Financial Management; Human Resource Management and Organizational Behaviour; Use of Information Technology in managing Business Enterprises
6.	Marketing	This course will cover Marketing: meaning and features; Understanding the elements of marketing; Marketing management process; Market planning; Consumer behaviour and

		decision making models; Market Segmentation; Market research; Market Positioning and Branding; Marketing Distribution and Supply Chain; Marketing Information Systems
7.	Entrepreneurial Thinking	This course will cover Entrepreneurship: meaning and features; Understanding the entrepreneurial traits; Entrepreneurial thought and decision making process; Types of entrepreneurship; Skills and competencies for entrepreneurial development; Process of entrepreneurial development ; Creative problem solving and decision making

### Term 2

S.No.	Course Title	Description
1	Team Work and Intergroup Relations	This course will cover Organizations emerge because individuals cannot (or do not want to) accomplish their goals alone. Therefore, an organization is most often defined as a collective oriented toward a common goal. Collaboration — in relationships and in teams — is the building block of organizational effectiveness. That is, much of the work each day occurs in a social context, and requires one to wield influence (and be influenced). Moreover, over 80% of Fortune 1,000 companies use teams. The ability to work effectively in teams is thus a critical skill. The course will cover topics using a broad spectrum of approaches, including lecture, discussion, group projects, instruments, in-class exercises and case studies. It is important to learn ideas conceptually and also to experience them first-hand.
2	Environment Studies and SDG	This is a basic course on environmental studies which discusses the multi-dimensional aspects of environmental studies and brings out the multidisciplinary nature of the subject. It is a course about the way we all should live. It is expected to give you information about the environment that will lead to a concern for your environment. The course also discusses the potential role of the UN SDGs in shaping an inclusive development model which keeps environmental
3	Mathematical Tools for Business	Mathematics is an important subject, knowledge of mathematical concepts enhances a person's reasoning, problem-solving skills, and in general, the ability to think. Thus, it is important for understanding almost every subject whether science and technology, medicine, the economy, or business and finance. The purpose of this course is to provide

		a strong foundation in mathematics, that enables the students to formulate economic / financials issues related to a firm / industry in an objective manner into a solvable mathematical equation. Application of mathematical techniques to real world business will be emphasized throughout the course.
4	Microeconomics	The discipline of economics is the foundation for analysis of market and non-market interactions. This base-level course provides you with the essential frameworks and concepts to study market equilibrium, firm and consumer behaviour, and competitive interactions through the lens of microeconomics. The purpose of this course is to provide a foundation in managerial economics to enable the students to better understand the economic issues related to the firm and industry.
5	Financial Accounting	Financial accounting is the measurement of economic activity for decision-making. Financial statements are a key product of this measurement process and an important component of firms' financial reporting activities. The objective of this course is not to train you to become an accountant but rather to help you become an informed user of the information provided by the financial statements. While financial statement users face a wide variety of decisions, they are often interested in understanding the implications of financial statement information for the future cash flows and earnings potential of a firm. Thus, the course will focus on understanding the mapping between underlying economic events and financial statements, and on understanding how this mapping affects inferences about future profitability and liquidity.
6	Business Communication	The course is aimed at equipping the student with the knowledge and technique of communicating effectively for a successful professional and personal life. Business Communication is an applied course, that provides students a platform to enhance their skills, honing these through skill acquisition, practice followed by feedback in an interactive mode. The business communication course will help students to communicate accurately using different contemporary modes. As the course will be common to students of other schools, the focus will be to attempt reading and reference from their domain for ease of understanding and

		assimilation.
7	Emotional Intelligence	Emotional Intelligence is the ability to monitor one's own and other people's emotions to discriminate between different emotions and label them appropriately and to use emotional information to guide thinking and behavior. Four main proposed abilities of perceiving, using, understanding and managing emotions can join intelligence, empathy and emotions to enhance thought and understanding of interpersonal dynamics in various spheres of life for better quality of existence. The course is designed to familiarize and sensitize student to the concept of Emotional Intelligence. The course also seeks to facilitate the development of Emotional Intelligence competencies amongst students. The course covers topics using a broad spectrum of approaches, including lectures, discussions; skills based exercises, projects and in-class exercises.

