

		Elective-D- Fundamentals of Artificial Intelligence & Machine Learning [AI&ML]										
5	BBA60 5	*Complete Comprehensive Viva [CCV]	0	0	0	20	20	40	60	100	4	CCC
Total										500	20	

***** Complete Comprehensive Viva [CCV] will be conducted by external examiners at the end of sixth semester.**

BBA-IIIrd YEAR

6th SEMESTER

SUBJECT: PROJECT MANAGEMENT [PM]

SUBJECT CODE: BBA601 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-4, Tutorial-0, Practical-0.	End Term Examination Marks: 60

Course Objectives: The course aims to help students understand the concepts of Project Management for planning to execution of projects and to make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation. Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

Course Outcomes:

- 1.To understand project characteristics and various stages of a project
2. To understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.
3. To analyze the learning and understand techniques for Project planning, scheduling and Execution Control.
4. To appraise a project and decide whether to carry the project or not
5. To schedule, execute, review and administer the project

UNIT 1:

Introduction:

Definition, nature and scope of projects, Classification of projects, Project life cycle, Benefits of project management, Simulation as a technique in project management, Characteristics and types of projects, Gaining importance, project life cycle and its phases. Project selection, non-quantitative and scoring models, technical analysis and technology selection, market potential analysis and techniques of long term forecasting.

UNIT 2:

Project feasibility analysis- Introduction of Technical analysis, concept of technical analysis, application of technical analysis. Introduction of Financial analysis, concept of financial analysis, application of financial analysis.

UNIT 3:

Project appraisal criteria- Introduction and concept of NPV(Net Present Value), Introduction and concept of IRR(Internal Rate of Return), Introduction and concept of PBP(Pay Back Period).

UNIT 4:

Implementation of Project Management and Network technique of project management:Forms of project management, project planning, project control, human aspect of project management, prerequisite for successful project implementation. Development of project network, time estimation, network cost system, scheduling when resources are limited, PERT model, CPM model. Concept and Calculation of Path Time, Expected Beginning Time, Earliest Beginning Time, Expected Completion Time, Latest Beginning Time, and Slack Time.

UNIT 5:

Project Review and administrative aspects- Initial review, performance evaluation, abandonment analysis, behavioural aspect of capital budgeting, evaluating the capital budgeting system of an organization. Different criteria for project appraisal, Project review and administrative aspects, Environmental appraisal of projects

REFERENCE BOOKS:

1. Chandra. P, Projects planning, analysis, selection, financing, implementation and review, New Delhi, Tata Mc Graw Hill.
2. Adam Everett. E, Ebert Ronald J. Jr, Production and Operation Management, Concepts, Models and Behaviour, Prentice Hall of India (5th Edition)
3. Beenet P Lientz, Kathyn, Project management, Pearson Academic Press,
4. David I Cleland, Project management, McGraw Hill International Edition
5. Gopalakrishnan, Project management, McMillian India Ltd.
6. Prasanna Chandra, Project Management, Tata McGraw Hill

6th SEMESTER

SUBJECT: CUSTOMER RELATIONSHIP MANAGEMENT[CRM] SUBJECT CODE: BBA602 (CCC)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The course aims to make the students understand the organizational need, benefits and process of creating long-term value for individual customers and to disseminate knowledge regarding the concept of e-CRM and e-CRM technologies. The course also enables the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations.

Course Outcomes:

1. To understand the basic concepts of Customer relationship management
2. To understand marketing aspects of Customer relationship management.
3. To learn basics of analytical Customer relationship management.
4. To understand basics of operational Customer relationship management.

Unit 1:

Introduction-Definition of CRM, CRM as a business strategy, elements of CRM, Evolution of CRM, Schools of thoughts on CRM, Relationship Pyramid, Dynamics of Customer Supplier Relationships, Nature and context of CRM, Strategy and Organization of CRM: strategy, The relationship-oriented organization: Mission, Culture, Structure, People, Communication & Information Systems, Significance and Importance of CRM in Modern Business Environment

Unit 2:

Marketing Aspects of CRM- Customer Knowledge: Value of Customer knowledge, The utilization of data as an asset, From Data to Customer Knowledge, Privacy, Personal Data Protection, Information Policy, Communication & Multi-channels, The Individual Customer Proposition: Customization, Individualization of the product offering, Individualized pricing policy. Introduction to Relationship Policy: Relationship Policy Per Segment, Relationship policy by relationship phase, The Relationship Policy Translating the relationship policy into contact moments.

UNIT 3:

Analytical CRM- Relationship data management: Customer Identification, Expanding the size of the customer database, Customer profiling. Data analyses & Data mining, Segmentation & Selections, Retention, cross-selling. Evaluating the effect of marketing activities on the customer value, Lifetime value, Alternatives for lifetime value, Balanced scorecard, Reporting Results.

