

Mahatma Education Society's
Pillai College of Arts, Commerce & Science (Autonomous)
Affiliated to University of Mumbai

'NAAC Accredited 'A' grade (3 cycles)
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified



**Program: Bachelor of Business Administration
(B.B.A.)**

S.Y Bachelor of Business Administration (B.B.A.)

PCACS/BBA/SYL/2024-25/SY

**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25



Board of Studies in Department of Management Studies

| Sr. No. | Name of the members | Designation | Signature |
|---------|---------------------|------------------------|-----------|
| 1 | Dr Kavita Khatare | HOD/Chairperson | |
| 2 | Dr. Farhat Shaikh | Faculty Specialization | |
| 3 | Mrs. Prajakta Bapat | Faculty Specialization | |
| 5 | Mrs. Ruchika Bassi | Faculty Specialization | |
| 6 | Ms. Faiza Ansari | Faculty Specialization | |
| 7 | Ms Priya Ghaloth | Faculty Specialization | |
| 8 | Ms. Anju Mathew | Faculty Specialization | |
| 9 | Ms. Shafiqua Khan | Faculty Specialization | |
| 8 | Ms. Bindu Kunwar | Faculty Specialization | |

| | | | |
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| 9 | Dr. Betty Sibil | Faculty Specialization |  |
| 10 | Mr. Diwahaar Nadar NMIMS | Subject Expert 1 From Outside Parent University |  |
| 11 | Dr. Arpita Shrivastava NMIMS | Subject Expert 2 From Outside Parent University |  |
| 12 | Dr. Sameer Kulkarni Amity University | Subject Expert 3 From Outside Parent University |  |
| 13 | Dr. Vijayalakshmi Kannan Mulund College, Mulund | Vice Chancellor Nominee, University of Mumbai |  |
| 14 | Mr. Sagar Chandni, Head of Business Partnerships and Community Experience Center for Incubation and Business Acceleration (CIBA) | Industry Representative (Industry/Corporate/Allied Sector) |  |
| 15 | Mr. Archit Kumar Baisoya | Post Graduate Meritorious Alumnus |  |
| 16 | Dr. Gajanan Wader | Principal |  |
| 17 | Mrs. Deepika Sharma | Vice-Principal |  |

1. Introduction

This honors program provides students with a high-quality professional education in Business Administration in order to pursue management positions in industry, business, or non-profit organizations, as well as become entrepreneurs or self-employed. As a result of the rigorous training offered by Pillai College of Arts, Commerce and Science (Autonomous), young minds are prepared to take on the challenging managerial tasks of the 21st century. We are committed to the development of concepts, analytical abilities, communication skills, and healthy attitudes in order to provide excellent performance and commitment to both businesses and society as a whole. By offering Bachelor of Business Administration (B.B.A) at School of Business and Management, students are encouraged to develop their managerial and entrepreneurial capabilities in an interdisciplinary setting. In addition to marketing, finance, human resource management, and entrepreneurship, students will be exposed to other functional areas of management. Students will have the chance to determine, develop, and design their own areas of expertise through this programme. The student-centric learning will be adopted through various pedagogical tools like business games, management games, simulations, case studies, internships, guest lectures, conferences, research projects, and industrial visits.

The Interdisciplinary Courses embedded into the programme encompasses the various nuances of technology, sociology, philosophy, economics, life, tourism, history, political science and media. The three year programme will also train the students to develop social sensitivity skills, expressive skills, knowledge acquisition skills, knowledge application skills, self enhancement skills and business research skills.

1. Program Outcome

(POs) After successful completion of Bachelor of Business Administration (BBA)

| Sr No | PO Title | POs in brief. |
|--------------|--|--|
| PO 1 | General Management Orientation | Acquire a comprehensive understanding of fundamental business concepts, theories, and practices. |
| PO2 | Business Content Orientation | Integrate tools and concepts from multiple functional areas (i.e., finance, marketing, HRM) to solve business problems and identify the key issues facing a business or business subdivision. |
| PO3 | Critical Thinking and Decision-Making Skill | Scientifically apply relevant primary and secondary information for critical thinking and decision making in various business and societal situations. |
| PO4 | Analytical and problem-solving skill | Demonstrate effective analytical and problem-solving skills for futuristic business decisions to match competitive market requirements. |
| PO5 | Quantitative Reasoning | Application of empirical approaches to planning and decision-making using quantitative and scientific reporting mechanisms. |
| PO6 | Technology and network | Apply technology & to enable business networking, growth, development & sustainability |
| PO7 | Team building Skills | Demonstrate characteristics of team building. Apply the nature and dynamics of social behavior relating to organizational performance to develop strategies to become effective in business organizations. |
| PO8 | Business Communication Skills | Demonstrate written, oral, and digital communication skills appropriate for business communication. |

2. PROGRAM SPECIFIC OUTCOMES

| Sr No | PSO Title | PSOs in brief. |
|--------------|----------------------------------|--|
| PSO 1 | Cost and Taxation skills | Application of Economics and optimum production management skill to manage cost efficiency in business decisions .Application of updated national and international tariff laws knowledge for effective financial management. . |
| PSO2 | Marketing Skills | Demonstrating marketing skill requirements in both brick and mortar as well as in digital marketing situations |
| PSO3 | Decision Making Skills | Demonstrate knowledge of decision-making in various functional areas of marketing. |
| PSO4 | Leadership and Managerial Skills | Articulate methods for human resources to participate in business planning and implementation. Assess, develop, and align organization human assets with corporate strategies. Evaluate human resources performance in the context of business policy. |
| PSO5 | Human Resource Functional Skills | Demonstrate awareness through an understanding of human resource management concepts and trends and an ability to manage people and develop business methods and practices. |

Course Structure

| Semester III | | | | | | |
|--|--------------------|---|----------------------|-------|---------|-------------------|
| Course Code | Course Type | Course Title | Theory/ Practical | Marks | Credits | Lectures/ Week |
| PUCBA301 | MAJ | Managerial Accounting | Theory | 100 | 4 | 4 |
| PUCBA302 | MAJ | Marketing Management | Theory | 100 | 4 | 4 |
| PUCBA303 | MAJ | Tableau | Practical | 100 | 4 | 4 |
| PUCBA304 | DSC MIN | PUCBA304L - Introduction to Multimodal Transport PUCBA304E - Organizational Behavior PUCBA304P - Project Finance & Budgeting Control PUCBA304S - Sports Marketing & Sponsorship Management | Theory | 100 | 3 | 4 |
| PUCBA305 | SEC | Mini Project | Theory | 100 | 3 | 4 |
| PUAEC30 | AEC | To be taken from the Pool | Theory | 100 | 2 | 3 |
| PUIDC30 | IDC | To be taken from the Pool | Theory | 100 | 2 | 4 |
| Total | | | | 700 | 22 | 24 |
| All Subjects having Field Project as part of Continuous Assessment-2 | | | | | | |

Abbreviations:

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

IDC : Interdisciplinary Course

| Semester IV | | | | | | |
|--|-------------|---|----------------------|-------|---------|-------------------|
| Course Code | Course Type | Course Title | Theory/ Practical | Marks | Credits | Lectures/ Week |
| PUCBA401 | MAJ | Corporate Finance(F) | Practical | 100 | 4 | 4 |
| PUCBA402 | MAJ | Marketing Research(M) | Theory | 100 | 4 | 4 |
| PUCBA403 | MAJ | Introduction to Financial Modelling (AN) | Practical | 100 | 4 | 4 |
| PUCBA404 | DSC MIN | PUCBA404L -Distribution Management for Global Supply Chain PUCBA404E - Product Design & Development PUCBA404P - Project Quality Management PUCBA404S-Sports Operations & Supply Chain Management | Theory | 100 | 3 | 2 |
| PUDSE40 | SEC | To be taken from the Pool | Theory | 100 | 3 | 4 |
| PUAEC40 | AEC | To be taken from the Pool | Theory | 100 | 2 | 3 |
| PUIDC40 | IDC | To be taken from the Pool | Theory | 100 | 2 | 4 |
| Total | | | | 700 | 22 | 24 |
| All Subjects having Field Project as part of Continuous Assessment-2 | | | | | | |

Abbreviations:

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

IDC : Interdisciplinary Course

Evaluation Pattern

| Marking Code | Marking Scheme |
|--------------|---|
| A | 40 Marks Final Exam, 20 Marks Continuous Assessment I, 35 Marks – Field Project/Continuous Assessment II - Review article/ Chapter writing, 05 Marks- Attendance |
| B | 30 Mini Project, 30 Presentation ,35 Field Project/Continuous Assessment II , 5 Attendance |

| Semester III | | | | | |
|--------------|--------------------|---|-------|---------|----------------|
| Course Code | Course Type | Course Title | Marks | Credits | Marking Scheme |
| PUCBA301 | MAJ | Managerial Accounting | 100 | 4 | A |
| PUCBA302 | MAJ | Marketing Management | 100 | 4 | A |
| PUCBA303 | MAJ | Tableau | 100 | 4 | B |
| PUCBA304 | DSC MIN | PUCBA304L - Introduction to Multimodal Transport PUCBA304E - Organizational Behavior PUCBA304P - Project Finance & Budgeting Control PUCBA304S - Sports Marketing & Sponsorship Management | 100 | 3 | A |
| PUCBA305 | SEC | Mini Project | 100 | 3 | B |
| PUAEC30 | AEC | To be taken from the Pool | 100 | 2 | B |
| PUIDC30 | IDC | To be taken from the Pool | 100 | 2 | B |
| Total | | | 700 | 22 | |

| Semester IV | | | | | |
|--------------------|--------------------|---|--------------|----------------|-----------------------|
| Course Code | Course Type | Course Title | Marks | Credits | Marking Scheme |
| PUCBA401 | MAJ | Corporate Finance(F) | 100 | 4 | A |
| PUCBA402 | MAJ | Marketing Research(M) | 100 | 4 | A |
| PUCBA403 | MAJ | Introduction to Financial Modelling (AN) | 100 | 4 | A |
| PUCBA404 | DSC MIN | PUCBA404L -Distribution Management for Global Supply Chain PUCBA404E - Product Design & Development PUCBA404P - Project Quality Management PUCBA404S-Sports Operations & Supply Chain Management | 100 | 3 | A |
| PUDSE40 | SEC | To be taken from the Pool | 100 | 3 | B |
| PUAEC40 | AEC | To be taken from the Pool | 100 | 2 | B |
| PUIDC40 | IDC | To be taken from the Pool | 100 | 2 | B |
| Total | | | 700 | 22 | |

