

BBA Semester – VI

Advance Marketing Management

Course Category: Major

Course Code: MAM308-3C

Course Objective:

The course 'Advance Marketing Management' intends to provide the students:

- Ability to formulate and evaluate complex marketing strategies.
- Knowledge to develop and implement effective sales management & its strategies
- Understanding about strategies for entering and competing in international markets
- Analytical skill for consumer decision-making processes and influencing factors

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Formulate comprehensive marketing strategies aligned with organizational goals.
- Analyse target market campaigns based on consumer insights.
- Acquaint with strategies for entering and competing in international markets.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM308-3C	Advance Marketing Management	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Marketing Strategies & Plan Planning – Designing the blueprint for future (Corporate Plan, Business Unit Plan, Operational Plan) - BCG Matrix, Product-Market Expansion Grid, SWOT Analysis, Porter's Five Force Model, Strategic Alliance	15
2	Sales Force Management Objectives of Sale Management, Designing the Sales Force (Sales force objectives, Sales Force Structure, Sales Force Size, Sales Force Compensation - All in Brief) - Managing the Sales Force (Recruiting and Selecting, Training, Motivation and Evaluating-All In Brief)	15

3	Advance Consumer Behaviour In-depth analysis of consumer decision-making processes. Psychological and sociological factors influencing consumer behaviour. Applying consumer insights to marketing strategies.	15
4	Introduction to International Marketing Introduction, The Concept of International Marketing, Terms in international Marketing, Reasons for entering International Markets, Stages of Internationalization, Modes of Entry into International Market (Production in Home Country (Exports, Providing off shore services) - Production in Foreign Country (Contractual Mode, Investment Mode) - Factors affecting modes of Entry	15
	Total	60

References:

1. Marketing Management by Tapan K Panda, Taxmann
2. Marketing Management by Kotler, Keller, Koshy and Jha, Pearson Education India Pvt. Ltd.
3. Sales Management by Richard R Still, Edward and Norman, Pearson Education India Pvt. Ltd.
4. International Marketing by Rakesh Mohan Joshi, Oxford University Press

BBA Semester – VI

Advance Human Resource Management

Course Category: Major

Course Code: MAM309-3C

Course Objective:

The course 'Advance Human Resource Management' intends to provide the students:

- Understanding of the concept of attrition and retention.
- Clarity on different types of strategies for effective personnel output
- Knowledge on HRM system and procedure of small firms
- Procedure for applying global HRM system

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Calculate attrition rate
- Determine method of high performance work system
- Use different government tools to support the HR efforts
- Manage global human resources

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM309-3C	Advance Human Resource Management	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Attrition and Retention Employee Attrition & Retention: meaning, benefits; reason for leaving the organization, steps of calculating employee attrition rate, retention models, how to improve retention, measuring and monitoring employee retention Career and Succession Planning: Concept of career - Stages, meaning, features, objectives, benefits and areas covered under career planning - Career management - steps of career planning process - Succession planning -	15

	Replacement Charts	
2	HRM Strategy and Analysis The strategic management process; types of strategies, SHRM, HR Metrics, Benchmarking and Data Analytics; High Performance work system; Employee engagement guide for managers	15
3	Managing HR in Small and Entrepreneurial firms The small business challenge; Using Internet and Government tools to support the HR Efforts; Leveraging small size with familiarity , Flexibility , Fairness and informality; Managing HR systems, procedures, and Paperwork	15
4	Managing Global Human Resources The manager's Global challenges; Staffing the global organization; Training and maintaining employees abroad; Employee engagement guide for managers; managing HR Locally: How to put into practice a global HR system	15
	Total	60

References:

1. Human Resources Management by Gary Dessler and Biju Varkkey, Pearson Education India Pvt. Ltd.
2. Human Resources Management by Seema Sanghi, Macmillan Publishers India Ltd
3. Personnel and Human Resources Management by P Subba Rao, Himalaya Publishing House

BBA Semester– VI

Advance Financial Management

Course Category: Major

Course Code: MAM310-3C

Course Objective:

The course 'Advance Financial Management' intends to provide the students:

- Knowledge to apply theory while making dividend decisions
- Understanding of components of lease financing and leverage analysis
- Knowledge on international financial management

