



NMIMS CENTRE FOR DISTANCE AND ONLINE EDUCATION

Program: Bachelor of Business Administration (BBA)

Course Details

➤ Semester: I

Subject: Principles of Management

Coverage:

- Introduction to Management
- Evolution of Management Thought
- Planning and Decision Making
- Organizing
- Staffing
- Co-ordination
- Controlling
- Leadership
- Organization Change
- Motivation

Subject: Business Communication

Coverage:

- Verbal Communication
- Non-Verbal Communication
- Organizational Communication
- Presentation skills
- Digital Communication
- Business Correspondence

Subject: Financial Accounting

Coverage:

- Introduction to Accounting Principles
- Introductory Concepts to financial accounting
- Journal to Trial Balance
- Depreciation and Amortisation
- Preparation of Final Accounts
- Departmental Accounts
- Branch Accounts



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Subject: Micro Economics

Coverage:

- Introduction to Economics
- Demand and Supply
- Elasticity of Demand
- Consumer Demand Analysis
- Production and Cost
- Market Structure

Subject: Organization Behaviour & HRM

Coverage:

- OB History and Development
- Personality & Perception
- Interpersonal Effectiveness: Understanding and Working with Others
- Introduction to Groups and Teams
- Introduction to HRM
- Human Resource Planning:
- Introduction to Performance Management & Training & Development
- Compensation
- Organization Change and Development
- HR Best Practices

Subject: Essentials of IT

Coverage:

- Basics of Microsoft Excel
- Functions in Microsoft Excel
- Advanced Microsoft Excel
- Data analysis using Microsoft Excel
- Concepts of RDBMS and Database Software (MS- ACCESS)



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➤ **Semester II**

Subject: Cost and Management Accounting

Coverage:

- Introduction
- Materials
- Labour
- Overhead
- Methods of Costing
- Standard costing and variance analysis
- Management Accounting
- Decision making

Subject: Principles of Marketing

Coverage:

- Introduction to Marketing
- Marketing Mix and Value
- Introduction to Consumer Behavior
- Segmentation
- Targeting, Differentiation and Positioning
- Marketing mix:
- Product and Pricing
- Place and Promotion
- Brand
- Modern Day Marketing

Subject: Operations Research

Coverage:

- Introduction to Operations Research
- Linear Programming Problem Formulation & Graphical Method
- Linear Programming Problem: Simplex Method
- Transportation Method
- Network Analysis
- PERT
- Simulation & Replacement Theory



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Subject: Macro Economics

Coverage:

- Introduction
- National Income and its determination
- Classical Model of Income Determination
- Keynesian Model of Income Determination
- IS-LM Framework
- Inflation and unemployment
- Open Economy and Fiscal Policy

Subject: Business Statistics for Decision Making

Coverage:

- Introduction, Collection of Data, Diagrams and Graphs
- Descriptive Statistics for Univariate Data
- Bivariate Data
- Application of Statistical Techniques
- Forecasting and Index Numbers
- Probability
- Probability Distributions
- Application of Statistical Techniques (MS Excel) – Statistical Computing

Subject: Introduction to Analytics

Coverage:

- Introduction to Business Analytics
- Business Intelligence
- Resource considerations to support Business Analytics
- Types of Analytics: Descriptive Analytics
- Types of Analytics: Predictive Analytics
- Types of Analytics: Prescriptive Analytics
- Social media analytics:
- Mobile analytics:
- Business Analytics in Practice



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➤ **Semester: III**

Subject: Business and Allied Laws

Coverage:

- The Indian contract act, 1872
- The sale of goods act, 1930
- The partnership act, 1932
- The limited liability partnership (llp) act, 2008
- The consumer protection act, 1986
- The payment of gratuity act, 1972
- The employees provident fund & miscellaneous provisions act, 1952

Subject: Digital Marketing

Coverage:

- Digital Marketing Ecosystem
- Search Engine Marketing
- Social Media Marketing
- Websites
- Emerging Trends
- Web Analytics
- Trust, Privacy, and Ethics in Digital Marketing

Subject: Financial Management

Coverage:

- Introduction to Financial Management
- Time value of money
- Capital budgeting
- Capital structure
- Cost of Capital
- Leverages

Subject: Consumer Behaviour

Coverage:

