

**Annexure-I**

**BIRLA INSTITUTE OF TECHNOLOGY**



**BACHELOR OF BUSINESS ADMINISTRATION**

**DEPARTMENT OF MANGEMENT**

**Birla Institute of Technology, Mesra, Ranchi - 835215 (India)**

### **Institute Vision**

To become a Globally Recognized Academic Institution in consonance with the social, economic and ecological environment, striving continuously for excellence in education, research and technological service to the National needs.

### **Institute Mission**

- To educate students at Graduate, post graduate and Doctoral levels to perform challenging engineering and Managerial jobs in industry.
- To provide excellent research and development facilities to take up Ph.D. programmes and research projects.
- To develop effective teaching learning skills and state of art research potential of the faculty.
- To build national capabilities in education, and research in emerging areas.

### **Department Vision**

To be recognized as a frontrunner in Management education in the country in consonance with the social, economic and ecological environment while striving to contribute to nation building through excellence in research and development activities.

### **Department Mission**

- To educate students at Undergraduate, Post Graduate and Doctoral level to perform better in challenging environment.
- To nurture first generation entrepreneurs with innovative mindset.
- To provide excellent Consulting, and Research & Development facilities for faculty and students.
- To uphold the values of Personal Integrity and Social Responsibility.

### **Program Educational Objectives (PEO)**

1. To develop managerial and communication skills of students to enable them to manage real life business problems.
2. To impart professional education and training in the field of management & entrepreneurial education.

3. To disseminate knowledge and information by industry-academia interface and continuing interaction with alumni to meet the demand of quality education.
4. To produce graduates who are socially responsible and capable of engaging in Life long learning.

### **Program Outcomes (PO)**

**On successfully completing the program a student will be able to:**

- A. Apply basic concepts of management and its interdisciplinary knowledge to identify and analyse complex issues pertaining to contemporary organisations.
- B. Initiate and participate in change process and value creation across all levels.
- C. Identify suitable resources and utilise them optimally.
- D. Take decisions with commitment to professional ethics and responsibilities.

**BIRLA INSTITUTE OF TECHNOLOGY- MESRA, RANCHI**  
**NEWCOURSE STRUCTURE - To be effective from academic session 2022- 23**  
*Based on CBCS & OBE model*  
**Recommended scheme of study for BBA Programme**

Semester of Study (Recommended )	LEVEL	Category of course	Course Code	Courses	Mode of delivery & credits <i>L-Lecture; T-Tutorial; P- Practicals</i>			Total Credits <i>C- Credits</i>
					L (Periods/ week )	T (Periods/ week)	P (Periods/ week)	
<b>FIRST</b>	<b>FIRST</b>	PC	MT101	General Principles of Management	3	0	0	3
		PC	MT102	Business Statistics	3	1	0	4
		PC	MT103	Introduction to Business Accounting	3	0	0	3
		PC	MT104	Computerized Accounting Lab	0	0	4	2
		PC	MT132	Communication Skills- I	0	0	3	1.5
		PC	MT106	Fundamentals of Computing	3	0	2	4
<b>Total</b>								<b>17.5</b>
<b>SECOND</b>	<b>FIRST</b>	PC	MT107	Organizational Behaviour	3	0	0	3
		PC	MT108	Quantitative Techniques in Management	3	1	0	4
		PC	MT134	Principles of Marketing	3	0	0	3
		PC	MT111	Introduction to Materials Management and Production Management	3	0	0	3
		PC	MT112	Business Economics	3	0	0	3
		PC	MT113	Basics of Financial Management	3	0	0	3
<b>Total</b>								<b>19</b>
<b>THIRD</b>	<b>SECOND</b>	PC	MT201	Human Resource Management	3	0	0	3
		PC	MT202	Legal aspects of Management	3	0	0	3
		PC	MT203	Introduction to Indian Financial System	3	0	0	3
		PC	MT204	Constitution of India	2	0	0	2
		PC	MT 217	Introduction to Digital Marketing	3	0	0	3
		PC	MT206	E-Commerce	2	0	0	2
		PC	MT218	Introduction to Business Analytics	3	0	0	3
		PC	MT208	Research Methodology	3	0	0	3
<b>Total ( Theory + Lab)</b>								<b>22</b>
<b>FOURTH</b>	<b>SECOND</b>	PC	MT209	Management and control of Cost	3	0	0	3
		PC	MT210	Fundamentals of Operations Research	3	1	0	4
		PC	MT211	Sales and Distribution Management	3	0	0	3
		PC	MT212	Project Management	2	0	0	2
		PC	MT213	Web Applications of Business	1	0	2	2
		PC	MT214	Management Information System	3	0	0	3
		PC	MT215	Project Feasibility Analysis(PFA)				2
		PC	MT216	Entrepreneurship and Small Business	2	0	0	2