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Apply theoretical knowledge for taking dividend decisions
- Understand various components of lease financing
- Do leverage analysis of a company
- Work in an international financial management environment

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CC E	SEE	TOTAL MARKS
MAM310-3C	Advance Financial Management	Major	4	4	0	4	50	50	100

Unit	Details	Instructional Hrs.
1	Dividend Policies and Firm Value Meaning and types of Dividend policy, Factors influencing dividend policy, Dividend policy and firm value including simple examples: 1. Walter Model 2. Gordon Model 3. Modigliani-Miller model	15
2	Lease Financing Meaning, Essential elements, Types and Advantages of lease, Content of lease agreement, Accounting treatment of lease agreement (Only theory)	15
3	Introduction to Leverage Analysis Meaning, Types and interpretation of Operating Leverage, Financial Leverage and Combined Leverage, Difference between Operating leverage and financial leverage, simple examples for calculating Operating Leverage, Financial Leverage and Combined Leverage	15

4	Introduction to International Financial Management Meaning and importance of International financial management, similarities and difference between domestic and international financial management, reasons for going global, International monetary system, Balance of payment, Foreign exchange market and exchange rates (theory only)	15
	Total	60

References:

1. Financial Management, Principles & Practices, G. Sudarshan Reddy, Himalaya Publication House.
2. Financial Management, Theory & Practices, Prasanna Chandra, Tata McGraw-Hill Publishing Company Limited.

BBA Semester – VI

Brand Management **Course Category: Major** **Course Code: MAM311-3C**

Course Objective:

The course 'Brand Management' intends to provide the students:

- Understanding the fundamental principles of branding and its role in marketing strategy.
- Knowledge on brand positioning, brand equity, and brand identity development.
- Learn to measure and manage brand performance over time
- Learn to design and implement Brand Marketing Program

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Demonstrate an understanding of core branding concepts and their application in business strategy.
- Analyze the factors influencing brand equity and assess brand positioning strategies.
- Use effective branding strategies for businesses, including positioning and differentiation.
- Create a comprehensive brand management plan for a product, service, or organization.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM311-3C	Brand Management	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Brand Management Define brand, Why do brands matter, Brand Challenges and Opportunities, Strategic brand management Process	15
2	Customer Based Brand Equity The strategic management process, Sources of Brand Equity, Building a strong brand; the four steps of Brand Building	15
3	Brand Positioning Concept of brand positioning, crafting a positioning	15

	strategy, guiding principles for positioning, repositioning and its strategies	
4	Designing and implementing brand marketing programs Brand Elements and Criteria for choosing brand Elements, Brand building communication options: (Advertising and promotion, interactive marketing, events and experiences, mobile marketing), 6 C's of IMC programs.	15
	Total	60

References:

1. Brand Marketing Management, M.V. Kulkarni, Everest Publishing House.
2. Strategic Brand Management, Kevin Keller, Pearson Education India Pvt. Ltd.
3. Brand Management Principles and Practices, Kirti Dutta. Oxford

BBA Semester – VI

Organizational Development

Course Category: Major

Course Code: MAM312-3C

Course Objective:

The course 'Organizational Development' intends to provide the students:

- Understanding of organizational development including its theories, models, interventions, and applications.
- Skills to diagnose organizational challenges, implement OD interventions, and manage change effectively to enhance organizational effectiveness.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Understand the fundamental concepts, values, and ethical considerations of OD.
- Analyse organizational structures, culture, and processes using diagnostic tools.
- Design and implement appropriate OD interventions for individuals, teams, and organizations.
- Apply change management theories to overcome resistance and sustain organizational change.
- Evaluate the effectiveness of OD initiatives and their impact on organizational performance.
- Assess contemporary issues and future trends in OD, including the role of technology and AI.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM312-3C	Organizational Development	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Organizational Change and Development Meaning of organizational Change, Types of Change Resistance to change, managing change, Lewin's change model, Kotter's 8 Steps change model, Meaning, Definition, Characteristics, Objectives of OD; Methods adopted to create OD and values of OD;	15
	OD as Planned Change	15