SEMESTER III

| | |
|----------------------------|------------------------------|
| BOS | Management Studies |
| Class | S.Y. B.B.A |
| Semester | III |
| Course Name | Managerial Accounting |
| Course Code | PUCBA301 |
| Type of Course | Major |
| Course Credit | 4 |
| Level of the Course | Basic |

Course Objectives:

1. Understand the subject of Management Accounting and its relationship with Financial Accounting.
2. To learn the various tools and techniques used in management accounting.

| Unit No. | Name of Unit | Topic No. | Name of Topic | Hours |
|-----------------|--|------------------|--|--------------|
| 1 | Introduction to Management Accounting | 1.1 | Management Accounting and its scope | 10 |
| | | 1.2 | Relationship between Financial Accounting and Management Accounting | |
| | | 1.3 | Functions of a Management Accountant | |
| | | 1.4 | Types of information used in decision making | |
| 2 | Introduction to Financial Statement & Analysis | 2.1 | Introduction to Financial Statements | 20 |
| | | 2.2 | Study of Balance Sheet and Income statement –Vertical form suitable for analysis | |
| | | 2.3 | Tool for analysis of financial statements | |
| | | 2.4 | Trend Analysis, Common size statement and Comparative statement | |
| 3 | Ratio Analysis & Interpretation | 3.1 | Classification of Ratios, Advantages and limitations of ratios | 15 |

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|---------------------------------|---------------------|-----|--|-----------|
| | | 3.2 | Balance sheet ratios | |
| | | 3.3 | Revenue statement Ratios | |
| | | 3.4 | Combined Ratios | |
| | | 3.5 | Interpretation of ratios for decision making | |
| 4 | Cash Flow Statement | 5.1 | Introduction, Objectives and Importance | 15 |
| | | 5.2 | Cash flow from Operating, Investing & Financing activities | |
| | | 5.3 | Preparation of Cash flow statement as per A.S. 3 (Indirect method) | |
| Total number of lectures | | | | 60 |

Course Outcome:

1. Identify the formats of financial statements suitable for analysis.
2. Explain the preparation of financial statements and describe the various constituent elements.
3. Application of various tools for analysis of financial statements.
4. Outline the various ratios and demonstrate its impact on financial analysis.
5. Analyse the financial statements on the basis of different tools for analysis.
6. Create a cash flow statement as per statutory requirement.

Reference Books:

1. Prasanna Chandra: Financial Management, Tata McGraw Private Limited.
2. I. M. Pandey – Financial Management, Vikas Publication.
3. M. Y. Khan & P. K. Jain – Financial Management, Tata McGraw Private Limited.
4. Bhabotosh Banerjee – Fundamentals of Financial Management, PHI Learning.
5. Garrison, Ray H., Eric W. Noreen, and Peter C. Brewer. Managerial Accounting. McGraw-Hill Education, 2021.
6. Braun, Karen W., and Wendy M. Tietz. Managerial Accounting. Pearson, 2020.

| Case Study | |
|-------------------|--|
| 1 | A retail company is preparing its financial statements for the year. The management accountant advises the finance team on how to allocate overhead costs to products accurately for inventory valuation purposes, ensuring compliance with both financial and management accounting principles. |
| 2 | A small business owner wants to secure a loan from a bank. The management accountant helps prepare the necessary financial statements, including the income statement and balance sheet, highlighting the company's financial health and performance. |

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| BOS | Management Studies |
| Class | S.Y.B.B.A |
| Semester | III |
| Course Name | Marketing Management |
| Course Code | PUCBA302 |
| Type of Course | Major |
| Level | Basic |
| Total Credits for the course | 4 |

Course Objectives:

1. To make effective marketing decisions
2. Assessing marketing opportunities and developing marketing strategies and implementation plans

| Unit No. | Name of Unit | Topic No. | Name of Topic | Hours |
|-----------------|----------------------------------|------------------|--|--------------|
| 1 | Discovering marketing management | 1.1 | Concept, nature, scope and importance of marketing; Marketing mix; Strategic marketing planning – an overview. | 15 |
| | | 1.2 | Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; | |
| | | 1.3 | Buyer behaviour; consumer versus organisational buyers; Consumer decision making process. | |
| 2 | Develop the value offering | 2.1 | Market Segmentation and consumer behaviour – Influencing factors, Decision process - Marketing Research - Marketing information system | 15 |
| | | 2.2 | Marketing Mix: The 4 P's of marketing mix , Product :- Meaning - Product planning - policies - positioning - New product | |
| | | 2.2 | Product/Brand Management: Brandequity Branding decisions | |

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|---------------------------------|--------------------------------------|-----|---|-----------|
| 3 | Price and deliver the value offering | 3.1 | Pricing:- Pricing objectives – Setting and modifying the price – Initiating price changes and responding to price changes | 15 |
| | | 3.2 | Physical Distribution and Strategies:- Distribution Mix - Managing channel - intermediaries - transport and warehousing | |
| | | 3.3 | Channel management: multiple channels,electronic channels, vertical marketing system | |
| 4 | Communicating the Value Offering | 4.1 | Promotion (Communications Strategy):Promotion: Promotion Mix - Advertisement - Message - copywriting - Media strategy -sales promotion - Personal selling and publicity | 15 |
| | | 4.2 | Advertising, Sales Promotion and Public Relations Marketing Plan Presentations | |
| | | 4.3 | Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing. | |
| Total number of lectures | | | | 60 |

Course outcome:

1. Understanding of key marketing concepts and skills
2. Perform situation analysis to assess market opportunities
3. Gather, analyse, and draw conclusions from market and environmental data
4. Use the 4 P's frame (Product, Place, Price, and Promotion) to help define the marketing elements needed for a successful product offering
5. Build an effective marketing plan to promote a company's product and/or service.
6. Make strategic recommendations and persuasively communicate your recommendations and rationale

References

1. Marketing Management, second edition by Greg W. Marshall and Mark W. Johnston, ISBN-13: 978-0-07-802886-1, McGraw Hill Education
2. Pahalwan's: "Need for a New Marketing Strategy" CASE by Jyoti Sharm and Subhadip Roy, Harvard Business Publishing
3. Kotler, Philip, and Kevin Lane Keller. Marketing Management. Pearson, 2023.
4. Armstrong, Gary, and Philip Kotler. Marketing: An Introduction. Pearson, 2022.
5. Kotler, Philip, et al. Principles of Marketing. Pearson, 2021.

Case Study

1

The Launch of a New Product

Background: A multinational consumer goods company is planning to launch a new energy drink targeted at young adults aged 18-30. The company has conducted market research indicating a growing demand for energy drinks in this demographic due to lifestyle factors such as long working hours, late-night socializing, and a desire for a quick energy boost.

Objective: The objective of the launch is to capture a significant share of the energy drink market within the first year of the product's release.

Key Tasks:

1. Develop a comprehensive marketing strategy for the new energy drink, including product positioning, pricing strategy, distribution channels, and promotional activities.
2. Identify potential challenges and risks associated with the launch and propose mitigation strategies.
3. Monitor and evaluate the effectiveness of the marketing strategy and make adjustments as needed to ensure the success of the product launch.

2

Marketing Mix for a New Smartphone

Background: A leading technology company is planning to launch a new smartphone model targeted at tech-savvy consumers. The company aims to position the new smartphone as a premium product with innovative features and cutting-edge technology.

Objective: The objective of the marketing mix strategy is to create a strong brand image for the new smartphone, generate excitement among consumers, and drive sales in a competitive market.

Key Tasks:

1. **Product:** Develop the features and specifications of the new smartphone to meet the needs and preferences of the target market. Ensure that the product offers a unique selling proposition (USP) that sets it apart from competitors.
2. **Price:** Determine the pricing strategy for the new smartphone, taking into account factors such as production costs, competitor pricing, and perceived value by consumers. Decide whether to adopt a skimming or penetration pricing strategy.
3. **Place:** Identify the distribution channels through which the new smartphone will be sold, such as online stores, retail outlets, and authorized dealers. Ensure that the distribution channels are accessible and convenient for consumers.
4. **Promotion:** Develop a comprehensive promotional campaign to create awareness and generate interest in the new smartphone. Utilize a mix of advertising, public relations, and digital marketing channels to reach the target audience effectively.

