



ICFAI Foundation for Higher Education

(Deemed-to-be-University Under Section 3 of UGC Act 1956)

BBA Program (ODL)

Program Structure – Curriculum

**ICFAI Foundation for Higher Education,
Donthanapally, Shankarapalli Road, Hyderabad - 501203
Telangana, India**

BBA (ODL) Program Structure

Year	Semester 1	Credits	Semester 2	Credits
Year 1	Principles of Management	3	Introduction to Psychology	3
	Marketing Management - I	3	Marketing Management - II	3
	Introduction to Information Technology	2	Database Management System	2
	Business Communication	3	Business Report Writing	2
	Business Economics	3	Macroeconomics	3
	Financial Accounting - I	3	Financial Accounting - II	3
	Business Statistics	3	Disaster Management	4
	Environmental Studies	4	Introduction to Entrepreneurship and Family Business Management	3
Year 2				
	Semester 3	Credits	Semester 4	Credits
Year 2	Human Values and Professional Ethics	2	Human Resource Management	3
	Indian Financial System	3	Operations Management	3
	Soft Skills	2	Project Management	2
	Financial Management - I	3	Financial Management - II	3
	Organizational Behavior	3	Quality and Productivity Management	3
	Mercantile Law	3	Management Accounting	3
	Business Research Methods	3	Company Law & Taxation	3
	Quantitative Business Modeling	3	Business Strategy	3
	Year 3			
	Semester 5	Credits	Semester 6	Credits
Year 3	Principles & Practices of Banking	3	Supply Chain Management	3
	Financial Markets & Services	3	Derivatives & Risk Management	3
	Advertising & Sales Promotion	3	Security Analysis & Portfolio Management	3
	Sales and Distribution Management	3	Digital Marketing	3
	Leadership and Change Management	3	Services Marketing	3
	Training & Development	3	Recruitment & Selection	3
	Project Work	5	Compensation Management	3

BBA (ODL) Curriculum

Semester I

Principles of Management:

Introduction to Management & Planning: Introduction to Management, History of Management, Ethics and Social Responsibility, Planning and Decision Making, Innovation and Change.

Organizing and Staffing: Organizational Strategy, Organizational Environments and Cultures, Designing Adaptive Organizations, Managing Human Resource Systems, Managing Individuals, Teams and a Diverse Work Force.

Leading and Controlling: Motivation and Leadership, Managing Communication, Control, Managing Information.

Marketing Management – I:

Understanding Marketing Management and Buyer Behaviour: An Overview of Marketing, Marketing Environment, Consumer Decision-Making, Business Marketing.

Marketing Analysis and Marketing Strategies: Segmenting, Targeting and Positioning, Decision Support Systems and Marketing Research, Strategic Planning and Competitive Advantage, Developing a Global Vision.

Essential Topics in Marketing Management: Social Media and Marketing, Customer Relationship Management, Ethics and Social Responsibility.

Introduction to Information Technology:

Fundamentals of Information Technology: Introduction to Computers, Introduction to Information Systems.

Fundamentals of Computer Networks and Network Security: Introduction to Computer Networks and Internet, Computer System Security and Data Protection.

Personal Productivity Applications: Application of IT: Word Processing, Application of IT: Spread Sheets, Application of IT: Making Presentations.

Business Communication:

Fundamentals of Communication: Introduction to Communication, Nonverbal Communication.

Communication Skills: Listening Skills, Interpersonal Skills, Negotiation Skills.

Communication in the Organizational Context: Interviewing, Group Communication.

Business Economics:

Introduction to Economic Analysis: Introduction to Business Economics, Theory of Demand and Supply, Consumer Behavior.

Production and Cost Analysis: Production Function, Cost Theory.

Market Structures and Regulations: Market Structures, Regulation and Anti-Trust; the Role of Government in the Economy.

Financial Accounting – I:

Basics of Financial Accounting: Basic Concepts of Accounting, Accounting Mechanics, Bank Reconciliation Statement.

Valuation of Fixed Assets and Inventory: Accounting for Depreciation, Accounting for Inventories.

Various forms of Business: Preparation of Financial Statements of Sole Proprietorship Firm, Partnership Accounts.

Business Statistics:

Introduction to Statistics & Probability: Arrangement of Statistical Data, Measures of Central Tendency & Dispersion, Introduction to Probability.

Sampling, Distributions & Regression: Probability Distributions, Sampling Distribution & Hypothesis Testing, Simple Regression & Correlation.

Environmental Studies:

Introduction and Nature of Environment: Introduction to Environmental Studies, Ecosystem, Natural Resources.

Diversity, Conservation and Pollution: Biodiversity and Conservation, Environmental Pollution, Environmental Policies and Practices.

Environment and the People: Human Communities and the Environment, Social Issues and the Environment.