2	Planned changes and unplanned consequences, Sequence (steps involved) of Planned change (Developing the need for change, Involving key actors and establishing helping relationship, Diagnosing, articulating problems and enlisting support, Implementing action, evaluating and stabilizing changes)	
3	OD intervention Concept of OD Intervention, Types of OD Interventions (Individual-Level: Coaching, mentoring; Team-Level: Team Building, Conflict Resolution; and Organizational-Level: Structural Redesign, Cultural Change) HR Audit Concept of HRD audit, Methodology for HRD audit, HRD audit as a Diagnostic Tool and OD Intervention	15
4	Contemporary issues in OD The Future of OD in the Digital Age, The Role of AI and Technology in OD, The changing environment, Implications for OD's future, OD trends in the context of OD (Economy, Workforce, Technology, and Organization).	15
	Total	60

References:

1. Organization Development and Change by Cummings and Worley, South-Western College Publishing
2. Organization Development: Accelerating Learning and Transformation by Ramnarayan, S., & Rao, T. V., Sage Publication
3. Organization Development Behavioural Science Interventional for Organizational Improvement by French, W. L., Bell, C. H., & Vohra, V., Pearson Education
4. Organisational development and Change Management by Dr. Anupama, Dr. S. Sathyeshwar, Ms. Vandana N. Revankar, Himalaya Publication House

BBA Semester–VI

Security Analysis and Portfolio Management

Course Category: Major

Course Code: MAM313-3C

Course Objective:

The course ‘Security Analysis and Portfolio Management’ intends to provide the students:

- Knowledge on Types of investment, Role and Functions of Securities and Exchange Board of India, Risk and Return, Security Analysis, Portfolio Construction and Management.
- Understanding on basics of fundamentals analysis like Economic Analysis, Industry Analysis, Company Analysis and Financial Analysis.
- Knowledge on Security Analysis, Portfolio Construction and Management.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Analyze and manage risk associated with investment in securities
- Analyze industry’s financial health with the help of financial statements
- Construct portfolio and manage the same effectively

COURSE CODE	TITLE OF COURSE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM313-3C	Security Analysis and Portfolio Management	Major	4	4	0	4	50	50	100

Unit	Content	Instructional Hours
1	Introduction to Investment and Securities Investment: Definition, Concept, Objectives, Process and Types of Investment, Factors affecting investment decision Securities: Equity Shares: Features, Advantages & Limitations, Right Shares: Features, Advantages & Limitations, Bonus Shares: Features, Advantages & Limitations, Preference Shares: Features, Types, Advantages & Limitations, Debentures: Features, Types, Advantages & Limitations, Warrants: Meaning and Advantages	15
2	The Securities and Exchange Board of India Objectives, Functions, Organization of SEBI, SEBI’s Role in Primary Market, Secondary Market & SEBI, Mutual Fund & SEBI	15

	Listing of Securities Merits and Demerits of Listing, Qualification for Listing, Listing Procedure, Listing Application and Fees	
3	Security Analysis Risk: Definition, Types of Risk and Minimizing Risk Exposure (Only Theory) Fundamental Analysis: Economic Analysis: Meaning and Factors of Economic Analysis, Industry Analysis: Meaning and Factors of Industry Analysis, Company Analysis: Meaning and Factors of Company Analysis, Financial Analysis: Balance Sheet and Profit & Loss Account, Tools and Techniques of analysis of Financial Statements (Only Theory)	15
4	Portfolio Construction and Management Approaches in Portfolio Construction: Traditional and Modern, Selection of Portfolio, Concept of Portfolio Management: Portfolio Markowitz Model and Capital Asset Pricing Model (Only Theory)	15
	Total	60

References:

1. Security Analysis and Portfolio Management by Punithavathy Pandian, Vikas Publishing House Pvt. Ltd.
2. Security Analysis and Portfolio Management by Donald E. Fischer and Ronald J. Jordan, Sixth Edition, Pearson Prentice Hall.
3. Investment Analysis and Portfolio Management by Prasanna Chandra, Sixth Edition, McGraw Hill Education (India) Pvt. Ltd.