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | III |
| Course Name | Generating Business Values and Effective Storytelling with Tableau |
| Course Code | PUCBA303 |
| Type of Course | Major |
| Level | Basic |
| Total Credits for the course | 4 |

Course Objectives

1. Hands-on Effective storytelling with Tableau
2. This course will provide an introduction to the main concepts of business value generation and Storytelling with tableau

| Unit No. | Name of the Unit | Topic No. | Name of Topic | Hours |
|-----------------|--|------------------|--|--------------|
| 1 | Introduction to Generating business values | 1.1 | Introduction to the Value of Tableau-The Value of Tableau. How is Tableau used in business? Why is Tableau important in business? Is Tableau good for small business? Is Tableau a business intelligence tool? | 10 |
| 2. | Planning and Pre Production | 2.1 | Introduction to story- Aligning your Audience, Stakeholders, and Data What is a Story? Introduction to Planning and Pre Production for Visualizations A Design Checklist of the Who, What, Why, and How | 20 |
| | | 2.2. | Understanding your Stakeholders and designing story- Start with Your Stakeholders Addressing Your Audience and Their Context Finding the Story, Prioritizing, Optimizing, and Designing the Data Story | |

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|------------------------------|--------------------------------------|------|--|-----------|
| | | 2.3. | Key Metrics, Indicators, and Decision Triggers- Introduction to Key Metrics, Indicators, and Decision Triggers, Key Performance Indicators (KPIs), Tableau Calculated Fields and KPIs, Creating Complex KPIs Using Tableau, Thresholds and Alerts, Data Quality. | |
| 3. | Dashboard and Storytelling with Data | 3.1. | Dashboard Design Principles- Dashboard and Storytelling with Data, Best Practices for Dashboard Design, Dashboard Design Principles, Hierarchies, Actions, Filters, and Parameters Important Considerations for Creating Dashboards. | 10 |
| 4. | Tell the Story of Your Data | 4.1. | Storytelling and the Human Brain- Tell the Story of Your Data Introduction. The Art of Storytelling (Past, Present, and Future), Storytelling and the Human Brain, Bringing Data to Life: Emotions and Data Storytelling, Emotion Modulators: Color, Language, and Other Design Elements | 20 |
| | | 4.2. | Framing and Format- Framing and Format, Framing, Conventions, and Priming, False Narratives and Data Storytelling, Telling the Stories within the Story, Story Considerations | |
| | | 4.3. | Setting Up the Story- Preparation of the Story Points, Setting Up the Story, Creating Points in the Story, Interactive Story, Create a Data Story in a Static Presentation. | |
| Total No. of Lectures | | | | 60 |

Course Outcome:

1. Understanding Effective storytelling with Tableau and the main concepts of business value generation and Storytelling with tableau.
2. Students will develop the ability to create compelling narratives using data, emphasizing unique insights and authentic content.
3. Students will learn to construct effective Tableau stories by organizing data visualizations into logical sequences (story points).
4. Students will master techniques such as annotations, interactive widgets, and aesthetic designs to enhance their data-driven narratives.

5. Students will demonstrate proficiency in data literacy, effectively communicating insights through visual storytelling.
6. Students will apply analytical thinking to prioritize use cases, creating immediate business value through analytics.

References:

1. James D. Miller, "Big Data Visualization" PACKT Publications.
2. Information Dashboard Design, Stephan Few Second Edition
3. <https://help.tableau.com/current/pro/desktop/en-us/default.htm>.
4. Murray, Don. Tableau Your Data!: Fast and Easy Visual Analysis with Tableau Software. Wiley, 2016.
5. Sarkar, Joshua. Tableau Dashboard Cookbook. Packt Publishing, 2020.
6. Murray, Don. Storytelling with Data: A Data Visualization Guide for Business Professionals. Wiley, 2015.

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| BOS | Management Studies |
| Class | SYBBA (Hon) |
| Semester | III |
| Course Name | Generating Business Values and Effective Storytelling with Tableau |
| Type of Course | Major |
| Level | Medium |

| Practical No. | Details |
|----------------------|---|
| 1. | Overview of dashboard and storytelling building. |
| 2. | Frame the story & Build the story, Create a story worksheet in tableau |
| 3. | State the use of Emotion Modulators: Color, Language, and Other Design Elements |
| 4. | Using tableau State the question & Start big. |
| 5. | Visualize the implementation of Drill down in tableau. |
| 6. | Using Tableau Implement Highlight outliers. |
| 7. | Implement Show a trend in tableau |
| 8. | Using Tableau implement Offer your analysis in tableau. |
| 9. | Create a Data Story in a Static Presentation. |
| 10. | Creating a dashboard using all attributes of effective storytelling. |

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | III |
| Course Name | Introduction to Multimodal Transport |
| Course Code | PUCBA304L |
| Type of Course | Discipline Minor |
| Level | Basic |
| Total Credits for the course | 3 |

Course Objectives

1. Understand the concept of multimodal transport and its significance in global trade.
2. Identify the different modes of transportation involved in multimodal transport.

| Unit No. | Name of the Unit | Topic No. | Name of Topic | Hours |
|-----------------|---|------------------|---|--------------|
| 1 | Introduction to Multimodal Transport | 1.1 | Definition and concept of multimodal transport, Historical development and significance in global trade, Types of multimodal transport operations | 15 |
| | | 1.2 | Overview of different modes: road, rail, water, air, pipeline, Comparative analysis of modes in terms of speed, cost, capacity, and reliability | |
| | | 1.3 | Advantages for shippers, carriers, and consumers, Challenges related to coordination, infrastructure, and regulatory compliance | |
| 2 | Logistics and Supply Chain Management in Multimodal Transport | 2.1 | Role of logistics in multimodal transport Supply chain integration and optimization strategies | 15 |
| | | 2.2 | Intermodal terminals and facilities, | |
| | | 2.3 | Investments in infrastructure development, Technological innovations in improving efficiency | |

| | | | | |
|---|---|-----|---|-----------|
| 3 | Environmental and Sustainability Considerations | 3.1 | Carbon emissions and environmental impacts of different modes | 15 |
| | | 3.2 | Optimization strategies for reducing waste and emissions in supply chains, Eco-friendly packaging and transportation practices, Collaborative initiatives for sustainable freight transport | |
| | | 3.3 | Strategies for promoting sustainability in multimodal transport | |
| 4 | Future Trends and Emerging Technologies | 4.1 | Predictions for the future of multimodal transport | 15 |
| | | 4.2 | Impact of technologies such as IoT, blockchain, and automation | |
| | | 4.3 | Sustainable Technologies and Green Logistics | |
| | | | | 60 |

Course outcome:

1. Identify and describe different modes of transportation.
2. Describe the role of logistics in optimizing supply chains.
3. Analyze and compare different modes of transportation in terms of speed, cost, capacity, and reliability.
4. Analyze the impact of technological innovations on the future of multimodal transport
5. Develop supply chain integration and optimization strategies for multimodal transport.
6. Assess the impact of emerging technologies such as IoT, blockchain, and automation on multimodal transport.

References

1. "Multimodal Transport: Rules and Guidelines" by Surajit Mitra
2. "Transportation Engineering and Planning: A Sustainable Approach to Enhance **Indian** Context" by Anil K. Shukla
3. Logistics and Supply Chain Management in India: A Strategic Approach" by M.C. Pant and Rakesh H. Rana
4. Sustainable Supply Chain Management: Principles and Practices" by S. Ananth, B. S. Sahay, and J. S. Sarkar
5. Monios, Jason. Multimodal Transport and Logistics: The Emergence of 'Globalization' as a New Transport Concept. Routledge, 2019.
6. Debbage, Keith G., and Kevin R. O'Brien. Introduction to International Transportation: Making Globalization Work. Kendall Hunt Publishing, 2014.

Case Study

1

Implementation of Intermodal Transport Solution in Supply Chain Optimization

Company Background:

ABC Logistics, a multinational logistics company, faced challenges in optimizing its supply chain due to inefficiencies in transportation modes and lack of integration between various modes.

Problem Statement:

ABC Logistics aimed to reduce transit times, costs, and environmental impact while improving reliability and service quality in its supply chain operations

2

Adoption of Sustainable Technologies in Multimodal Transport

Company Background:

XYZ Shipping, a global freight forwarding company, recognized the need to address environmental concerns and improve sustainability in its operations.

Problem Statement:

XYZ Shipping faced pressure from customers and regulatory bodies to reduce carbon emissions and adopt eco-friendly practices while maintaining operational efficiency.

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|-------------------------------------|--------------------------------|
| BOS | Management Studies |
| Class | S.Y.B.B.A |
| Semester | III |
| Course Name | Organizational Behavior |
| Course Code | PUCBA304E |
| Type of Course | DSC MIN |
| Level | Medium |
| Total Credits for the course | 3 |

Course Objectives

1. To provide a basis of understanding of Organizational Behavior and its applications.
2. To develop the understanding of the role, functions and functioning of the organization behavior in an organization.

| Unit No. | Name of the Unit | Topic No. | Name of Topic | Hours |
|-----------------|---|------------------|--|--------------|
| 1 | Introduction to OB I | 1.1 | OB: Learning objectives, Definition & Meaning, Why to study OB, An OB model, New challenges for OB Manager | 15 |
| | | 1.2 | LEARNING: Nature of learning, How learning occurs, Learning & OB | |
| | | 1.3 | Case Study Analysis | |
| 2 | Introduction to OB II | 2.1 | PERSONALITY: Meaning & Definition, Determinants of Personality, Personality Traits, Personality & OB | 15 |
| | | 2.2 | PERCEPTION: Meaning & Definition, Perceptual process, Importance of Perception in OB | |
| | | 2.3 | MOTIVATION: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory | |
| | | | Case Study Analysis | |
| 3 | Organizational Group/Conflict/Communication | 3.1 | COMMUNICATION: Importance, Types, Barriers to communication, Communication as a tool for improving Interpersonal Effectiveness | 15 |

