



RKDF UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA IV Year (Semester VII & VIII)

BBA VII Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
701	Strategic Management	Major Core	70	30	100	6
702-F	Project Management	DSE	70	30	100	4
702-M	Retail Management					
702-H	Organizational Development					
703	Research Methodology	Minor Core	70	30	100	4
704	Research Project	Core	100	--	100	6
Semester Total					400	20
Cumulative Total					2400	100

BBA VIII Semester						
Subject Code	Subject Name	Course Type	External	Internal	Maximum Marks	Credit
801	International Business	Major Core	70	30	100	6
802	Operations Research	Minor Core	70	30	100	4
803	Internship & Dissertation	Core	100	--	100	6
Semester Total					300	20
Cumulative Total					2700	120

DSE: Discipline Specific Elective

Student may choose any one set of specialization course; Finance, Marketing or HRM (Group F or M or H) as Discipline Specific Electives.



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Name of Program : BBA-VII		Program Code: BBA
Name of Group: Major		
Name of the Course: STRATEGIC MANAGEMENT		
Course Code: BBA-701		Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Participants will gain knowledge and understanding of the principles, concepts, and frameworks of strategic management.
2. Learn about the strategic management process, strategic planning, and strategic decision-making.
3. Learn how to analyze the internal and external environments of organizations to identify opportunities and threats.
4. The participants will learn conceptual, diagnostic and analytical skills in strategy formulation and execution.
5. Learn about the challenges and opportunities of strategic management in a global and international context.

Syllabus

Units	Content	Marks
1	Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions.	20
2	Strategy Formulation Environmental Appraisal: Mega, Micro & Relevant, Organisational Appraisal, SWOT Analysis, ETOP, OCP, & SAP Profiles, Environment Scanning & Sources of Information.	20
3	Strategic Alternative & Choice Various Strategic Alternative, Grand Modernisation, Diversification, Integration, Merger, Takeover, Joint Venture, Turn Around, Divestment & Liquidation, Strategic Choice and Process.	20
4	Strategic Implementation Issues involved, Project & Procedural Implementation, Resources Allocation, Structural, and Functional & Behavioural Implementation.	20
5.	Strategic Evaluation & Control An overview, nature and importance of Strategic Evaluation. Participant and Barriers in Strategic Evaluation. Requirements for Effective Evaluation.	20

Suggested Readings

1. J.A. Pearce & R.B. Robinson : Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III : Crafting and executing strategy, TMH
3. Gerry Johnson & Kevan Scholes, Exploring corporate strategies, PHI

4. Lawrence R. Jauch & William F. Glueck: Business Policy and Strategic Management (Mcgraw Hill Series in Management).
5. Kazmi Azhar: Strategic Management and Business Policy, (Mcgraw Hill Series in Management).
6. Bhattacharya S. C.: Strategic Management: Concepts and cases, A. H. Wheeler Publishing Co. Ltd.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-VII		Program Code: BBA
Name of Group: DSE		
Name of the Course: Project Management		
Course Code: BBA-702 F	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. This course enables to understand the framework for evaluating Capital expenditure Proposals, their planning & management in the review of the projects undertaken.
2. Participants will learn risk management, quality control, and project monitoring and control.
3. Learn how to effectively identify, analyze, and manage project stakeholders, including understanding their needs.
4. Learn how to efficiently execute project plans.
5. Learn how to efficiently managing tasks, resources, budgets, and timelines, and making informed decisions to keep projects on track.

Syllabus

Units	Content	Marks
1	Project Management: Meaning of project - concepts - categories - project life cycle phases - characteristics of a project – project manager - role and responsibilities of project manager. Generation and Screening of Project idea.	20
2	Capital Expenditure; Importance & Difficulties. Market demand & situational analysis; technical analysis; analysis of project risk; social cost benefit analysis.	20
3	Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.	20
4	Multiple projects & constraints; Network Techniques for Project management, Project Review & Administrative Aspects. Project Financing in India; problem of time & cost overrun in public sector enterprises in India.	20
5.	Project Appraisal, Environmental appraisal of projects- Financial & Technical Environment. Project Report Preparation, Specimen of a Project Report;	20

Suggested Readings

1. Chandra, Prasanna, Projects: Preparation, Appraisal, Budgeting & Implementation.
2. Ahuja, G. K.& Gupta, Ravi, Systematic Approach to Income Tax, Allahabad, BharatLaw House, 1997.

3. Bhalla V. K. Modern Working Capital Management, New Delhi, Anmol, 1997.
4. Chaturvedi & Jauhari-Project Management(Himalaya Publishing House)



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-VII		Program Code: BBA
Name of Group: DSE		
Name of the Course: Retail Management		
Course Code: BBA-702 M		Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Participants will gain knowledge and understanding of the principles, concepts, and theories of retail management.
2. Learn about the retail industry, retail formats, and the retail marketing mix, including product assortment, pricing, promotion, and store layout.
3. Effectively plan and manage retail buying and merchandising activities.
4. Learn how to analyze consumer behavior, market trends, and competition to make informed buying and merchandising decisions.
5. Learn about sales techniques, customer relationship management, and customer retention strategies.