BBA Semester – VI

Business Analytics **Course Category: Major** **Course Code: MAM314-3C**

Course Objective:

The course 'Business Analytics' intends to provide the students:

- Sound knowledge on basic concepts of Business Analytics
- Fair understanding about tools of Business Statistics including Central tendency, Dispersion (Variation), Correlation, Regression and Probability

Course Learning Outcome:

After the course being taught the student shall be able to:

- Use different techniques and approaches for various strategic decisions.
- Identify connections between Business Analytics and the real world
- Analyze each problem and develop strong problem-solving skills

COURSE CODE	TITLE OF COURSE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM314-3C	Business Analytics	Major	4	4	0	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Business Analytics Concept, Characteristics and Advantages Statistical Data and Descriptive Statistics Meaning and definition of Statistics; Collection of data - Meaning of data and Types of data (Primary data, Secondary data, Qualitative data and Quantitative data), Characteristics of an ideal questionnaire, Precautions required while using Secondary data Classification of Data – Only concept of Basic terms (Variable, Discrete variable, Continuous variable, Frequency, Frequency distribution, Class, Class boundary, Mid value, Class boundary points, Class length, Cumulative frequency, Cumulative frequency distribution, Bivariate data, Tabulation), Advantages of classification, Guiding rules for tabulation	15

	Presentation of Data – Meaning of Diagram, Types of diagrams (One dimensional, Two dimensional and Pictogram), Importance of diagram, Meaning of Graph, Types of graphs (Histogram, Frequency polygon, Frequency curve, Cumulative frequency polygon and Cumulative frequency curve), Importance and limitations of graphs	
2	Measure of Central tendency Mean, Median, Quartiles, Deciles, Percentiles, Mode Measures of Dispersion (Variation) Range, Quartile Deviation and its co-efficient, Mean Deviation and its co-efficient, Standard Deviation and its co-efficient, Variance	15
3	Correlation Analysis Meaning of correlation, Types of correlation, Methods of measuring correlation (Scatter diagram, Karl Pearson's Coefficient of correlation, Spearman's Rank correlation method), Interpretation of correlation coefficient Regression Analysis Meaning regression, Regression lines, Difference between Correlation and Regression, Equations of lines of regression, Calculation of regression co- efficient and regression lines	15
4	Probability Introduction and Definition of Probability, Random experiment, Sample Space and Event, Complementary event, Union of two events, Intersection of two events, Difference Event, Favourable cases, Equally likely events, Mutually exclusive events, Exhaustive events, Independent and dependent events Approaches to the calculation of probability, Conditional Probability, Baye's Theorem	15
	Total	60

References

1. A Textbook of Business Statistics by Padmalochan Hazarika, S. Chand (G/L) & Company Ltd
2. Business Statistics by P N Arora, Amit Arora, S. Arora, S. Chand (G/L) & Company Ltd
3. Business Statistics – B. S. Shah Prakashan, Ahmedabad

BBA Semester– VI

Indirect Taxation

Course Category: Minor

Course Code: MAE304-3C

Course Objective:

The course 'Indirect Taxation' intends to provide the students:

- Knowledge on basic concepts related to Goods and Service Tax (GST)
- Knowledge on concept of levy of GST and the rules related to time, place and value of supply

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Use the knowledge of various indirect tax in their professional and personal life.
- Apply forward charge and reverse charge mechanism
- Differentiate between composite and mixed supply

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAE304-3C	Indirect Taxation	Minor	4	4	0	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Indirect Taxes Meaning, different types of Indirect Taxes GST Meaning, Concept, Need, Features, Framework of GST - GST Act - Important Definitions, Aggregate Turnover, Agent, Business, Goods, Services, Person, Supply, Place of supply, Mixed Supply, Input Tax Credit, Meaning of Exemption, Exemption from Tax, Rates of GST, List of Taxable Goods & Services, Exempt supply	15
2	Nature of Supply Supply - Scope, Types, Intra state supply, Interstate supply, Composite supply, Mixed supply, Inward supply, Outward supply, Time of supply, Place of supply of Goods & Services, Value of supply	15
3	Levy - Collection of GST - Registration under GST Levy and collection of Tax under CGST Act 2017 - Procedure relating to Levy CGST, SGST, IGST - Registration under GST -	15