<b>Total ( Theory + Lab)</b>								<b>21</b>
<b>FIFTH</b>	<b>THIRD</b>	PC	MT133	Communication Skills -II	0	0	3	1.5
		PC	MT301	Business Ethics	3	0	0	3
		PC	MT302	Introduction to Sustainable Development	2	0	0	2
		PC	MT304	Project I (Summer Internship)				3
		PE I	*	**	***	***	***	6
		PE II	*	**	***	***	***	6
<b>Total ( Theory + Lab)</b>								<b>21.5</b>
<b>SIXTH</b>	<b>THIRD</b>	PC	MT303	Strategic Management	3	0	0	3
		PE I	*	**	***	***	***	6
		PE II	*	**	***	***	***	6
		PC	MT305	Project II				4
<b>Total ( Theory + Lab)</b>								<b>19</b>
		*	<b>Course Code will depend on Choice of Elective</b>					
		**	<b>Subject name will depend on choice of elective</b>					
		**	<b>LTP Breakup will depend on Choice of elective</b>					
<b>Grand Total :</b>								<b>120</b>

**DEPARTMENT OF MANAGEMENT**

**PROGRAMME ELECTIVES (PE)\* OFFERED FOR LEVEL 1-3**

PE / LEVEL	Code no.	Name of the PE courses	Prerequisites courses with code	L	T	P	C
		<b>Finance Group</b>					
3	MT306	Corporate Taxation	MT103, MT113	3	0	0	3
3	MT307	Banking Concepts & Practice	MT103, MT113	3	0	0	3
3	MT 308	International Finance	MT103, MT113	3	0	0	3
3	MT309	Equity & Debt Market	MT103, MT113	3	0	0	3
3	MT310	Auditing	MT103, MT113	3	0	0	3
		<b>Information Technology Group</b>					
3	MT311	Computer Networks	MT106	3	0	0	3
3	MT312	Knowledge Management	MT106	3	0	0	3
3	MT 313	Internet & Web Page Design	MT106	3	0	0	3
3	MT315	Programmming Technology	MT106	2	0	2	3
		<b>Marketing Group</b>					
3	MT316	International Marketing	MT109	3	0	0	3
3	MT317	Services Marketing	MT109	3	0	0	3
3	MT 318	Retail Management	MT109	3	0	0	3
3	MT319	Integrated Marketing communication	MT109	3	0	0	3
3	MT320	Consumer Behaviour	MT109	3	0	0	3
		<b>Human Resource Group</b>					
3	MT321	Manpower Planning	MT107,MT201	3	0	0	3
3	MT322	Industrial Relations	MT107,MT201	3	0	0	3
3	MT 323	Training & Development	MT107,MT201	3	0	0	3
3	MT324	Industrial & labour Legislations	MT107,MT201	3	0	0	3

3	MT325	Performance & Compensation Management	MT107,MT201	3	0	0	3
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**Proposed Specialization**

PE / LEVEL	Code no.	Name of the PE courses	Prerequisites courses with code	L	T	P	C
		<b>Digital Marketing Group</b>					
3	MT 326	Social Media Marketing	MT109, MT217	3	0	0	3
3	MT327	Content Marketing	MT109, MT217	3	0	0	3
3	MT328.	Mobile & Email Marketing	MT109, MT217	3	0	0	3
3	MT329	Digital Marketing Analytics	MT109, MT217	3	0	0	3
3	MT330	Search Engine Optimization and Marketing	MT109, MT217	3	0	0	3
		<b>Business Analytics Group</b>					
3	MT 331	Data Visualization for Managers	MT218	2	0	2	3
3	MT 332	Data Mining	MT218	3	0	0	3
3	MT 333	DBMS	MT218	2	0	2	3
3	MT 334	Data Science Using R	MT218	2	0	2	3
3	MT 335	Marketing Analytics	MT218	2	0	2	3