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|-----------------------|---------------------------------|-----|--|-----------|
| | | 3.2 | GROUPS IN ORGANISATION: Nature, Types, Why do people join groups, Group Cohesiveness & Group Decision Making- managerial Implications, Effective Team Building LEADERSHIP: Leadership & management, Theories of leadership- Trait theory, Behavioural Theory, Contingency Theory, Leadership & Followership, How to be an Effective Leader | |
| | | 3.3 | CONFLICT: Nature of Conflict & Conflict Resolution TRANSACTIONAL ANALYSIS: An Introduction to Transactional Analysis Case Study Analysis | |
| 4 | Organisational Culture & Change | 4.1 | ORGANISATIONAL CULTURE: Meaning & Definition, Culture & Organisational Effectiveness | 15 |
| | | 4.2 | ORGANISATIONAL CHANGE: Importance of Change, Planned Change & OB Techniques INTERNATIONAL OB: An Introduction to Individual & Interpersonal Behaviour in Global Perspective | |
| | | 4.3 | Case Study Analysis | |
| TOTAL LECTURES | | | | 60 |

Course Outcome:

1. Describe the basic concept of behavior in an organization.
2. Relate to the concepts of organization behavior and it functioning in organization –
3. Develop the Behavioural Skills for practical applications of concepts in the organization.
4. Compare between different practices used in the organization behavior and suggest practices that can be used in an organization.
5. Analyze employee issues and take appropriate decisions.
6. :Design effective team-building strategies based on the understanding of group dynamics and leadership principles.

References:

1. Organizational Behavior, Luthans, FredMGH
2. Organizational Behavior Mcshane, S. L/ Glinow, M. A. V. TMH
3. Organizational Behavior Robbins, S. P/ Judge, T. A/ Sanghi, S.Pearson
4. Organizational Behavior: Human Behavior At WorkNewstrom, J. W.TMH
5. Organizational Behaviour Chandan, J. S.Vikas
6. Organizational Behaviour Ghanekar, Anjali by Everest

Case Study

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|---|---|
| 1 | <p>Title: The Communication Breakdown</p> <p>Scenario:</p> <p>In a multinational corporation, a project team comprising members from various cultural backgrounds is tasked with developing a new product for the global market. The team communicates primarily through email and occasional video conferences due to geographical dispersion. Despite their expertise in their respective fields, communication barriers arise frequently. Misinterpretation of messages, language barriers, and differences in communication styles lead to delays in project milestones and misunderstandings among team members. As a result, team cohesion deteriorates, and productivity declines.</p> |
| 2 | <p>Managing Conflict in a Team Setting</p> <p>Scenario:</p> <p>In a medium-sized company, a team of employees from different departments is formed to implement a new organizational system aimed at streamlining workflow processes. However, conflicting opinions regarding the implementation approach emerge among team members. Some advocate for radical changes to the existing system, while others prefer a more conservative approach to minimize disruption. As discussions progress, tensions rise, and interpersonal conflicts arise within the team. The team leader struggles to mediate these conflicts and maintain focus on the project goals.</p> |

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | III |
| Course Name | Project Finance & Budgeting Control |
| Course Code | PUCBA304P |
| Type of Course | Discipline Minor |
| Level | Basic |

Course Objectives

1. To introduce students to the fundamental concepts and principles of project finance.
2. To provide an overview of project financing structures and processes.

| Unit No. | Name of the Unit | Topic No. | Name of Topic | No. of Lectures |
|-----------------|---|------------------|--|------------------------|
| 1 | Introduction to Project Finance | 1.1 | Definition and Scope of Project Finance | 8 |
| | | 1.2 | Stakeholders in Project Finance (Sponsors, Lenders, Equity Investors, Government) | |
| | | 1.3 | Project Financing Structures (Limited Recourse Financing, Non-Recourse Financing, Build-Operate-Transfer (BOT), Build-Own-Operate-Transfer (BOOT)) | |
| 2 | Financial Analysis for Project Evaluation | 2.1 | Time Value of Money and Discounted Cash Flow Analysis Net Present Value (NPV) and Internal Rate of Return (IRR) | 15 |
| | | 2.2 | Sensitivity Analysis and Scenario Analysis | |
| | | 2.3 | Risk Management in Project Finance (Market Risk, Political Risk, Operational Risk) | |
| 3 | Budgeting Control in Project Management | 3.1 | Overview of Budgeting Control in Project Management | 15 |
| | | 3.2 | Budget Preparation and Allocation | |

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|-----------------------|---|-----|---|-----------|
| | | | Variance Analysis and Performance Measurement | |
| | | 3.3 | Cost Control Techniques in Projects | |
| 4 | Legal and Regulatory Aspects of Project Finance | 4.1 | Legal and Regulatory Aspects of Project Finance | 7 |
| | | 4.2 | Project Finance Documentation (Loan Agreements, Security Documents, Shareholder Agreements) | |
| | | 4.3 | Government Regulations and Incentives for Project Finance | |
| TOTAL LECTURES | | | | 45 |

Course outcome:

1. Define Project Finance and its scope.
2. Explain the concepts of Time Value of Money and Discounted Cash Flow Analysis.
3. Utilize Budget Preparation and Allocation methods.
4. Analyze project financial data using NPV and IRR]
5. Create financial models for project evaluation.
6. Critically evaluate legal and regulatory aspects of Project Finance.

References

1. "Principles of Project Finance" by E. R. Yescombe
2. "Project Financing: Asset-Based Financial Engineering" by John D. Finnerty
3. "The Handbook of Project Finance: Fundamentals and Applications" by Stefano Gatti
4. "Financial Management: Principles and Applications" by Sheridan Titman, Arthur J. Keown, John D. Martin
5. "Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions" by Joshua Pearl, Joshua Rosenbaum
6. "Corporate Finance: A Practical Approach" by Michelle R. Clayman, Martin S. Fridson, George H. Troughton, Matthew Scanlan

| Case Study | |
|-------------------|---|
| 1 | <p>Renewable Energy Project Financing Unit: Introduction to Project Finance, Financial Analysis for Project Evaluation, Legal and Regulatory Aspects of Project Finance</p> <p>Background: A renewable energy company is planning to develop a large-scale wind farm in a rural area. The project aims to generate clean energy to meet the growing demand for electricity in the region. The company has secured interest from investors and lenders but needs to structure the financing and navigate the legal and regulatory landscape</p> |

Infrastructure Development Project

A construction company, "BuildIt Constructors," plans to develop a toll road project to improve transportation infrastructure in a metropolitan area. The project requires significant capital investment and faces regulatory and legal complexities.

1. Project Finance Structure:

BuildIt Constructors opts for a Build-Own-Operate-Transfer (BOOT) structure, where they retain ownership during the operational phase before transferring to the government. They secure non-recourse financing, where lenders have no claim to sponsors' assets beyond project collateral.

2. Financial Analysis:

Time Value of Money: BuildIt Constructors considers the time value of money when evaluating cash flows and investment returns.

NPV and IRR: The company calculates the NPV and IRR of the toll road project to assess its economic viability and attractiveness to investors.

Risk Management: BuildIt Constructors conducts risk management activities, including identifying and mitigating market, political, and operational risks through insurance, contractual arrangements, and contingency plans.

3. Budgeting Control:

Budget Preparation: BuildIt Constructors prepares a comprehensive budget, allocating funds for land acquisition, construction materials, labor costs, equipment rentals, and administrative expenses.

Cost Control Techniques: The company implements cost control techniques, such as value engineering, resource optimization, and performance-based incentives, to manage expenses and ensure project profitability.

4. Legal and Regulatory Aspects:

Legal Documentation: BuildIt Constructors engages legal experts to draft project finance documentation, including loan agreements, security documents, and government permits, adhering to legal and regulatory requirements.

Government Regulations: The company complies with government regulations related to infrastructure development, including environmental impact assessments, land acquisition procedures, and public-private partnership frameworks, to facilitate project execution and mitigate legal risks.

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | III |
| Course Name | Sports Marketing & Sponsorship Management |
| Course Code | PUCBA304S |
| Type of Course | Discipline Minor |
| Level | Basic |
| BOS | Management Studies |

Course Objectives

1. Analyze the role of marketing in the sports industry.
2. Explore various marketing strategies and tactics specific to sports.

| Unit No. | Name of the Unit | Topic No. | Name of Topic | Hourss |
|-----------------|---|------------------|--|---------------|
| 1 | Introduction to Sports Marketing | 1.1 | Introduction to Sports Marketing, Definition and Scope, Importance in the Sports Industry, Characteristics of Sports Products | 8 |
| | | 1.2 | Consumer Behavior and Market Segmentation, Understanding Sports Consumers, Market Segmentation Strategies, Branding Strategies in Sports | |
| | | 1.3 | Promotion and Advertising, Marketing Promotion Techniques, Advertising Channels and Media, Sponsorship as a Promotional Tool | |
| 2 | Sports Sponsorship Acquisition and Activation | 2.1 | Introduction to Sports Sponsorship, Types and Benefits, Identifying Sponsorship Opportunities, Negotiating Sponsorship Agreements | 15 |
| | | 2.2 | Sponsorship Activation Planning, Planning Process and Timeline, Budgeting and Resource Allocation, Leveraging Sponsorship Assets | |
| | | 2.3 | Measuring Activation Effectiveness , Key Performance Indicators (KPIs) | |

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|-----------------------|---|-----|---|-----------|
| | | | , Metrics for Success Evaluation, Tools and Techniques for Analysis | |
| 3 | Sponsorship Management and Evaluation | 3.1 | Sponsorship Renewal and Relationship Management, Strategies for Renewal, Building and Maintaining Relationships, Ethical Considerations | 15 |
| | | 3.2 | Introduction to Activation Strategies, Overview of Activation Methods, Case Studies of Successful Activations, Trends and Innovations | |
| | | 3.3 | ROI Measurement and Analysis, Understanding Return on Investment (ROI), Calculation Methods, Evaluating Sponsorship Effectiveness | |
| 4 | Advanced Topics in Sports Marketing and Sponsorship | 4.1 | Globalization and Internationalization of Sports Marketing, Expansion Strategies, International Sponsorship Trends, Cross-Cultural Considerations | 7 |
| | | 4.2 | Digital and Social Media Strategies, Role of Digital Platforms, Social Media Engagement, Online Branding and Promotion | |
| | | 4.3 | Data Analytics and Insights, Utilizing Data for Decision Making, Performance Tracking and Optimization, Predictive Analytics in Sports Marketing | |
| TOTAL LECTURES | | | | 45 |

Course outcome:

1. Introduce fundamental concepts and theories of sports marketing.
2. Understand unique characteristics of sports products, consumers, and markets.
3. Explore the process of acquiring sponsorships in the sports industry.
4. Examine activation strategies used to maximize the impact of sports sponsorships.
5. Learn how to manage and leverage sponsorships for mutual benefit.
6. Explore advanced concepts and emerging trends in sports marketing and sponsorship.