### Term 3

S.No	Course Title	Description
1.	Statistics	This course will cover Statistics: meaning and features; Significance of Statistics for Business Decision Making; Understanding primary and Secondary data; Questionnaire; Data Analysis: statistical series, frequency; Measures of Central Tendency; Measures of Dispersion; Skewness and kurtosis; Correlation; Regression Analysis; Time Series; Probability; Index numbers
2.	Financial Management	This course will cover Financial management: Introduction and features; Scope and objectives of Financial Management; Time value of Money; Risk and return analysis; profit planning and control; Financial statement analysis; Capital Budgeting and cost of capital; Working Capital Management; Capital markets and dividend decisions
3.	Macroeconomics	This course will cover Nature and scope of Macroeconomics; national Income; theory of Employment; Consumption; Inflation and deflation; Investment Demand; Aggregate Demand and Supply; Nature and functions of Money; Monetary policy; Banking; Fiscal policy; Public Finance and Public Expenditure; Foreign Exchange and balance of payments; Globalisation; Role of WTO

4.	Business Law	This course will cover Business Law: Scope and objectives; role of business law in business decision making; law of contract; Contracts of guarantee and Indemnity; Agency; partnerships; sale of goods; negotiable instruments; Consumer protection; Companies Act;
5.	Money and Banking	This course will cover Money: features and importance; Characteristics, Kinds and Functions of Money; Role of money; Monetary Standards; value of Money; Inflation and deflation; Money markets; Monetary policy; Bank: features, structure and type; central banking; Credit Control; International monetary fund
6.	Financial Statement Analysis	This course will cover Basics of financial statements; Need of financial reporting; Profit and loss account; Balance sheet; Comparative financial statements; Common size statements; Business Performance analysis; ratio analysis; Corporate Governance, Financial leverage

#### Term 4

S.No.	Course Title	Description
1	Management Accounting	Managerial Accounting course teaches various cost analysis techniques and the framework that can be applied across the various functions of an organization. The course will teach management accounting concepts used in decision making and analysis. Aim of this course is to provide students with a thorough understanding of the activities and costs that support an organization's strategic position and the activities and costs which either weaken it or have no impact. The course also reviews contemporary developments in cost & management accounting for strategic decision-making. The course provides a decision maker perspective of various managerial accounting issues and their impact on the strategic performance.
2	Organizational Behaviour	This course will cover Students study the behaviour of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behaviour, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.
3	Production and operations Management	Production and operations management is concerned with the design, planning and control of operating systems for the provision of goods and services. This course provides students



		with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.
4	Business Analytics	Business Analytics prepares students In developing their skills in making business strategies and formulating plans of how to conduct a systematic analysis of organization data and evaluating the best possible outcome that will lead to achieving organizational objectives. Business Analytics is a subset of Business intelligence and specifically focuses on implementing the identified goals into actions. Business intelligence is generally descriptive in nature which provides tools and methods to identify, categorize and analyse raw data and compares with past and current operations.
5	Foreign Language	Complete the discipline course successfully in French and Spanish Language. Experience a deeper understanding of the materials read, heard and discussed through the foreign language, Gain increased confidence in their ability to use the foreign language, Use the foreign language more, particularly as a part of their academic life, Change gradually their world view as they gain a better understanding of their own culture and the culture(s) of the foreign language
	<b>Specialization course- International Management</b>	
	European Business	<p>This module aims to introduce you to concepts, policies, theories and debates around the European business environment in the context of intensifying global competition and the internationalisation of business. The module adopts a multi-level perspective, in discussing the interplay between supra-national level policies, stakeholders, and micro-level corporate strategies.</p> <p>Topics covered include, for example, how EU competition law affects business decisions; how the opening up of markets in Europe influences ownership changes and internationalisation strategies; what is the impact of European regulations upon HR practices; or how European companies respond to the changing environment through innovation or restructuring.</p>