Syllabus

Units	Content	Marks
1	Introduction to Retailing: Concept of retailing, Functions of retailing, Retailing channels, importance of retailing, Retail industry in India/Emerging trends in retailing.	20
2	Understanding the Retail Consumer: Retail consumer behaviour, factors influencing the retail consumer, consumer decision making process	20
3	Retail Market segmentation and strategies: Market segmentation, kinds of markets, strategies for effective market segmentation, Growth strategies, Retail value chain	20
4	Retail Location Selection: Types of retail locations, factors determining the location decisions, Retail operations and retail pricing: store management, inventory management, retail pricing factors, pricing strategies.	20
5.	Merchandise Management: Meaning of merchandising, factors influencing merchandising, functions of merchandising manager, merchandise planning and buying.	20

Suggested Readings

1. Levi Michael, Weitz Barton- Retailing Management, Tata Mc Graw Hill, New Delhi.
2. Berman Berry, Evans J.R. – Retail Management- A strategic Management Approach, Pearson Education, New York.



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Name of Program : BBA-VII		Program Code: BBA
Name of Group: DSE		
Name of the Course: Organizational Development		
Course Code: BBA-702 H		Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. Participants will gain knowledge and understanding of the principles, concepts, and theories of organizational development.
2. Learn about the history, evolution, and current trends in OD, and the various approaches and models used in organizational development interventions.
3. Learn how to diagnose and assess organizational issues, problems, and needs using appropriate diagnostic tools, methods, and techniques.
4. Learn how to collect, analyze, and interpret data related to organizational culture, structure, systems, processes, and performance to identify areas for improvement and change.
5. Learn about various organizational development intervention strategies, such as team building, organizational culture change, process improvement, and leadership development.

Syllabus

Units	Content	Marks
1	Introduction Organization Change- An overview, Approaches to problem Diagnosis, some major technique of Planned Change, Steps in OD, general OD Competencies, OD skills.	20
2	O.D. Intervention-I An overview of OD Intervention, Classification of OD, Team Interventions, Inter-Group and the Party Peace Making Interventions. Training Experiences; Behaviour Modelling and Life	20
3	O.D. Intervention-II Comprehensive Intervention; Confrontation Meeting, Survey Feedback, Strategic Management Activities and Grid OD, Structure Interventions- Job Design, Job Enrichment, MBO, Quality Circle, QWL, TQM, Parallel Learning Structure.	20
4	Key Consideration & Issue on OD Issue in Consultant-Client Relationship, Power and Politics in OD, System Ramification Resistance to Change, leadership and Labour Relations.	20
5.	Research on OD Assessing effect of OD, Recent Development in research on OD, Future of OD, Condition optimal success of OD.	20

Suggested Readings

1. French WH and Bell CH, Organizational Development, New Delhi, PHI, 1991

2. Bennis WG : Organizational Development
3. Pareek U : Managing Organization Change.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-VII		Program Code: BBA
Name of Group: Minor		
Name of the Course: Research Methodology		
Course Code: BBA-703		Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. This course will acquaint the participants with the fundamentals of research before they go to the corporate world for their project.
2. The participants will learn various components of research framework like problem identification, research design, data collection, analysis, report writing and presentation.
3. This will also cultivate critical thinking, analytical skills and problem solving skills in the participants.
4. The graduates are expected to conduct disciplined research in the area of their specialisation to meet the organisational requirements and objectives.
5. Understanding utility of statistics in research as well as in informed decision-making.

Syllabus

Units	Content	Marks
1	Nature and scope of research methodology, Problem formulation and statement of research, objectives cost and value of information, Bayesian Decision theory.	20
2	Research process, research design – exploratory research, descriptive research and experimental research designs	20
3	Methods of data collection – observational and survey methods. Questionnaire Design attitude measurement techniques	20
4	Administration of surveys, sample design, selecting an appropriate statistical technique.	20
5.	Field work and tabulation of data, analysis of data, scaling and clustering method research applications	20

Suggested Readings

1. Bennet, Roger, Management Research, ILO, 1983
2. Kothari, C R , Research Methodology, Kalyani Publications, 2001
3. Fowler, Floyd J Jr, Survey Methods, 2nd ed., Sage pub, 1983



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Name of Program : BBA-VIII		Program Code: BBA
Name of Group: Major		
Name of the Course: International Business		
Course Code: BBA-801		Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

1. This course facilitates the students in understanding International Business in a multi-cultural world.
2. The participants will learn various aspects of international business and role of political, social, cultural variables in influencing the business.
3. Understand the concepts of comparative advantage, trade barriers, trade agreements, foreign direct investment, and multinational corporations, and their implications for international business operations.
4. Understand the challenges and opportunities of managing global supply chains, including coordination, collaboration, and risk management across borders.
5. The graduates are expected to formulate and execute appropriate strategies and plans essential to succeed in global business world.