	Procedure for Registration - Deemed Registration - Assumptions for Registration -Registration Process for New Applicant.	
4	Custom Duty Definition under Custom Act 1962, Functions of custom departments, Meaning & Objectives of custom duty, Import procedure, Export procedure, Types of custom duties, Levy/chargeability of Custom Duty, Meaning and Application of Anti-Dumping, Valuation rules for Imported Goods, Method of Valuation.	15
	Total	60

References:

1. Income Tax (Direct & Indirect Tax) by Dr. R. G. Saha, Himalaya Publishing House.
2. Goods & Services Tax by Pravin Gupta & R. K. Tyagi, SBPD Publishing House, Agra.
3. GST & Custom Law by Anoop Modi & Mahesh Gupta, SBPD Publishing House, Agra.
4. Indirect Taxes- Law & Practices by V. S. Datey, Taxman Publication Ltd., New Delhi.

BBA Semester– VI

Business Audit

Course Category: Minor

Course Code: MAE305-3C

Course Objective:

The course 'Business Audit' intends to provide the students:

- Knowledge on fundamental principles of 'Business Audit'
- A fair understanding about the theories and different type of approaches apply in Business Audit.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Acquire knowledge of core functions of Auditing.
- Gain knowledge about Audit concepts.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAE305-3C	Business Audit	Minor	4	4	0	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Auditing: Definition, Objectives, Advantages, Limitations of Auditing, Types of Audit – Statutory Audit, Internal Audit, Branch Audit, Cost Audit, Management Audit, Priority Audit (Only concept) - Basics Principles Governing Audit	15
2	Internal Control & Organizing Audit Work: Meaning & Significance of Internal Control - Organizing Audit work: Audit program, Audit note book, Working papers, Routine checking, test checking, Surprise checking, Commencement of new Audit	15
3	Vouching & Vouching of Cash Transaction: Meaning, Characteristics, Objectives, Importance of Vouching, Points to be considered in vouching, Vouching & Auditor's Duty, Examining internal check with regard to cash transaction, Vouching receipt and payments of cash book	15
4	Verification & Valuation of Assets & Liabilities: Meaning, Objectives, Advantages, General Principles of Verification, Auditor's duty, Verification & valuation of: Goodwill, Building, Machinery, Investments, Inventory, Secured loans & Contingent Liabilities.	15
	Total	60

References:

1. Fundamentals of Auditing, Kamal Gupta & Ashok Arora, Tata McGrar-Hill Publishing Company Limited.
2. Elements of Auditing, Aruna Jha, Taxmann Allied Services Pvt. Ltd.
3. Auditing- 1, T. J. Rana, Sudhir Prakashan.

BBA Semester – VI
Communication and Soft Skills for Professional Success
Course Category: AEC
Course Code: AEC301-3C

Course Scheme

Course Code	Title of the Course	Category of Courses	Credits	Teaching hours per week			Evaluation		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
AEC301-3C	Communication and Soft Skills for Professional Success	AEC	2	2	0	2	25	25	50

Learning Objectives

1. Preparing students for trainings, internships, employment purpose
2. Enabling students to understand the requirements of the professional set up
3. To help students groom their expressional skills
4. To help develop basic idea about research and to be aware of the skills required for the same.

Scheme and Teaching Assessment:

Units	Topics	Instructional Hrs. Approx.	Weightage (%)
1	Preparing for the world of work	14	46%
2	Professional skills	08	27%
3	Basic skills in research and Documentation	08	27%

Course Content

Unit	Content	Total Hours	Weightage (%)
1.	Preparing for the world of work	14	46%
1.1.	• Application letter and Cover letter	1	
	• Resume crafting- types of layouts • Components • Preparing resume based on a relevant job notification	3	
1.2.	Group discussion • Difference between GD and debate • Importance pf GD • Process of GD • Do's and Don'ts of participating in GD	1	
	• Personality traits to be evaluated, • Dynamics of group behaviour/group etiquette and mannerism, types, opening, summarizing and some tips	2	
1.3.	• Job interview • Stages& types of Job Interviews	2	
	• Preparation, performance and follow-up • <i>(Includes some group practice and role play)</i>	3	
	• Body language • Do's and Don'ts of body language	$\frac{1}{2}$	
	• Body language in an interview	$\frac{1}{2}$	
1.4.	• Negotiation	1	
2.	Professional skills	08	27%
2.1.	• Communication by writing and speaking: Case study • Task Based Expressional Skills check • Overview of written and spoken expressions	2	
	• Steps to be followed for written and oral expressions (10 steps)	2	
2.2.	• Critical thinking: case study • Task Based Expressional Skills check	1	
	• Definition, importance, and seven-step plan for critical thinking	1	