References

1. "Sports Marketing: A Strategic Perspective" by Matthew D. Shank and Mark R. Lyberger
2. "The Sponsorship Handbook: Essential Tools, Tips and Techniques for Sponsors and Sponsorship Seekers" by Pippa Collett
3. "Sports Marketing Agreements: Legal, Fiscal and Practical Aspects" by Ian Blackshaw, Robert C.R. Siekmann, and Janwillem Soek

4. "Sports Sponsorship and Marketing Communications: A European Perspective" by Guy Masterman
5. "Winning at Sponsorship Sales: The Ultimate Guide to Selling More Sports, Events, Causes, and Sponsorships" by Bruce Erley

| Case Study | |
|-------------------|--|
| 1 | <p>Leveraging Sponsorship Assets</p> <p>Company X, a leading sports beverage brand, decided to sponsor a major marathon event in a metropolitan city. To maximize their sponsorship investment, they employed various activation strategies:</p> <ol style="list-style-type: none"> 1. Social Media Engagement: Company X created a dedicated hashtag for the marathon and encouraged participants to share their training journeys and race day experiences on social media platforms. They also collaborated with influential fitness bloggers and athletes to create buzz around the event. 2. On-site Branding: Company X set up hydration stations along the marathon route branded with their logo and slogans. They also distributed free samples of their sports drinks to runners and spectators, ensuring high visibility and brand recall. 3. Interactive Experiences: To enhance participant engagement, Company X organized interactive booths at the marathon expo where runners could learn about proper hydration techniques, receive personalized training tips, and participate in fun challenges. These activities helped strengthen the brand's connection with the target audience. 4. Post-event Follow-up: After the marathon, Company X sent personalized thank-you emails to participants, offering exclusive discounts on their products and inviting them to join their loyalty program. This follow-up not only fostered customer loyalty but also provided valuable data for future marketing efforts. <p>Outcome: Through these activation strategies, Company X successfully leveraged their sponsorship assets to increase brand awareness, engage with their target audience, and drive sales. The marathon sponsorship became a key component of their marketing strategy, contributing to their overall brand growth and market presence.</p> |
| 2 | <p>Case Study 2: Digital and Social Media Strategies</p> <p>Team Y, a professional soccer club, recognized the importance of digital and social media in engaging fans and attracting sponsors. They implemented innovative strategies to enhance their online presence and monetize their digital assets:</p> <ol style="list-style-type: none"> 1. Live Match Streaming: Team Y partnered with a leading sports streaming platform to broadcast their matches live online, allowing fans from around the world to watch games in real-time. They offered subscription packages with exclusive content and behind-the-scenes access to attract paying subscribers. 2. Social Media Engagement: Team Y actively engaged with fans on social media platforms by posting match highlights, player interviews, and interactive polls. They encouraged user-generated content by hosting contests and challenges, rewarding fans with merchandise and VIP experiences. |

3. **Sponsor Integration:** Team Y seamlessly integrated sponsor branding into their digital content, incorporating sponsor logos and messages into match graphics, videos, and social media posts. They also created sponsored content series featuring players endorsing sponsor products and services.
4. **Data Analytics and Insights:** Team Y employed advanced data analytics tools to track user engagement, measure content performance, and identify trends in fan behavior. They used these insights to optimize their digital strategy, tailor content to specific audience segments, and demonstrate ROI to sponsors.

Outcome: By prioritizing digital and social media strategies, Team Y successfully expanded their fan base, increased fan engagement, and attracted lucrative sponsorship deals. Their innovative approach to digital marketing not only enhanced the fan experience but also generated new revenue streams for the club.

SEMESTER IV

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|-------------------------------------|---------------------------|
| BOS | Management Studies |
| Class | S.Y B.B.A |
| Semester | IV |
| Course Name | Corporate Finance |
| Course Code | PUCBA401 |
| Type of Course | Major |
| Level | Basic |
| Total Credits for the course | 4 |

Course Objectives:

- 1.To learn the various ways in which funds are raised by corporates.
2. To understand the techniques of calculating cost of various sources of Finance.

| Unit No. | Name of Module | Topic No. | Name of Topic | Hours |
|-----------------|---|------------------|---|--------------|
| 1 | Corporate Finance- An Overview | 1.1. | Function of Finance in a business enterprise, Need of corporate finance | 15 |
| | | 1.2. | Role and functions of a Corporate Financial Manager, | |
| | | 1.3 | Requirements of an efficient Corporate Financial Manager | |
| 2 | Planning the corporate Financial Activities | 2.1. | Theories of Capitalisation | 15 |
| | | 2.2. | Owned Capital and borrowed Capital- Cost of Capital (Simple Practical Problems) | |
| 3 | Capital Structure | 3.1. | Meaning and Definition of Capital structure | 20 |
| | | 3.2. | Optimum Capital Structure- Practical Problems | |
| | | 3.3. | Capital Budgeting- Traditional & Discounted Techniques (Simple Practical Problems) | |

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| 4 | Sources and Methods of Raising Corporate Finance | 4.1. | Types and features of corporate securities currently available | 10 |
| | | 4.2. | Long Term & Short Term Sources of Finance | |
| | | 4.3 | New sources of Finance used by Corporate- Leasing as method of corporate finance | |
| Total Number of Lectures | | | | 60 |

Course Outcomes:

1. Define the ways in which corporate finances are raised and the costs associated with it.
2. Explain Theories of Capitalisation
3. Make use of Various technique to find out Optimal Capital Structure for the company
4. Analyze Risk related to business
5. Deciding Best project by using Capital Budgeting Techniques
6. Evaluation various proportions of Capital Structure

References:

1. Prasanna Chandra: Financial Management (TMH).
2. I. M. Pandey – Financial Management (Vikas Publishing House)
3. M. Y. Khan & P. K. Jain – Financial Management (TMH).
4. Fundamentals of Financial Management – Vanhorns & Bhandari- Pearson Publication
5. Churchill, Gilbert A., Jr., and Dawn Iacobucci. Marketing Research: Methodological Foundations. Cengage Learning, 2019.
6. Ross, Stephen A., Randolph W. Westerfield, and Jeffrey Jaffe. Corporate Finance. McGraw-Hill Education, 2023.

| Case Study | |
|-------------------|---|
| 1 | <p>Company XYZ, a growing technology startup, is planning to expand its operations by developing a new software product. The management team is considering different sources of financing for this project. The CFO of the company is tasked with evaluating the cost of capital for each option.</p> <p>The CFO begins by assessing the company's current capital structure, which consists of a mix of equity and debt financing. They calculate the cost of equity using the Capital Asset Pricing Model (CAPM) and the cost of debt by analyzing current interest rates and the company's credit rating. After conducting a thorough analysis, the CFO determines the optimal capital structure that minimizes the company's overall cost of capital while maintaining an appropriate balance of risk.</p> <p>With the capital structure in place, the CFO then moves on to evaluate various financing options, including issuing new equity, taking on additional debt, or exploring alternative sources such as venture capital or leasing. They consider the terms and conditions of each option, weighing the cost of financing against the potential benefits and risks to the company.</p> |

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| | <p>After careful consideration, the CFO presents their findings to the board of directors and recommends a combination of equity financing from venture capital firms and debt financing through bank loans. This approach allows the company to raise the necessary funds for expansion while minimizing the cost of capital and maintaining financial flexibility.</p> |
| 2 | <p>ABC Corporation, a manufacturing company, is considering investing in a new production facility to meet increasing demand for its products. The CFO is tasked with evaluating the feasibility of the investment and determining the best method of financing.</p> <p>The CFO begins by conducting a capital budgeting analysis to assess the potential returns and risks associated with the investment. They use both traditional techniques such as Net Present Value (NPV) and Discounted Cash Flow (DCF) analysis, as well as more sophisticated methods like Internal Rate of Return (IRR) and Payback Period.</p> <p>After analyzing the projected cash flows and considering factors such as depreciation, taxes, and inflation, the CFO determines that the investment in the new production facility is financially viable and is expected to generate positive returns for the company.</p> <p>Next, the CFO evaluates different sources of financing for the investment. They consider options such as bank loans, issuing corporate bonds, or using lease financing for the new equipment. After comparing the costs and terms of each option, the CFO recommends a combination of debt financing and leasing.</p> <p>By leveraging debt financing, ABC Corporation can take advantage of low interest rates and preserve its cash reserves for other strategic initiatives. Additionally, leasing the equipment allows the company to avoid large upfront costs and spreads the expense over time, improving cash flow and financial flexibility.</p> <p>Overall, by carefully planning and managing its corporate finance activities, ABC Corporation is able to make strategic investments in its business while minimizing costs and maximizing shareholder value.</p> |