Semester II

Introduction to Psychology:

Fundamentals of Psychology: The Elements of Psychology, Sensation, Attention and Perception, Learning, Memory.

Concepts of Psychology: Intelligence, Emotions, Emotional Intelligence, Motivation, Personality.

Social Psychology: Social Influence and Relationships, Self- Perception and Social- Perception, Stress Management.

Marketing Management – II:

Marketing Mix - I: Product Concepts, Developing and Managing Products, Services Marketing, Pricing.

Marketing Mix – II: Channels of Distribution, Logistics, Wholesaling and Retailing, Non-profit Organizational Marketing.

Marketing Mix – III: Integrated Marketing Communications, Advertising and Public Relations, Sales Promotions and Personal Selling.

Database Management Systems:

Basics of DBMS: Overview of DBMS, Database Architecture, Design and Data Modelling, Query Languages, File Management.

Database Execution Processes: Database Implementation Issues, Database Technologies, Database Applications.

Business Report Writing:

Principles of Report Writing: Introduction to Business Writing, Report Writing, Note Taking.

Business Communication in the Workplace: Letters, Memos and Sales Letters, Business Proposal, Cover Letter and Resume/CV.

Macro Economics:

Basics of Macro Economics: Introduction to Macroeconomics, National Income, Consumption and Investment Function, Classical and Keynesian Economics.

Fiscal and Monetary Concerns of Economy: Fiscal Policy and Budget Deficit, Monetary Policy, Inflation, Banking and Money Supply.

Open Economy and Economic Growth: International Trade and Balance of Payments, Business Cycles, Economic Growth, Development and Planning.

Financial Accounting – II:

Treatment of Shares and Debentures: Accounting for Shares, Issue and Redemption of Debentures.

Preparation of Final Reports: Preparation of Financial Statements of Companies, Cash Flow Statement.

Accounting for Amalgamation, Goodwill and Hire Purchase: Accounting for Amalgamation, Valuation of Goodwill, Hire Purchase and Lease.

Disaster Management:

Disaster Management: A Prologue: Introduction to Disaster Management, Disaster Management and Planning, Disaster Management Cycle, Disaster Preparedness.

Disaster Management Cycle: Practical Applications: Disaster Response, Disaster Recovery, Ascertaining Roles and Responsibilities, Insights on Challenges in Management of Disaster.

Introduction to Entrepreneurship and Family Business Management:

Fundamentals of Entrepreneurship: Basics of Entrepreneurship, The Entrepreneurship Ecosystem, The Entrepreneurial Process.

The Entrepreneur's Perspective: The Entrepreneurial Mind-set, Intrapreneurs, Women Entrepreneurs, Family Business and Entrepreneurship.

The Road to Venture Creation – I: Idea to Opportunity, Business Modelling, Business Planning.

The Road to Venture Creation – II: Marshalling Resources, Art of Pitching, Financing the Start-up, Evolution of a Start-up.

Semester III

Business Research Methods

Overview of Business Research: Introduction to Business Research, Business Research Process, Business Research Design and Implementation

Source and Methods of Data Collection and Design: Secondary Data, Primary Data, Measurement Concepts in Business Research, Questionnaire Design, Sampling Design.

Data Analysis and Presentation: Data Preparation and Preliminary Analysis, Hypothesis Testing – Basic Concepts, Hypothesis Testing -Tests of Differences, Correlation Analysis and Regression Analysis, Multivariate Analysis, Business Research Reports.

Financial Management – I

Introduction to Financial Management: Introduction to Financial Management, Indian Financial System and Financial Markets, Time Value of Money.

Asset Valuation: Risk and Return, Valuation of Securities, Long-Term Sources of Finance, Leverage.

Capital Structure and Budgeting: Cost of Capital, Capital Structure and Firm Value, Principles of Capital Budgeting.

Human Values and Professional Ethics

A Conceptual Framework of Ethics: Introduction to Value-Education and Self-Exploration, Morality (Theories and Concepts), Ethics (Theories and Concepts).

Management and Ethics Overview: Ethics and Organization, Employee Rights and Ethical Dilemmas, Ethics and Management, Professional Ethics.

Indian Financial System

Financial System and Markets: Introduction to Financial System, Role of Financial Institutions in Financial Intermediation, Characteristics of Financial Markets, Types of Financial Instruments and Products.

Financial Intermediaries & Regulations: Banking and Products and Service, Markets Players and Other Financial Intermediaries, Financial Services, Role of Market Regulators in India.

Mercantile Law

Introduction to Mercantile Law: An Introduction to Legal Systems and Business Laws, Business Enterprises, Right to Information Act, Consumer Protection Act.

Indian Contract Act: Essentials of a Contract, Legal Aspects of Indian Contract Act, Remedial Action in the Indian Contract Act, Contingent and Quasi Contracts.