UNIT 4:

Operational CRM- Call centre management, Internet and website, Direct mail, Effective direct mail message. CRM Subsystems: Contact Management, Campaign Management, Sales Force Automation Choosing CRM Tools / Software Package: Shortlisting prospective CRM vendors, setting evaluation criteria for the appropriate CRM package selection.

UNIT 5:

CRM implementation- CRM systems and Implementation, Implementation of CRM systems Applications in various industries: Applications in manufacturing, banking hospitality and telecom Sectors, Ethical issues in CRM

REFERENCE BOOKS:

1. E. Peelan, Customer Relationship Management. Pearson Education. ISBN: 978-0273681779
2. B. Ken, Customer Relationship Management: The Handbook of Key Customer Relationship Management. Prentice Hall. ISBN: 9780273650317
3. Alok Kumar Rai, customer relationship management concept & cases, Prentice Hall of India Private Limited, New Delhi. 2011
4. S. Shanmugasundaram, customer relationship management, Prentice Hall of India Private Limited, New Delhi, 2008
5. Kaushik Mukherjee, customer relationship management, Prentice Hall of India Private Limited, New Delhi, 2008

**SUBJECT: HUMAN RESOURCE DEVELOPMENT[HRD]
[Elective-A]**

SUBJECT CODE: BBA603 (PEC/DEC-3)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The objective of this course is to help the students to develop an understanding of the concept & techniques and essential functions for human resource development.

Course outcomes:

1. To develop an understanding of the evolution and functions of HRD
2. To identify the content, process and the outcomes of HRD applications
3. To evaluate and understand diversity issues and their impact on organizations

UNIT - 1

HRD-Macro Perspective: HRD Concept, Origin and Need, HRD as a Total System; Approaches to HRD; Human Development and HRD; HRD at Macro and Micro Climate.

UNIT -2

HRD–Micro Perspective: Areas of HRD; HRD Interventions Performance Appraisal, Potential Appraisal, Feedback and Performance Coaching, Training, Career Planning, OD or Systems Development, Rewards, Employee Welfare and Quality of Work Life and Human Resource Information; Staffing for HRD: Roles of HR Developer; Physical and Financial Resources for HRD; HR Accounting; HRD Audit, Strategic HRD

UNIT - 3

Instructional Technology for HRD: Learning and HRD; Models and Curriculum; Principles of Learning; Group and Individual Learning; Transactional Analysis; Assessment Centre; Behaviour Modeling and Self Directed Learning; Evaluating the HRD

UNIT - 4

Human Resource Training and Development : Concept and Importance; Assessing Training Needs; Designing and Evaluating T&D Programmes; Role, Responsibilities and challenges to Training Managers.

UNIT - 5

Training Methods: Training with in Industry (TWI): On the Job & Off the Job Training; Management Development: Lecture Method; Role Play; In-basket Exercise; Simulation; Vestibule Training; Management Games; Case Study; Programmed Instruction; Team Development; Sensitivity Training; Globalization challenges and Strategies of Training Program, Review on T&D Programmes in India

REFERENCE BOOKS:

1. Nadler, Leonard : Corporat Human Resource Development, Van Nostrand Reinhold,ASTD, New York .
2. Rao, T.V and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford IBH Pub. Pvt.Ltd., New Delhi , 2005.
3. Rao, T.V: Readings in HRD, Oxford IBH Pub. Pvt. Ltd., New Delhi , 2004.
4. Viramani, B.R and Seth, Parmila: Evaluating Management Development, VisionBooks, New Delhi .
5. Rao, T.V.(et.al): HRD in the New Economic Environment, Tata McGraw-Hill Pub.Pvt,Ltd., New Delhi , 2003.
6. Rao, T.V: HRD Audit, Sage Publications, New Delhi

**SUBJECT: BANKING CONCEPTS AND PRACTICE[BCP]
[Elective-B]**

SUBJECT CODE: BBA603 (PEC/DEC-3)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: To provide an insight into main banking Provisions and to impart basic knowledge about the Banking Services& Economy.

Course Outcomes:

1. Develop Knowledge and Technical Proficiency in Banking
2. To develop the abilities to analyse the banking environment and make strategy accordingly.
3. To develop an understanding the recent changes and challenges in Banking practices.
4. To detect the role and importance of Banks at domestics and international level
5. To develop the ability to design the strategy and analyse documents thereafter.