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| BOS | Management Studies |
| Class | S.Y B.B.A |
| Semester | IV |
| Course Name | Marketing Research |
| Course Code | PUCBA402 |
| Type of Course | Major |
| Level | Medium |
| Total Credits for the course | 4 |

Course Objectives:

- 1.To understand basics of Research done in Marketing
- 2.To Learn to collect objective and accurate data which can then be used as a reference in making decisions.

| Unit No. | Name of Module | Topic No. | Name of Topic | Hours |
|-----------------|-------------------------------------|------------------|--|--------------|
| 1 | Introduction of Marketing Research: | 1.1. | Define Marketing Research, Aims and Objectives, Applications of Marketing Research, Steps in Marketing Research, Role of Marketing Research in Marketing Management, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues | 15 |
| | | 1.2. | Formulating the Research Problem, Choice of Research Design, Types of Research Design, | |
| 2 | Sample and Sampling Design | 2.1. | Meaning of Sampling, steps of sampling process, Types of sampling plans, Advantages and Limitation of Sampling, Types of Sample Designs, Determining the Sample Size | 15 |

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|---------------------------------|----------------------------|------|--|-----------|
| | | 2.2. | Marketing Research Proposal-Meaning, Elements of Research Proposal. Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design. | |
| 3 | Data Collection: | 3.1. | Primary Data, Collection of Primary Data, Methods of Data Collection- Observation, Questionnaire, Designing of Questionnaire. | 15 |
| | | 3.2. | Data Processing and Tabulation: Editing, Coding and Tabulation. | |
| | | 3.3. | Secondary Data, Sources of Secondary Data, | |
| 4 | Marketing Research Report. | 4.1. | Meaning of Marketing Research Report, writing criteria of Marketing Research Report, | 15 |
| | | 4.2. | Proforma Format of a Market Research Report, Types of Research Report. | |
| Total Number of Lectures | | | | 60 |

Course Outcomes:

1. Understand concept of Marketing Research
2. Identify Research Problem
3. Design sample Design for a Research Problem
4. Analyze process of Data Collection
5. Evaluate Methods of Data Collection
6. Investigate research Problem & make a research Report

References :

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)
4. Malhotra, Naresh K., and David F. Birks. Marketing Research: An Applied Approach. Pearson Education Limited, 2020.
5. Burns, Alvin C., and Ronald F. Bush. Marketing Research: Online Research Applications. Pearson, 2021.
6. Churchill, Gilbert A., Jr., and Dawn Iacobucci. Marketing Research: Methodological Foundations. Cengage Learning, 2019.

Case Study

1

Introduction to Marketing Research

Background: A medium-sized retail company is experiencing a decline in sales and wants to understand the reasons behind this trend. The company decides to conduct marketing research to gather insights into consumer preferences, shopping behaviors, and perceptions of the brand.

Objective: The objective of the marketing research project is to identify the factors influencing the decline in sales and to develop strategies to improve the company's performance in the market.

Key Tasks:

1. Define the research problem: Clearly articulate the research objectives and questions that need to be answered through the marketing research project.
2. Design the research methodology: Determine the most appropriate research methods, such as surveys, focus groups, or observational studies, to collect data from consumers.
3. Collect data: Implement the research methodology to gather data from a representative sample of the target market.
4. Analyze the data: Use statistical analysis techniques to analyze the data and identify patterns, trends, and correlations.
5. Interpret the findings: Draw conclusions from the data analysis and make recommendations based on the research findings.

2

Marketing Research Report

Background: A large fast-food chain is considering expanding its menu to include healthier options in response to changing consumer preferences. The company has conducted marketing research to understand consumer attitudes towards healthier food choices and to identify potential menu items that would appeal to customers.

Objective: The objective of the marketing research report is to present the findings of the research study and to provide recommendations for the fast-food chain's menu expansion strategy.

Key Tasks:

1. Executive Summary: Summarize the key findings of the research study, including consumer attitudes towards healthier food choices and recommended menu items.
2. Introduction: Provide an overview of the research objectives, methodology, and scope of the study.
3. Research Methodology: Describe the research methods used, such as surveys, focus groups, and interviews, and explain why these methods were chosen.
4. Findings: Present the findings of the research study, including consumer preferences for healthier food options, perceptions of the fast-food chain's current menu, and suggestions for new menu items.

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| | <ol style="list-style-type: none">5. Recommendations: Provide actionable recommendations based on the research findings, such as specific menu items to add or remove, pricing strategies, and marketing tactics to promote healthier options.6. Conclusion: Summarize the key insights from the research study and reiterate the importance of implementing the recommendations. |
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| BOS | Management Studies |
| Class | SYBBA |
| Semester | IV |
| Subject Name | Introduction to Financial Modeling |
| Subject Code | PUCBA403 |
| Level of Subject | Basic |
| Type of Course | DSC |
| Total Credits for the Course | 4 |

Course Objectives:

1. To understand the relevance of financial models for various corporate finance purposes.
2. To know how to build financial models for various corporate finance applications and solve basic corporate finance problems in Excel.

| Unit No. | Name of Unit | Topic No. | Name of Topic | Hours |
|-----------------|---|------------------|--|--------------|
| 1 | Introduction to Financial Modeling | 1.1 | Introduction to Financial Statement Analysis, Financial Reporting Mechanics, Understanding Income Statement, Balance sheet, Cash Flow Statement, Financial Statement Analysis, Preparation of Financial Analysis Report, Purposes and applications of financial modeling in finance. Financial modeling dos and don'ts | 10 |
| 2 | Basics of MS Excel | 2.1 | MS Excel: Excel formulas for financial applications, Working with shortcuts in Microsoft Excel. | 10 |
| 3 | Financial Modelling for general corporate financial topics | 3.1 | Financial statement analysis with Microsoft Excel: Key performance indicators and Vertical and horizontal analyses. Forecasting and business planning with Microsoft Excel: Building an integrated financial model. Linking balance sheet, profit and loss statement and cash flow statement forecasts. Liquidity and cash flow analysis with Microsoft Excel. Scenario analyses with Microsoft Excel. | 20 |
| 4 | Financial Modelling for specific corporate financial topics | 4.1 | Business Valuation Modelling with Microsoft Excel: Discounted cash flow (DCF) and Comparable companies (Trading multiples). Mergers & Acquisitions (M&A) Modelling with Microsoft Excel: Basic consolidation steps, EPS accretion and dilution analysis | 20 |

Course Outcomes:

1. Describe the fundamentals of financial modelling.
2. Use Excel formulas for financial applications.
3. Interpret Financial Modelling for general and specific corporate financial topics
4. Interpret the relevance of financial models for various corporate finance purposes
5. Design financial models for various corporate finance applications.
6. Solve corporate finance problems efficiently in Excel.

References:

1. Benninga, S.: Principles of Finance With Excel, 1st edition, Oxford University Press.
2. Häcker, J./Ernst, D.: Financial Modeling: An Introductory Guide to Excel and VBA Applications in Finance, 1st edition, Palgrave Macmillan.
3. Financial Modeling, fourth edition (The MIT Press): by [Simon Benninga](#)
4. Financial Modeling and Valuation: A Practical Guide to Investment Banking and Private Equity: 876 (Wiley Finance): by [Paul Pignatar](#)
5. Benninga, Simon. Financial Modeling. MIT Press, 2014.
6. Powell, Wayne. Introduction to Financial Forecasting in Investment Analysis. Wiley, 2020.

Case Study

1

Retail Company Financial Modeling

Company X is a retail chain looking to expand its operations into new regions. As a financial analyst, you're tasked with creating a financial model to assess the feasibility of this expansion.

1. You begin by gathering historical financial data from Company X's income statements, balance sheets, and cash flow statements for the past five years. Using Excel, you analyze the data to understand trends in revenue growth, cost structure, and cash flow dynamics.
2. Next, you identify key performance indicators (KPIs) such as revenue growth rate, gross margin, operating margin, inventory turnover, and return on investment (ROI). You calculate these KPIs and conduct vertical and horizontal analyses to evaluate Company X's financial health and performance over time.
3. Based on your analysis, you forecast Company X's financial statements for the next five years using Excel. You project future revenue, expenses, capital expenditures, and cash flows, taking into account factors such as inflation, competition, and market trends.
4. With the forecasted financial statements in place, you conduct liquidity and cash flow analyses to assess Company X's ability to meet its short-term obligations and fund its expansion plans. You also perform scenario analyses to evaluate the impact of different market scenarios on the company's financial performance.
5. Finally, you use discounted cash flow (DCF) and comparable companies (trading multiples) methods to estimate the valuation of Company X and determine whether the expansion project is financially viable. You also analyze the potential EPS accretion or dilution in case of mergers and acquisitions (M&A) scenarios.

Tech Startup Financial Modeling

Tech Company Y is a startup developing innovative software solutions for businesses. As a financial analyst, you're responsible for creating a financial model to support the company's fundraising efforts and future growth plans.