Indian Contract Act – II: Law of Agency, Sales of Goods Act, 1930, The Indian Partnership Act, Negotiable Instruments Act.

Organizational Behavior

Ob and Individual Behavior: Introduction to Organizational Behavior, Personality, Attitudes and Values, Perception and Decision Making, Theories of Motivation.

Group Behavior in Organization: Group Theory and Process, Understanding work teams, Leadership.

Managing The Organization: Power and Politics, The Nature of Organizations, Organizational Culture.

Quantitative Business Modelling

Introduction to Managerial Decision Making: Quantitative Business Modelling, Linear Programming Models: Graphical and Computer Methods, Linear Programming Modeling Applications with Computer Analyses in Excel, Linear Programming: Sensitivity Analysis.

Decision Models: Transportation and Assignment Models, Decision Analysis, Queuing Models.

Advanced Decision Models: Simulation Modelling, Forecasting Models, Inventory Control Models.

Soft Skills

Fundamentals of Soft Skills: Introduction to Soft Skills, Goal Setting, Structured Thinking and Business Communication.

Soft Skill Development – I: Social Skills and Etiquette at the Workplace, Reading Comprehension, Group Discussion, Presentation Skills.

Soft Skill Development – II: Cross-cultural Communication, Time Management, Stress Management.

Semester IV

Business Policy and Strategy

Introduction to Strategic Management and Business Policy: Introduction to Strategy, Business Level Strategy, Corporate Level Strategy.

Scanning The Environment: External Environment, Strategic Capability, Strategic Expectations, Culture and Strategy, International Strategy.

Strategy Formulation, Implementation and Control: Strategy Methods & Evaluation, Strategy Development Process, Managing Strategic Change.

Company Law and Taxation

Company Law – I: Essentials of Company Formation, Memorandum & Articles of Association, Shares, Share Capital, Debentures and Dividends, Meetings and Powers of the Board, Company and its day-to-day management.

Financial Laws: Securities Law, Banking Law, Insurance Law, Taxation.

Other Laws: Employment Laws, Intellectual Property Laws, Cyber Law: Information Technology Act, 2000.

Financial Management – II

Basics of Financial Management: Capital Structure Policy, Dividend Theory and Policy, Working Capital Management.

Working Capital Management: Inventory Management, Receivables Management, Cash Management, Financing Current Assets.

Financial Statements Analysis & International Financial Management: Financial Statement Analysis, Contemporary Issues on International Financial Management and Ethical Issues.

Management Accounting

Introduction to Management Accounting: Nature and role and scope of Management Accounting, Management Accounting Terms and Concepts, Cost Classification, Cost Sheet and its Construction- Unit or Output costing.

Types of Costing: Job Costing, Batch Costing, Contract Costing, Process Costing.

Techniques of Decision Making: Cost – Volume – Profit (CVP) Analysis, Application of various techniques for Decision making, Standard Costing and Variance Analysis, Budgets and Budgetary Control, Activity Based Costing and Target Costing.

Operations Management

Introduction to Operations Management: Production Systems & Operations Management, Operations Strategy, Productivity & Competitiveness, Product and Service Design, Capacity Planning for Product and Services, Process Selection and Design.

Design of Facilities and Operations Planning: Facility Layout, Facility Location Planning, Work Design and Work Measurement, Waiting Line Management, Aggregate Planning and Master Scheduling, Inventory Planning & Control, Material Requirement Planning.

Operations Control: Operations and Personnel Scheduling, Supply Chain Management, Project Planning, Scheduling and Control.

Project Management

Introduction to Project Management and Project Initiation: Introduction to Project Management, Project Conception, Managing Teamwork & Conflict, Project Planning, Project Uncertainty and Extended Network Techniques.

Project Execution and Termination: Project Time-Cost Relationships, Cost Estimating & Budgeting, Resource Allocation & Managing Risks in Projects, Project Monitoring & Control, Project Reporting Evaluation and Audit Termination.

Quality and Productivity Management

Introduction to Quality Management: Introduction to Quality, Productivity Management & Quality Philosophy, Cost of Quality in Competitive World, Quality Problems.

Tools in Quality Management: Statistics for Quality and Productivity, Quality Control Tools, Six Sigma, Quality Culture.

Advanced Tools in Quality Management: Quality Planning and Design, Kaizen and Lean Operations, Quality Management in Service Organizations.

Human Resource Management

Overview and Employment of Human Resource Management: Introduction to HRM, Human Resource Planning, Job Analysis and Job Design, Recruitment, Selection.

Management of Human Resources: Training and Development, Managing Careers, Performance Appraisal, Compensation Management.

Employee Relations: Grievance Handling, Disciplinary Action, Employee Relations and Collective Bargaining, Ethics in HRM.