	<b>Specialization course- Entrepreneurship</b>	
	Small Business Field Studies	This course will enable students to develop an understanding of entrepreneurship and small business management by studying entrepreneurial strategies, the identification. and pursuit of new venture opportunities, and the development of business plans. Students will also study the FSM macro environment and how it directly or indirectly influences entrepreneurship and the establishment and growth of small businesses in the FSM

### Term 5

S.No.	Course Title	Description
1.	Research Methods	This course includes Introduction to Research methods; Research design Formulation; Questionnaire design; Scale development; Data Collection methods: primary and secondary data; Data Analysis: Hypothesis formulation and testing, parametric and Non-parametric statistics; Correlation, Regression
2.	Ethics and Social Responsibility	This course includes Scope and Objective of Business ethics; Importance of business ethics; Ethical decision making; Different ethical approaches; meaning and scope of corporate social responsibility; Corporate Strategy and Social responsibility; Frameworks of corporate social responsibility
3.	Human Resource Management	This course includes Nature and scope of Human Resource management; Human resource planning; Job analysis and design; Recruitment and selection; Employee training and development; Motivation; Incentives and benefits; Grievances management; Industrial relations

### Term 6

S.No	Course Title	Description
1	International Economics	This course covers, with a focus on both theory and empirics, advanced topics in international trade (as well as inter-regional trade and economic geography.) It includes the study of

		<p>positive issues, such as: Why do countries trade? What goods do countries trade? What are the implications of openness for the location of production, industries, occupations, and innovative activity? And, what impedes trade and why do some countries deliberately erect policy impediments to trade? The course also concerns normative issues, such as: Is trade openness beneficial to a representative agent? And, are there winners and losers from trade and if so, can we identify them? Throughout, these issues are approached in neoclassical settings as well as those with market failures, at the industry-level as well as the firm-level, and in the presence of both mobile and immobile factors (e.g., FDI, offshoring of tasks, multinational firms and immigration).</p>
2	International Business Strategy	<p>The course focuses on the development of skills to understand the issues that managers face in operating in international markets and supply chains. Students will develop an understanding of the conceptual frameworks that clarify the relationships between policies and domestic and global strategies. They will also have the opportunity as a team project to develop a proposal that focuses on a key strategic decision facing senior management involved in entering an overseas market for the first time; or expanding existing operations into a new foreign market as part of a corporate strategy. They will develop an understanding of the constraints and advantages in developing a new overseas market and managing existing offshore operations with new challenges. This course analyses how multinational firms leverage their capabilities and competencies to create competitive advantages in international and global markets. Topics include assessing foreign markets attractiveness; understanding the impact of differences in legal, socio-cultural, political, technological and economic regimes, evaluating international political and economic risks, building and operating global networks, including entry mode choice, understanding how managers design organisational architecture and implement internal control and incentive mechanisms; and assessing the challenges of global citizenship, ethical behaviour and corporate social responsibility for international business. The course will include problem-based learning, with case study workshops, as an integral part of the program.</p>