1. You start by collecting historical financial data from Tech Company Y's income statements, balance sheets, and cash flow statements since its inception. Using Excel, you organize and analyze the data to understand the company's revenue streams, cost structure, and cash burn rate.
2. Next, you identify relevant KPIs for a tech startup, such as monthly recurring revenue (MRR), customer acquisition cost (CAC), churn rate, and lifetime value (LTV) of customers. You calculate these metrics and perform vertical and horizontal analyses to assess the company's financial performance and growth potential.
3. Based on your analysis, you build an integrated financial model in Excel to forecast Tech Company Y's future financial performance. You project revenue growth, operating expenses, capital expenditures, and cash flows for the next three to five years, considering factors like market demand, product development timelines, and sales and marketing strategies.
4. You conduct sensitivity analyses and scenario modeling to evaluate the impact of various assumptions and market conditions on Tech Company Y's financial projections. This helps management understand the range of possible outcomes and make informed decisions about resource allocation and risk management.
5. Finally, you use the financial model to create a compelling business valuation for Tech Company Y, using DCF and comparable company analysis methods. You present the valuation to potential investors, highlighting the company's growth potential, market opportunity, and competitive advantage to secure funding for its expansion plans.

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | IV |
| Course Name | Distribution Management for Global Supply Chain |
| Course Code | PUCBA404L |
| Type of Course | Discipline Minor |
| Level | Basic |
| Total Credits for the course | 3 |

Course Objectives

1. Gain a comprehensive understanding of the role of distribution management within the context of a global supply chain.
2. Acquisition of knowledge and skills to design and optimize global distribution networks.

| Unit No. | Name of the Unit | Topic No. | Name of Topic | Hours |
|-----------------|--|------------------|--|--------------|
| 1 | Introduction to Global Distribution Management | 1.1 | Concept-Distribution management,Introduction of introduction to Global Distribution management ,Significance of global distribution, | 15 |
| | | 1.2 | Key challenges and opportunities, Impact of globalization on distribution strategies,Key functions of global distribution management | |
| | | 1.3 | Types of Distribution Strategy,role of distribution management in the global supply chain,Introduction to Global Sourcing | |
| 2 | Global Distribution Network Design | 2.1 | Objectives,Factors influencing network design decisions in a global context | 15 |
| | | 2.2 | distribution network design models ,Strategies for optimizing inventory management in global distribution networks | |

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|-----------------------|---|-----|--|----|
| | | 2.3 | Role of technology and automation in optimizing distribution network design, importance of sustainability and resilience considerations in distribution network design | |
| 3 | Cross-Border Logistics and Customs Compliance | 3.1 | Incoterms (International Commercial Terms), Inventory Management, Import/export regulations, Customs clearance procedures, Documentation requirements | 15 |
| | | 3.2 | Trade agreements and tariffs, and Strategies for navigating international logistics challenges | |
| | | 3.3 | Harmonized System (HS) Classification, Trade Compliance Programs, Customs Clearance Process. | |
| 4 | Global Transportation Management | 4.1 | Concept of Global Transportation Management, Benefits of Global Transportation Management, Challenges of GTM, Concept of Freight Management System | 15 |
| | | 4.2 | International transportation modes and selection criteria, Freight forwarding and logistics providers, Multimodal transportation | |
| | | 4.3 | Risk management in global transportation, Role of technology in global transportation management. | |
| TOTAL LECTURES | | | | 60 |

Course outcome:

1. To understand and analyze different distribution strategies used in global supply chains.
2. To analyze factors influencing distribution network design decisions
3. To develop expertise in managing cross-border logistics and navigating international trade regulations
4. To effectively manage transportation activities in a global supply chain
5. To promote sustainability and resilience in distribution management for global supply chains.

6. To leverage technology and innovation to enhance distribution management practices in global supply chains.

References:

1. "Global Logistics and Supply Chain Management" by John Mangan, Chandra Lalwani, and Tim Butcher
2. "Global Supply Chain Management and International Logistics" by Alan E. Branch
3. "Distribution Channels: Understanding and Managing Channels to Market" by Julian Dent
4. "International Logistics: Global Supply Chain Management" by Douglas Long
5. "Global Logistics Management: A Competitive Advantage for the 21st Century" by Kent N. Gourdin

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | IV |
| Subject Name | Product Design & Development |
| Subject Code | PUCBA404E |
| Type of Course | Discipline Minor |
| Total Credits for the Course | 3 |

Course Objectives:-

1. Gain a comprehensive understanding of the principles, processes, and methodologies involved in product design and development
2. Learn and apply various ideation techniques such as brainstorming, mind mapping, and design thinking to generate innovative product concepts.

| Unit No. | Name of Unit | Topic No. | Name of Topic | Hours |
|-----------------|--|------------------|--|--------------|
| 1 | Introduction to Product Design & Development | 1.1 | Overview of product design process, Importance of design in product development, Historical perspectives and evolution of product design, Role of designers in interdisciplinary teams | 15 |
| | | 1.2 | Market research methods and techniques, Identifying user needs and preferences, | |
| | | 1.3 | Competitive analysis and benchmarking, Conducting surveys, interviews, and focus groups | |
| 2. | Ideation and Conceptualization | 2.1 | Generating ideas through brainstorming and mind mapping | 15 |
| | | 2.2 | User-centered design principles, Design thinking methodologies | |
| | | 2.3 | Concept development and sketching techniques | |
| 3 | Prototyping and Visualization | 3.1 | Introduction to prototyping tools and techniques, CAD software fundamentals (e.g., SolidWorks, AutoCAD) | 15 |
| | | 3.2 | Rapid prototyping technologies (3D printing, laser cutting) | |
| | | 3.3 | Physical and digital prototyping | |

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| 4 | Sustainability and Ethics in Product Design | 4.1 | Sustainable design principles and practices, Life cycle assessment (LCA) | 15 |
| | | 4.2 | Ethical considerations in product development | |
| | | 4.3 | Design for disassembly and recycling | |
| Total No. of Lectures | | | | 60 |

Course Outcome :

1. Define the product design process and its key stages
2. Explain the role of designers within interdisciplinary teams.
3. Utilize design thinking methodologies to solve real-world problems.
4. Analyze market data to identify opportunities and threats
5. Develop innovative product concepts based on user research
6. Assess the quality and usability of prototypes through user testing.

References :

1. Ulrich, K., & Eppinger, S. (2016). Product Design and Development. McGraw-Hill Education.
2. Norman, D. A. (2013). The Design of Everyday Things. Basic Books.
3. Landa, R. (2011). Graphic Design Solutions. Cengage Learning.
4. Lefteri, C. (2019). Materials for Design (3rd ed.). Laurence King Publishing.
5. Ulrich, Karl T., and Steven D. Eppinger. Product Design and Development. McGraw-Hill Education, 2020.
6. Otto, Kevin N., and Kristin L. Wood. Product Design: Techniques in Reverse Engineering and New Product Development. Pearson, 2019.

| Case Study | |
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| 1 | <p>Introduction to Product Design & Development</p> <p>Background: A startup company specializing in smart home devices is planning to launch its first product, a smart thermostat. The company has identified a gap in the market for a thermostat that offers advanced features, such as energy-saving algorithms and compatibility with smart home systems.</p> <p>Objective: The objective of the product design and development process is to create a smart thermostat that meets the needs and preferences of consumers, while also ensuring that it is technologically innovative and commercially viable.</p> <p>Key Tasks:</p> <ol style="list-style-type: none"> 1. Market Research: Conduct market research to understand consumer preferences, competitor products, and market trends related to smart thermostats. 2. Concept Development: Generate ideas for the smart thermostat design, considering factors such as functionality, aesthetics, and ease of use. 3. Design and Prototyping: Create detailed designs and prototypes of the smart thermostat to test its functionality and gather feedback from potential users. |

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| | <ol style="list-style-type: none"> 4. Testing and Iteration: Conduct testing of the prototype to identify any issues or areas for improvement, and make iterative changes to the design. 5. Manufacturing: Finalize the design of the smart thermostat for production, taking into account factors such as cost, materials, and manufacturing processes. |
| 2 | <p>Sustainability and Ethics in Product Design</p> <p>Background: A global electronics company is planning to develop a new smartphone model that integrates sustainability and ethics into its design and production. The company aims to address growing consumer concerns about the environmental impact of electronic devices and the ethical practices of companies in the technology industry.</p> <p>Objective: The objective of the product design project is to create a smartphone that meets high standards of sustainability and ethics, while also meeting the performance and quality expectations of consumers.</p> <p>Key Tasks:</p> <ol style="list-style-type: none"> 1. Sustainable Materials: Research and identify sustainable materials that can be used in the design and manufacturing of the smartphone, such as recycled plastics, bio-based materials, and responsibly sourced metals. 2. Energy Efficiency: Design the smartphone to be energy-efficient, with features such as a low-power display, optimized battery management, and energy-saving software algorithms. 3. Ethical Manufacturing: Ensure that the smartphone is manufactured in facilities that adhere to ethical labor practices, such as fair wages, safe working conditions, and no child labor. 4. End-of-Life Recycling: Design the smartphone to be easily disassembled and recycled at the end of its life, minimizing electronic waste and promoting a circular economy. 5. Consumer Education: Educate consumers about the sustainable and ethical features of the smartphone through marketing and communication strategies, encouraging them to make environmentally and socially responsible purchasing decisions. |

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | IV |
| Course Name | Project Quality Management |
| Course Code | PUCBA404P |
| Type of Course | Discipline Minor |
| Total Credits for the course | 3 |

Course Objectives

1. Recognize the significance of quality management in ensuring project success, including its impact on customer satisfaction, cost control, and organizational reputation.
2. Analyze the knowledge, skills, and competencies needed to effectively manage quality in projects, ensuring the delivery of high-quality products and services that meet stakeholder needs and expectations.