- Introduction to the Study of Consumer Behavior
- Market Research and Consumer Behavior



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- The Consumer Decision Making Process
- Models of Consumer Behavior
- Psychological Influences on Consumer Decision Making
- Sociological Influences on Consumer Decision Making
- Organizational buying

Subject: International Business & Export Import Management

Coverage:

- Introduction to Globalization
- Multinational Enterprises from Emerging Markets
- International Business Environment
- International Trade Patterns and Balance of Payments
- Global sourcing and supply chain
- International Organizations and Arrangements
- International Financial Environment
- EXIM
- SEZ, EHTP, STP & EOU's, Types of Export Houses, EXIM policies
- International Trade Terms

Subject : Sales Management

Coverage:

- Introduction to Sales Management
- Personal selling
- Sales Forecasting
- Sales Budgeting
- Sales Quotas
- Sales Organization
- Manpower Planning- Process and Importance
- Performance Appraisal of Sales People Sales Incentives & Sales Compensation
- Physical Distribution (Marketing Logistics)
- Channels of Distribution



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➤ Semester: IV

Subject : Production & Total Quality Management

Coverage:

- Production Management
- Plant Location and Layout
- Purchase
- Materials Management
- Material Handling
- Inventory Management
- Total Quality Management
- Product & Service Quality Dimensions, SERVQUAL
- Quality Improvement Strategies & Certifications
- Quality Certifications

Subject : Research Methodology

Coverage:

- Introduction to Research
- Research Problem
- Research Design
- Secondary Data
- Primary Data
- Questionnaire Design
- Sampling
- Data Processing and Analysis
- Report Writing

Electives (Marketing) & (Finance)

Subject : Performance Management System

Coverage:

- Introduction to Performance Management
- Process of Performance Management
- Performance Management Planning and Development
- Performance Appraisal
- Performance Appraisal Methods
- Performance Appraisal Feedback
- 360-Degree Appraisal



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- Issues in Performance Management

Subject: Environment and Disaster Management

Coverage:

- Introduction to Natural Resources and associated problems
- Introduction to pollutions
- Urban problems related to energy
- Environmental policies and Ethics
- Disaster Management
- Hazard and Vulnerability profile of India Components of Disaster Relief

Subject : Retail Management

Coverage:

- Retailing & Retailing Management
- Element of Retailing Management
- Types of retail Outlets
- Consumer Behavior
- Back-up Controls
- Merchandising

Subject: Fundamentals of Taxation

Coverage:

- Basic concepts of taxation
- Income from salaries
- Income from house property
- Profits and gains of business or profession
- Capital gains
- Income from other sources
- Computation of total income
- Introduction towards GST
- Incidence of taxation



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Electives (Business Analytics)

Subject: Introduction to Python

Coverage:

- Introduction to Python
- Control Statements / Decision in programs
- Building programs to last
- Working with List
- Working with Files
- Numpy
- Pandas

Subject: Machine Learning –I

Coverage:

- Introduction
- Regression Techniques
- Data exploration
- Evaluation methods
- Classification Techniques

Subject: Data Visualization with Tableau

Coverage:

- Introduction and Overview of Tableau
- Getting Started with Tableau
- Analysis
- Getting Started with Calculated fields
- Formatting

Subject: Multivariate Techniques

Coverage:

- Examining your data • Graphical examination • Missing data: Identify and remedy • Detect and Handling of Outliers
- Factor Analysis • 6-Stage Decision Process • Objectives • Design and Assumption • Factors and Assessing Fit • Interpreting Factors • Validation of Factor Analysis
- Multiple Regression Analysis • Objectives • Design and Assumption • Estimating Regression Model • Interpreting Results • Overview ANOVA & MANOVA • Assessing difference in groups • Managerial Overview of Results
- Discriminant Analysis & Logistic Regression • Estimating Regression Model • Interpreting Results • Regression with Binary Dependent Variable • Estimation, fit and interpretation • Managerial Overview of Results



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- Conjoint Analysis • Example of Conjoint • Utilities, Factors, Levels & Stimuli • 6-Stage process • Managerial application of Conjoint Analysis • Illustration
- Cluster Analysis • How does it work? • Analysis Decision Process • Hierarchical & Non-hierarchical Methods • Illustrative Example

➤ **Semester: V**

Subject: Entrepreneurship Management

Coverage :