2.3.	Leadership skills • Trust & Empowerment • Connection & Learning • Leadership & Culture	2	
3.	Basic skills in research and documentation	08	27%
3.1.	• Characteristics of Research • Various data collection tools and techniques	1	
3.2.	• Proposals • Purpose of writing a proposal • Importance and types of Technical Proposals • Structure of a proposal	3	
3.3.	• Preparing and using questionnaires and schedules • Advantages, difference between the Two	1	
3.4.	• Using graphics in presentations and research (includes practical graphics and their interpretation) • Common terms, reasons to use, general guidelines for using them	1	
	• Table, bar graph, pie chart	1	
	• Organizational chart graphics and writing and presenting their summary • Practical tasks of generating the graphics with the help of AI	1	

Learning Outcomes:

1. The knowledge and understanding of the skills required for employment.
2. The clarity on the requirements of a professional setup in terms of communication.
3. The practical and theoretical exposure to the written as well as oral communication at the professional front and the skills required for the same.
4. Acquisition of the basic idea of research and the subskills required for carrying it out efficiently.

Reference books and articles:

Books:

1. Kumar, Sanjay, and Pushpa Lata. *Communication Skills*. Oxford UP, 2011.
2. Padmaja, T. V. S. *Technical Communication: A Practical Approach*. Pearson, 2009.
3. Mitra, Barun. *Personality Development and Soft Skills*. Oxford UP, 2012.
4. Sherfield, Robert, Rhonda Montgomery, and Patricia Moody. *Cornerstone: Developing Soft Skills*. Pearson, 2018.
5. Kothari, C. R. *Research Methodology: Methods and Techniques*. 2nd ed., New Age International, 2004.
6. Cullen, Pauline, Vanessa Jakeman, and Michael French. *The Official Cambridge Guide to IELTS Academic*. Cambridge UP, 2014.

Online Source

1. <https://hbr.org/2016/03/the-most-important-leadership-competencies-according-to-leaders-around-the-world>
2. The Most Important Leadership Competencies, According to Leaders Around the World by Sunnie Giles, March 201, Harvard Business Review

Link:

https://www.researchgate.net/profile/Sunnie-Giles/publication/323229010_The_Most_Important_Leadership_Competencies_According_to_Leaders_Around_the_World/links/5a876a6daca272017e5aba03/The-Most-Important-Leadership-Competencies-According-to-Leaders-Around-the-World.pdf?origin=publication_detail&tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6Il9kaXJlY3QiLCJwYWdlIjoicHVibGljYXRpb25Eb3dubG9hZCIsInByZXZpb3VzUGFnZSI6InB1YmxpY2F0aW9uIn19&cf_chl_tk=9rdqFKHM8zdiqmeuYnFAGy11FqgO1oFaVdCKkgLSJVs-1743220188-1.0.1.1-LCA4.1fPWL750edVGms51Ff7AQ8UdKplBecHdJYz.Hc

BBA Semester – VI

Internship

Course Category: SEC/Internship

Course Code: SEC323-3C

Course Objective:

The primary objective of the internship program is to enhance their managerial and research with a view to contributing to their professional growth. The specific objectives of the course are as follows:

- *Enhance Practical Skills:* Enable students to apply their academic knowledge in the real-world industry settings.
- *Foster Professional Growth:* Provide exposure to workplace dynamics and offer networking opportunities for career development.
- *Refine Career Goals:* Allow students to explore various roles and industries to better understand potential career paths.
- *Develop Research Skills:* Provide students with the opportunity to work on real projects that require research, analysis, and problem-solving.
- *Gain Industry-Specific Knowledge:* Deepen student's understanding of specific fields through hands-on research and practical experience.
- *Improve Critical Thinking and Problem-Solving:* Strengthen student's ability to address research challenges and develop innovative solutions.