Syllabus

Units	Content	Marks
1	Introduction to International Business Meaning and Definition of International Business — Theories of International Trade — Economic Theories — Forms of International Business - Nature of International Business	20
2	Modes of Entry Into International Business Mode of Entry: Exporting, Licensing, Franchising, Contract Manufacturing, Turn Key Projects, Foreign Direct Investment: Mergers, Acquisitions and Joint Ventures ,Comparison of different mod. of Entry	20
3	Globalization Globalization: Meaning - Features — Stag. — Production — Investment and Technology, Globalization — Advantages and Disadvantages — Methods and Essential Conditions for Globalization. MNC's Ad International Business: Definitions — Distinction between Indian Companies — MNC — Global Companies. and TNC — Organizational Transformations — Merits and Demerits of MNC's in India	20
4	International Marketing Intelligence Information required — Source of Information — International Marketing Information System and Marketing Research.	20
5.	Exim Trade Export Trade, Procedure, Steps & Documentation, Direction of India's Trade — Export Financing — Documents related to Export Trade — Export	20

	Marketing — Import Trade, Procedure, Steps, Documentations and Problems - EXIM Policy - Balance of Payment — Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade.	
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Suggested Readings

1. Dr.Aswathappa International Business, Tata McGmw Hill.
2. P. SubbaRao — thtemational Business — HPH
3. ShyamShukla; Intemational Business, Excel Books.
4. Francis Cherunilam, International Business, Prentice Hall of India



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-VIII		Program Code: BBA
Name of Group: Minor core		
Name of the Course: Operations Research		
Course Code: BBA-802	Max. Marks :100 (External :60 + Internal 40)	

Course Learning Outcomes

1. This course develops an understanding of basic management science techniques and their role in managerial decision making essential to succeed in global business world.
2. Decision-making in different domains, such as logistics, supply chain management, transportation, manufacturing, and service operations.
3. Understanding of as mathematical modeling, optimization, simulation, decision analysis queuing theory, and forecasting.
4. Develop problem-solving skills through the application of Operations Research techniques to real-world problems.
5. This course will hone the critical thinking, analytical skills and problem solving ability of the participants and will enable them to propose, communicate and implement action plan that addresses opportunities and issues related to optimum allocation of resources in the business world.

Syllabus

Units	Content	Marks
1	Introduction to OR Introduction, Nature and scope, Methodology/ Modelling in OR, Principles of Modelling in OR. Types of models, Overview of various OR models used in business.	20
2	Linear Programming Linear Programming, Introduction, Formulation, Graphical and Simplex Method for solving L.P.P Maximization & Minimization type problems.	20
3	Operational Models Transportation Problems: Formulation Basic Feasible solution and optimality test, balanced/unbalanced problem; Assignment Problems: Minimization and maximization type, balanced/unbalanced problem.	20
4	Network Analysis: Network Analysis : Basic concepts, Rules of Network construction, PERT & CPM: Determination of critical path ,Determination of project completion time, Dummy activity, Dynamic Programming. (Elementary concept).	20
5.	Operational Theories Game Theory: Type of Game. Two person Zero Sum Game, Saddle Point. Dominance rule, solution to 2x2, 2xn and mx2 games. Queuing theory: Operating characteristics of a Queuing system, Replacement theory (Elementary concept).	20

Suggested Readings

1. Vohra N.D., Quantitative Techniques in Management, New Delhi, TMGH 1990
2. Sharma SD, Operations Research
3. Sharma JK, Operational Research: Theory and Applications, New Delhi, Macmillan India Ltd. 1997
4. Narag A S, Linear Programming and Decision Making New Delhi, Sultan Chand, 1995.



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program : BBA-VIII		Program Code: BBA
Name of Group: Core		
Name of the Course: INTERNSHIP & DISSERTATION		
Course Code: BBA-803		Max. Marks :100 (External :60 + Internal 40)

Course Learning Outcomes

Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions The course will develop the skills on analysing the business data, application of relevant analysis and problem solving and reporting in functional area of management such as Marketing, Finance or Human Resource Management. The graduates are expected to apply theoretical lessons acquired in the classroom to the real-world business challenges in the internship environment.

Syllabus

Units	Content	Marks
1	The participants will be required to undergo a vocational training of 6-8 weeks in any business/commercial organisation of national /international repute. They will be required to have an orientation of the enterprise and/or identify one of the practical problems, study the variables through primary/secondary data, report the research findings & conclusion on the basis of data analysis and give certain suggestions for future. The Dissertation submitted by the participants will be evaluated by at least one external and one internal examiner as per the rules. The candidate will have to make an oral presentation on his practical work with or without help of PPT and will appear in a Viva-voce conducted in the department/institute or on-line as decided by the university.	100