| Unit No. | Name of the Unit | Topic No. | Name of Topic | Hours |
|-----------------|------------------------------------|------------------|---|--------------|
| 1 | Introduction to Quality Management | 1.1 | Understanding the concept of quality in project management, Definition of Quality Management, Importance of Quality Management | 8 |
| | | 1.2 | .Quality vs. Grade, Cost of Quality-Concept, Cost associated with good quality and poor quality, | |
| | | 1.3 | Key Principles of Project Quality Management, Quality Management Processes, challenges and barriers to implementing effective project quality management, | |
| 2 | Quality Planning | 2.1 | Definition of Quality Planning, Defining project quality objectives, identifying stakeholders' quality requirements | 15 |
| | | 2.2 | Quality Management Plan-purpose of developing a quality management plan, Determining quality metrics, and creating quality checklists. | |

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| | | 2.3 | Quality Planning Tools and Techniques,Risk Management-Need,Quality assurance vs. quality control, quality audits | |
| 3 | Quality Assurance | 3.1 | Quality assurance process,Quality Assurance Activities | 15 |
| | | 3.2 | Roles and responsibilities of project team members and stakeholders in quality assurance,importance of integrating quality assurance with other project management processes | |
| | | 3.3 | Continuous Improvement importance,Continuous improvement methodologies (such as Six Sigma and Lean), role of quality assurance. | |
| 4 | Quality Control | 4.1 | Introduction to the quality control process and its importance in ensuring project success,the quality standards and requirements | 7 |
| | | 4.2 | Quality Control Activities,Quality Control Processes for Non-conformance | |
| | | 4.3 | .Quality Control Tools and Techniques-Checklists,Control charts,Pareto analysis,Statistical sampling,Histograms,Scatter diagrams,Cause-and-effect diagrams (Fishbone or Ishikawa diagrams),Run charts | |
| TOTAL LECTURES | | | | 45 |

Course outcome:

1. To gain a comprehensive understanding of the principles and concepts of quality management.
2. To define quality objectives and requirements for a project, considering stakeholder expectations, industry standards, and regulatory requirements.
3. To develop comprehensive quality management plans that outline the processes, standards, and activities for ensuring project quality.
4. To implement quality assurance processes to evaluate project processes .
5. To perform quality control activities to monitor project performance.
6. To gain hands-on experience in applying various quality tools and techniques.

References

1. Project Quality Management: Why, What and How" by Kenneth H. Rose
2. "Quality Management for Projects and Programs" by Lewis R. Ireland
3. "Quality Management in Project Management" by Michael B. Main

4. "The Certified Manager of Quality/Organizational Excellence Handbook" by Russell T. Westcott
5. PMP, Rita Mulcahy. PMP Exam Prep: Rita's Course in a Book for Passing the PMP Exam. RMC Publications, Inc., 2020.
6. Schwalbe, Kathy. Information Technology Project Management. Cengage Learning, 2021.

| Case Study | |
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| 1 | <p>Implementation of Quality Management in Construction Project</p> <p>Project Description:</p> <p>A construction company undertook a large-scale commercial building project in a metropolitan area. The project involved multiple stakeholders, tight deadlines, and stringent quality requirements.</p> <p>Quality Planning and Assurance:</p> <p>Quality Objectives: The project team defined quality objectives focusing on structural integrity, safety standards, and aesthetic appeal as per client specifications.</p> <p>Quality Management Plan: A comprehensive quality management plan was developed, outlining quality metrics, inspection schedules, and responsibilities of team members.</p> <p>Continuous Improvement: The project team implemented continuous improvement methodologies such as Lean principles to streamline construction processes and minimize waste.</p> <p>Quality Control:</p> <p>Quality Standards: Strict quality standards were enforced throughout the project to ensure compliance with building codes and industry regulations.</p> <p>Quality Control Activities: Regular quality control inspections were conducted at various stages of construction, utilizing tools like checklists, control charts, and statistical sampling to identify and rectify deviations from quality standards.</p> <p>Non-Conformance Management: Any non-conformance issues were promptly addressed through corrective actions to prevent reoccurrence and maintain project quality.</p> <p>Outcome:</p> <p>By prioritizing quality management, the construction project achieved success in terms of meeting client expectations, adhering to regulatory requirements, and delivering a high-quality structure. The integration of quality planning, assurance, and control processes ensured that quality remained a top priority throughout the project lifecycle, ultimately enhancing the company's reputation and fostering client satisfaction.</p> |
| 2 | <p>Quality Management Implementation in Software Development Project</p> <p>Project Description:</p> |

A software development company embarked on a project to create a new e-commerce platform for a client. The project aimed to deliver a user-friendly, secure, and scalable solution within a specified timeline and budget.

Quality Planning and Assurance:

1. **Stakeholder Requirements:** The project team conducted thorough stakeholder analysis to identify and prioritize quality requirements, including performance, security, and user experience.
2. **Quality Management Plan:** A detailed quality management plan was developed, outlining processes for requirements validation, code reviews, and software testing to ensure adherence to quality standards.
3. **Continuous Improvement:** Continuous improvement methodologies such as Six Sigma were employed to optimize development processes, minimize defects, and enhance overall software quality.

Quality Control:

1. **Quality Standards:** Stringent quality standards were established for coding practices, testing procedures, and security protocols to mitigate risks and ensure the reliability of the software.
2. **Quality Control Activities:** Rigorous quality control measures, including automated testing, manual inspections, and peer reviews, were implemented throughout the development lifecycle to detect and address defects promptly.
3. **Tools and Techniques:** Various quality control tools and techniques, such as control charts, Pareto analysis, and cause-and-effect diagrams, were utilized to monitor project progress, identify areas for improvement, and make data-driven decisions.

Outcome:

Through effective implementation of quality management practices, the software development project successfully delivered a robust and user-friendly e-commerce platform that met client expectations and industry standards. The emphasis on quality planning, assurance, and control helped minimize defects, optimize performance, and enhance the overall customer satisfaction, positioning the company as a reliable provider of high-quality software solutions.

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| BOS | Management Studies |
| Class | SYBBA |
| Semester | IV |
| Course Name | Sports Operations & Supply Chain Management |
| Course Code | PUCBA404S |
| Type of Course | Discipline Minor |
| Total Credits for the course | 3 |

Course Objectives

1. To Learn how to optimize the operational processes involved in managing sports facilities, events, and teams to ensure smooth functioning and maximize resource utilization.
2. To Develop an understanding of supply chain principles and practices tailored to the sports industry, including procurement, logistics, inventory management, and distribution.

| Unit No. | Name of the Unit | Topic No. | Name of Topic | Hours |
|-----------------|-----------------------------------|------------------|--|--------------|
| 1 | Introduction to Sports Operations | 1.1 | Overview of sports industry structure and stakeholders. Introduction to operations management. | 15 |
| | | 1.2 | History and evolution of sports operations | |
| | | 1.3 | Key stakeholders in sports industry | |
| | | 1.4 | Introduction to operations management principles | |
| 2 | Facility Management | 2.1 | Facility planning and design | 15 |
| | | 2.2 | Maintenance and upkeep | |
| | | 2.3 | Scheduling and utilization | |
| 3 | Event Management | 3.1 | Event planning and logistics | 15 |

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|----------------|-----------------------------------|-----|--------------------------------------|-----------|
| | | 3.2 | Staffing and volunteer management | |
| | | 3.3 | Ticketing and crowd management | |
| 4 | Supply Chain Management in Sports | 4.1 | Merchandise and apparel management | 15 |
| | | 4.2 | Equipment procurement and management | |
| | | 4.3 | Food and beverage supply chain | |
| | | 4.4 | Ticketing and sales | |
| TOTAL LECTURES | | | | 60 |

Course outcome:

1. To demonstrate an understanding of operations management principles and apply them to the unique context of sports organizations, facilities, and events.
2. To plan, organize, and execute sporting events effectively, considering factors such as venue selection, scheduling, staffing, ticketing, and crowd management.
3. To demonstrate competence in managing sports facilities, including facility design, maintenance, scheduling, and safety protocols.
4. To analyze challenges and opportunities within the sports operations & supply Chain industry effectively.
5. To understand the importance of stakeholders and develop strategies to achieve this through effective operations management and service delivery.
6. To understand the role of merchandising in sports logistics.

References

1. Introduction to Sport Management: Theory and Practice" by Paul M. Pedersen, Lucie Thibault, and Nancy L. Lough
2. Contemporary Sport Management" by Paul M. Pedersen, Lucie Thibault, and Peter A. Hastie
3. Fundamentals of Sport Management" by Robert E. Baker and Craig Esherick
4. Sport Management: A Guide to Professional Practice" edited by Linda E. Swayne, Mark Dodds, and Nicholas L. Watanabe
5. Chadwick, Simon, and Dave Arthur. International Cases in the Business of Sport. Butterworth-Heinemann, 2020.
6. Fried, Gil, and Charles F. Hofacker. Sports Marketing: A Strategic Perspective. Pearson, 2021.

Case Study

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| 1 | <p>Facility Management Facility Planning and Design:</p> <p><i>Background:</i> A professional basketball team in a major city decides to build a new stadium to replace their outdated arena. The team aims to enhance the fan experience, increase revenue streams, and provide state-of-the-art facilities for players and staff.</p> <p><i>Challenge:</i> The challenge lies in designing a multi-functional facility that accommodates basketball games, concerts, conferences, and other events. Additionally, the design should prioritize sustainability and accessibility while adhering to budget constraints.</p> |
| 2 | <p>Facility Management Scenario:</p> <p>The management team of a newly constructed sports arena is facing challenges in facility planning and design. They need to ensure that the facility meets the needs of various stakeholders while staying within budget constraints.</p> |