Course Learning Outcome:

After completion of the Internship Programme students shall be able to:

- Apply the acquired skills and real-time experience in analyzing the professional issues in order to take managerial decisions
- Apply research skills to administer projects
- Determine work habits and attitudes necessary for job success
- Enhance their job potential
- Acquire professional contacts leading directly to a full-time job

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
SEC323-3C	Internship	SEC/ Internship	4	-	8	8	50	50	100

INTERNSHIP MECHANISM

1. Student perusing Semester-VI needs to identify his/her area of interest for pursuing an internship for 120 hours
2. After deciding the area of interest he/she has to apply for Internship to the College Principal through his/her mentor and supervisor with an application form along with the parents' consent. *(format of application and consent letter are provided by the college)*
3. On submission of application, students' need to choose Internship providing organization (IPO) list announced by the college. *(Refer the List of IPO)*
4. After selection/finalization of IPO, students will be made aware about the mechanism of pursuing internship under the guidance of industry supervisor/college supervisor and college mentor. *(Refer the code of conduct and mechanism of pursuing the internship)*
5. On completion of internship, student has to:
 - obtain internship completion certificate from IPO and College duly signed by the authority
 - prepare a report attaching certificate of IPO and certificate of College in to it
 - submit the report to the college and
 - appear for presentation (Viva) before the evaluation panel appointed by the university.

(Refer the format of Certificate to be received from IPO and College, Internal and External Evaluation system or mechanism announced by the college)

Format of Application and Consent Letter Provided by the College

Date:

To

The Principal
B.P. College of Business Administration
Sector-23, Gh-6
Gandhinagar

Subject: Seeking permission for perusing Internship

I, the undersigned, student of SEM-VI, Roll No_____, Div._____ pursuing BBA from B.P. College of Business Administration, write to formally seek your permission to pursue an internship at _____ from _____ to _____.

This internship opportunity is crucial for my academic and professional growth as it will provide me with hands-on experience in the field of _____.

I assure you that I will manage my academic commitments effectively alongside this internship and will comply with all college guidelines regarding internships.

I kindly request you to grant me permission and provide me necessary documents or approval letters required for this internship. I would be grateful for your support in this regard.

Yours Sincerely,

Name of students and signature
Roll Number,
Course & Semester
Name of College

INTERNSHIP UNDERTAKING

1. Student Name:	
2. Current Address:	
3. Residence Address:	
4. Email ID:	
5. Mobile No(s).:	
6. Aadhar No:	
7. PAN No:	
8. Overall CPA:	
9. Internship / Area (Company/Institute):	
I, hereby, undertake to agree with the terms, conditions, and requirements of the Internship Policy. Student Signature: Date:	
I confirm that the student has attended the internship orientation and has met all paperwork and process requirements to participate in the internship program, and has received approval from his/her mentor. Sign of Faculty Mentor : Date:	

PARENT / LEGAL GUARDIAN CONSENT LETTER

Date: __ / __ / __

To,
The Principal,
B.P. College of Business Administration (BBA)
Gate No. 2, SVKM Campus, Sector-23, Gandhinagar

Subject: Consent to send my son/daughter for internship

Dear Sir,

I, the undersigned, am the parent/legal guardian of _____ do not have objection to allow my ward to pursue internship at the organization mentioned below. Additionally, I would like to provide my contact details and request the concerned authority at the college/organisation to contact me in case of emergency or when necessary.

Name of the Student:	
Roll No:	
Internship Organization Name:	
Branch or Sub Branch Name:	
City/Location:	
Start Date:	
End Date:	

I confirm that all the details provided by me are correct to the best of my knowledge. I, hereby, give parental/legal guardian consent for my ward to participate in the internship opportunity.

I acknowledge that the College is not responsible for his/her conduct during his/her participation at the above-mentioned organization for internship programme.

Thanking you,

Parent/Guardian Signature

Name:

Parent/Guardian Contact:

Relationship with the above student:

Letter Head

To

The (Manager, HR)

.....

.....

Subject: Request for providing internship to students

Dear Madam/Sir,

B.P. College of Business Administration (A Constituent College of Kadi Sarva Vishwavidyalaya), Gandhinagar, established in 1999, is one of the leading educational institutes well known for its quality education, excellent infrastructure and inclusive environment. It reflects the vision of leading industrialists and educationalists. As per the National Education Policy (NEP 2020), our SEM-VI students have to undergo a minimum 160/180 hours of Internship / Training provided by any industrial establishment which is a part of the their curriculum.