**Specialization course-International Management/ Entrepreneurship**

**List of fixed electives: International management**

<b>S.No</b>	<b>Course</b>	<b>Description</b>
i.	Total Quality Management	This Course covers Concept of Quality and its features; Importance of TQM; TQM process; Quality circle; Kaizen; TQM practices : Delphi Technique, benchmarking, business process re-engineering; SWOT analysis; Quality Control and improvement.
ii.	Contemporary Global Business Issues- (Asia pacific region and Brexit)	This Course covers Globalization; International Business; Global Business Environment; Environmental changes and Global business; Sustainability and impact; Impact of international events on global economy
iii.	Global Growth of Emerging Firms	This Course covers Emerging firms : an introduction and characteristics; Entrepreneurial ecosystems in emerging economies; Economic and social institutions and their role in entrepreneurial development; Global human capital; Innovation and global strategy.
iv.	Managing Globalization and Anti-Globalization	This Course covers Globalization: Nature and concepts of globalization; global policy formulation; Labour Migration; natural resource management; Anti-globalization; nature and concepts; Social justice; Social movements; climate change; Human rights
v.	Political and Social Environment of the Multinational Firm	This Course covers Socio-political environment: nature and features; Operations of Multinational corporations; International trade regulations; International Law; International economic environment; Foreign Investments
vi.	Managing and Competing in China	This Course covers Introduction to Chinese Economy: Social and Political perspective; History of Chinese business development; Characterising Chinese Business; Corporate Governance in China; Understanding business environment in China; State of innovation and entrepreneurship in China; Market entry in China
vii.	Big Data in the Global Economy	This Course covers Big data: introduction and scope; Big data and Business decisions; Big data analytics: models and techniques; Understanding customers and markets; Strategic importance of Big data; Organizational implications of big data

viii.	Marketing for Multinational Organizations	This Course covers Marketing: Introduction and scope; International marketing; Consumer behaviour and market research in international marketing ; Global markets; Creating international market strategy
ix.	Negotiation skills	This Course covers Principles of negotiations; Negotiation strategy; Role of agents in negotiations; Psychological tools for negotiation; Commercial negotiations; Credibility and power in negotiations; Key stages of opponents; Understanding the role of cultural differences
x.	Cases in Finance	This Course covers A series of case studies to impart a holistic understanding of various concepts of financial management such as Risk and return analysis; profit planning and control; Financial statement analysis; Capital Budgeting and cost of capital; Working Capital Management; Capital markets and dividend decisions
xi.	Cases in Marketing	This Course covers A series of case studies to impart a holistic understanding of the various concepts of marketing management such as Consumer behaviour and market research; Marketing in global context; Creating and implementing market strategy; managing supply chain and logistics

**List of Fixed electives: Entrepreneurship**

i.	Social Entrepreneurship	This Course covers Social entrepreneurship: Introduction and nature; motivation for social entrepreneurship; social entrepreneurship business models; Marketing and Financial challenges for social enterprises; scaling and growth of social ventures; impact of social ventures
ii.	Family Business Management	This Course covers Family Business: introduction and contribution; Governance in family firms; trans-generational value creation; Family business models; Leadership and accountability in Family Business; Family Business Strategy; relationship and conflict in family business
iii.	Digital Marketing	This Course covers Understanding the online environment; Developing online presence; Search engine optimization; Online advertising; Social media marketing; Interactive marketing
iv.	Business Model Innovation	This Course covers Business model: importance and types; Evolution of business models; Strategic design of business model; Innovative business models in digital age; Business model performance; Sustainable business models
v.	New Venture Creation	This Course covers Developing business ideas; Business model and business plan; marketing segmentation; marketing communication and value proposition; Scalability and growth; Sources of funding and investment; Regulatory affairs in respect

		of new venture creation.
vi.	Start-up Lab I- Opportunity to Prototype	This Course covers a practical and experiential approach to understanding the entrepreneurship process from idea generation and opportunity identification to development of initial and final product/service model or prototype.
vii.	Start-up Lab II- Business Plan and Venture Pitching	This Course covers a practical and experiential approach to understanding the entrepreneurship process aspects such as development of business models, understanding investments and finances along with preparation and presentation of the venture pitch.
viii.	Cases in Entrepreneurship	This Course covers a series of case studies to impart a holistic understanding regarding the key concepts and process of entrepreneurship including ideation, developing entrepreneurial intention; Development of business plan and venture creation, and scaling up.