- The Entrepreneurial Process
- Promotion of a Venture
- Raising Funding
- Feasibility Study of the Venture
- Case Study of Start-ups (Stories of Success and failures)
- Writing a Business Plan

Subject : Customer Relationship Management

Coverage:

- Customer Relationship Management
- Relationship Marketing and CRM
- CRM Marketing Initiatives:
- Sales Force Automation
- CRM and Data Management:
- CRM Planning
- CRM Strategy
- Planning and Implementation of CRM
- CRM Implementation
- CRM Evaluation

Electives (Marketing)

Subject: Rural Marketing

Coverage :

- Introduction to rural marketing
- Rural marketing environment & economy
- Components of rural market:
- Consumer behavior in rural market
- Rural market research
- Segmenting, Targeting, Positioning
- Products in Rural Marketing
- Price and Place in Rural Marketing



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- Promotion in Rural Marketing
- Issues in Rural Marketing

Subject: Strategic Brand Management

Coverage :

- Introduction to Brands
- Brand Elements
- Brand Personality
- Brand Extensions
- Brand Portfolio Management
- Brand Valuation

Subject: Financial Statement Analysis

Coverage :

- Financial Statement Analysis- Introduction
- Financial Statement Analysis- Disclosures
- Financial Statement Analysis – Tools I
- Financial Statement Analysis – Tools II
- Cash Flow Statement
- Understanding Annual Reports-
- EVA & MVA

Electives (Finance)

Subject: Financial Institutions & Markets

Coverage :

- An introduction to a financial system and its constituents
- Institutions in Financial Markets
- Introduction to money and capital Market
- International Financial Institution and their Roles
- Financial Market and Risk management

Subject: Corporate Finance

Coverage:

- Corporate Finance
- Working capital Management I
- Working capital Management II



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- Dividend policy
- Capital Budgeting
- Valuation of securities
- Mergers and Acquisitions

Subject: Financial Statement Analysis

Coverage :

- Financial Statement Analysis- Introduction
- Financial Statement Analysis- Disclosures
- Financial Statement Analysis – Tools I
- Financial Statement Analysis – Tools II
- Cash Flow Statement
- Understanding Annual Reports-
- EVA & MVA

Electives (Business Analytics)

Subject: Analytics in Business domains

Coverage :

- Consumer Data Analytics
- Sports Analytics
- Financial Analytics
- HR analytics

Subject: Data Management

Coverage :

- Introduction to RDBMS and SQL
- Anatomy of Relation Database
- History and Overview of SQL
- SQL Basics • Simple Query • Derived Columns and Expressions • Filtering and Clauses • Conditions statements
- Thinking in SETS • Operations on SETS • Intersections • Differences and Unions • SQL Set Operations
- Working with Multiple Tables • Inner Joins • Outer Joins • Use of Joins
- Working with Multiple Tables • Inner Joins • Outer Joins • Use of Joins
- Working with Multiple Tables • Unions • Use of Unions • Subqueries
- Summarizing and Grouping Data • Aggregate Functions • Group By • WHERE, HAVING
- Use of Update, Insert, Delete
- Using R and R-Studio • Programming Language • R Ecosystem • Basic Functions • Projects Setup
- Data Structures • Vectors • Lists and Array
- Matrices • DataFrames • Functions



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- Basic Flow Control • If/Else • For Loop • While Loop
- Data Management • Data Import and Export • Factor Variables with dplyr • Create, Splitting and combining tables • Summarising tables
- Data Visualisation & Graphics • Basic Plots • Model Objects • Charts • Interactive Plots

Subject: Machine Learning –II

Coverage :

- Clustering Techniques
- Hierarchical clustering
- K-Means
- Proximity Measures in Machine Learning
- DBSCAN (Density Based Spatial Clustering of Applications with Noise)
- Anomaly Detection
- Dimensionality Reduction
- Need for dimensionality reduction
- Principal Component Analysis (PCA)
- Singular Value Decomposition (SVD)
- T-distributed Stochastic Neighbor Embedding (t-SNE)
- Association Rule Learning
- Apriori Algorithm
- FP growth
- Hands-on on clustering
- Hands-on association rule mining
- Hands-on dimensionality reduction
- Hands-on anomaly detection