In view of the above, we request you to allow our following (no. of students) students for practical training/internship in your esteemed organization.

The students will be available for the Internship / Training from _____ to _____

Sl. No	Name of Student	Roll No	Year	Department

The resumes of above mentioned students are attached with this letter. If vacancies exist, kindly let us know the process of selection.

With best regards,

Yours sincerely

Head, Training and Placement Cell

Principal

List of IPO

1. Trade and Agriculture Area
2. Economy & Banking Financial Services and Insurance Area
3. Logistics, Automotive & Capital Goods Area
4. Fast Moving Consumer Goods & Retail Area
5. Information Technology/Information Technology enabled Services & Electronics Area
6. Handcraft, Art, Design & Music Area
7. Healthcare & Life Science Area
8. Sports, Wellness and Physical Education Area
9. Tourism & Hospitality Area
10. Digitization & Emerging Technologies (Internet of Things/Artificial Intelligence/Machine Learning/Deep Learning/Augmented Reality/Virtual Reality, etc.) Area
11. Humanitarian, Public Policy and Legal Service Area
12. Communication Area
13. Education Area
14. Sustainable development Area
15. Environment Area
16. Commerce, Medium and Small-Scale Industries Area

Code of Conduct for Pursuing the Internship

Internship program is basically conducted to enhance practical skills of students and make them aware about corporate culture and practice.

1. The internship is designed for 120 hours
2. Intern has to determine his/her area of internship and seek permission from Principal by writing an application to be forwarded by his/her respective mentor/s
3. Intern needs to select IPO (Internship Providing Organization) from the list provided by the College.
4. After selection of IPO, intern has to obtain consent from parents/legal guardian for pursuing his/her internship for 120 hours and also needs to provide his/her undertaking to the college.
5. Intern has to report in time at the place of IPO on finalization of IPO on the internship starting date, and also has to keep in mind the duration of internship.
6. Intern has to carefully study the code of conduct and internship completion related documents.
7. Intern has to strictly adhere to the rules and regulation of IPO, timings of internship, reporting authority, formal attire, office etiquettes etc. during the internship phase.
8. Intern has to maintain 100% attendance during the tenure of his/her internship
9. Intern shall wear college I-card as well as IPO I- Card (if given) every day without fail, report in time and complete all tasks within the given time period.
10. Intern has to communicate with the IPO Supervisor / Internship Mentor in case of any changes in work schedule or when faced with any problems during the internship.
11. Apart from daily reporting, the Intern has to also report to the Internship Mentor every week (verbally or electronically) about the internship related tasks done by him/her.
12. Intern should be polite, humble and apathetic with peers, seniors and the top authority.
13. If intern feels victimized by a work-related incident or any other matter, he/she has to contact the Internship Mentor / IPO Supervisor immediately.
14. On successful completion of Internship, intern has to obtain completion certificate (individual certificate) from the IPO as per the format provided by the college on the last day of internship.
15. Intern has to submit the internship report to the college as per report preparation format within a week and start preparing for viva-voce to be conducted as per the University Exam Schedule.
16. Internship Report may be prepared individually or in group subject to approval of the college, and evaluation of the same shall be done accordingly.

ATTENDANCE & DAILY DIARY/ ACTIVITY LOG

Name of the Student:	
Roll Number:	
Name of IPO:	
Internship Duration:	From _____ to _____

[illegible]

INTERNSHIP COMPLETION CERTIFICATE FOR REPORT

The student should attach internship completion certificate, duly signed by the IPO Supervisor to his/her report. A format for the internship completion certificate is as given below:

(IPO Letter Head)

Issued on:

ID No. _____

OJT / Internship / Apprenticeship Completion Certificate

This is to certify that Ms. / Mr. _____, has successfully completed the On the Job / Internship / Apprenticeship Training with _____ marks for internship conducted by _____ (Name of IPO) facilitated by B. P. College of Business Administration (A Constituent College of Kadi Sarva Vishwavidyalaya) from _____ to _____ at _____

_____ (name & address of IPO)

Certified by (Name of IPO)

Signature and Seal

Designation