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➤ Semester: VI

Subject: Business Ethics and Corporate Governance

Coverage :

- Business Ethics
- Ethics- shareholders in Business:
- Values in business values and vision statements:
- Ethical Dilemmas:
- Ethical Decision Making
- Corporate Governance

Subject: Strategic Management

Coverage :

- Introduction to Strategic Management
- Hierarchy of Strategic Intent
- Environmental Appraisal
- Corporate Level Strategies
- Corporate Level Strategies - I
- Business Level Strategies
- Strategic Analysis
- Strategic Implementation
- Strategic Evaluation
- Strategic Control

Subject: Operations and Supply Chain Management

Coverage :

- Introduction to Operations and Logistics
- Introduction to Supply Chain Management
- Demand Forecasting:
- Order Processing
- Transportation
- Warehousing
- Materials Handling System
- Inventory Management
- Information System
- Modern Logistics Infrastructure



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Subject: Project Management

Coverage :

- Unit I
 - Generation & Screening of project idea
 - Preliminary Screening
 - Project Rating Index
 - Entrepreneurial Skills, Market & demand analysis
 - Collection of Primary & Secondary information
 - Demand forecasting, Market planning
- Unit II
 - Technical Analysis
 - Manufacturing process / technology
 - Material inputs & utilities, Product Mix
 - Plant Capacity, Location & site
 - Machinery & Equipment
 - Structures & Civil work
 - Environmental aspects
 - Project Charts & Layouts
 - Project Time Lines
- Unit III
 - Cost of projects
 - Means of financing
 - Estimates of Sales & Production
 - Cost of Production
 - Working Capital Requirement & Financing
 - Projected income statement, Balance sheet and cashflow with multiyear projections
 - Consideration of alternative sources of finance.
- Unit IV
 - Project Implementation
 - Forms of project organization
 - Project control & control charts
 - Human aspects of project management
 - Prerequisites for a successful project implementation
 - Project network & determination of critical path
 - Preparation of comprehensive project report.

Electives (Marketing)

Subject: Integrated Marketing Communication

Coverage :

- Introduction to IMC
- Situation Analysis
- Objective Setting and Budgeting
- Developing a program



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- Monitoring, Evaluation and Control
- Media planning and Strategy
- Media buying and negotiation

Subject: International Marketing

Coverage :

- Introduction of International Marketing
- Entering International Markets
- International Marketing Environment
- Introduction to International Trade
- International Marketing Research
- International Marketing Mix
- International Product Decision
- International Pricing Decision
- International Promotion Decisions
- Introduction -Developing International Marketing Plan
- International Marketing of Services

Electives (Finance)

Subject: Investment Analysis and Portfolio Management

Coverage :

- Introduction to Financial Markets & Instruments
- Return on Investment
- Risk and Return of Portfolio
- Diversification of Risk
- Modern Portfolio Theory
- Portfolio Analysis Techniques
- Wealth Management

Subject: Financial Modeling

Coverage :

- Introduction
- Valuation method I
- Valuation method II
- Valuation method III
- Building an Integrated Cash Flow Model-I
- Building an Integrated Cash Flow Model- II
- Recruiting, Interviewing and Conclusion



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Electives (Business Analytics)

Subject: Introduction to Big Data Technologies

Coverage :

- A closer look at Data
- Introducing Big Data
- Introduction to Hadoop
- Introducing MapReduce
- Introducing NoSQL
- Introduction to Spark, Kafka

Subject: Time Series Forecasting

Coverage :

- The Forecasting Perspective • Why Forecast? • Overview of Forecasting Techniques • Basic Steps and tools • Graphical and Numerical Summaries
- Basic Forecasting Tools • Measuring forecasting Accuracy • Discovering Relationships • Transformation and Adjustment
- Time Series Decomposition • Principle of Decomposition • Moving Average • Classical Decomposition • Census Bureau Methods
- Exponential Smoothing Methods • Averaging Methods • Exponential Smoothing method
- Simple Regression • Regression methods • Correlation and Causation • Residuals, outlier and influential observations • Inference and forecast
- Multiple Regression • Multiple Regression Model • Regression with Time Series • Selecting Variables • Forecasting and econometric models
- The Box-Jenkins Methodology for ARIMA Models • Time Series data/ correlate • Examine Stationarity • Forecasting with ARIMA Models