UNIT 1:

Introduction: Definition and Meaning of Banking – Systems of Banking – Branch Banking –Unit banking – Correspondence Banking – Indian Banking – Central Banking – RBI – Origin and growth – Functions – Bank Nationalization in India - Banking Regulation Act –Banking Sector Reforms

UNIT 2:

Banking System & Commercial Banking- Basic Concepts of Different Types of Banking Systems; An Overview and structure of Indian Banking System, recent developments in banking sector, Basic Concepts of Commercial Banks, Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting creditcreation

UNIT 3:

Commercial Banks and Customer Relationship- Definition of Customer to CommercialBanks, Features of Contractual Customer Relationship, Customer Orientation, rights of a customer and a banker, protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums

UNIT 4:

Reserve Bank of India -Organisation , Management , Functions – NABARD, State Bank of India, Exchange Banks, Commercial Banks, Indigenous Banks, Co-operative Banks, Qualitative Methods of Credit Control.

UNIT 5:

Information Technology Act 2000: ATM - RTGS NEFT SWIFT -Digital certificates - Key infrastructure: key infrastructure and Private key infrastructure – e-cheque, Recent Regulations on Commercial Banks in India – prudential norms, Capital adequacy norms and SARFAISI Act 2002.

REFERENCE BOOKS:

1. Tennan M L., Banking : Law and Practice in India, India Law House, New Delhi
2. Legal & Regulating aspect of banking- 2nd Edition IIBF - MACMILLAN
3. Natarajan andGorden - Banking Theory Law and Practice - Himalaya publishingHouse, Mumbai
4. Paramemeswaran , R. & Natarajan, R. Indian Banking
5. Vaish, M.C. Money, Banking and International Trade Reference Books:
6. K.P.M. Sundharam, P.N. Varshney, Banking Theory Law &Practice - Sultan Chand& Sons -New Delhi.

SUBJECT: SALES & DISTRIBUTION MANAGEMENT [SM]
[Elective-C]

SUBJECT CODE: BBA603 (PEC/DEC-3)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

Course Outcomes:

1. To formulate physical distribution system for any business.
2. To appraise the need of warehousing and its various types
3. To design sales management strategy for any business
4. To evaluate the potentiality of different sales territory and to evaluate the performance of sales people

UNIT 1:

Introduction to Physical Distribution- Concept of physical distribution, function of Distribution channels, types of distribution channels, Steps in Designing a Distribution system

UNIT -2

Warehouse Management and transportation: Concept of warehouse, Need and benefits of Warehousing, Designing a Warehousing system. Important tasks in Transportation Management, Modes of Transportation. Choosing a Transportation Mode

UNIT-3

Sales Management: Concept of sales management, concept of personal selling, Objectives of Sales Management, Function of salesperson, Steps involved in selling process

UNIT-4

Territory Management: Concept of sales territory, Reasons for Establishing Sales Territories, Meaning of sales quota, types of sales quota. benefits of sales quota

UNIT 5

Evaluation: Standards of Performance (quota, selling expense ratio, call frequency ratio, order call ratio), Comparing Actual Performances with Standard . Methods of evaluating sales people

REFERENCE BOOKS:

1. Still, R., Cundiff, E.W. and Govoni, N.A.P. (1976), Sales Management: Decision, Policies and Cases, Prentice-Hall, 3rd Edition (illustrated).
2. Kotler, P. and Armstrong, G. (2007), Principles of Marketing, Pearson Prentice Hall, 12th Edition.
3. Ramaswamy, V. S. and Namakumari, S. (2002), Marketing Management, Macmillan Business Books

**SUBJECT: DATA NETWORKING AND COMMUNICATION[DNC]
[Elective-D]**

SUBJECT CODE: BBA603 (PEC/DEC-3)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives:

To understand the basic concepts of data communication, layered model, protocols and interworking between computer networks and switching components in telecommunication systems

Course Outcomes:

1. To understand the basics of data communication, networking, internet and their importance
2. To analyze the services and features of various protocol layers in data networks.
3. To differentiate wired and wireless computer networks
4. To analyse TCP/IP and their protocols.

Unit-1:

Introduction to data communication and networks- Data communication-data representation, data flow, components. Definition of node, link, branch, network, network criteria. Physical structures-types of connection, working of different network topologies, network configuration and their advantages, concepts and comparison of LAN, MAN, WAN. Switching - concepts of circuit switching, packet switching & message switching and their applications

Unit-2:

Networking protocols and OSI model- Protocol layering-Scenarios, principles. Logical connection-connection oriented and connection less. Protocols in computer communications, OSI reference model - functions of all layers. Data link control- concept of framing, flow control and error control. MAC protocol- addressing mechanism. Concept of encapsulation and decapsulation.

Unit-3:

Computer Networks- Local area network-wired LANs features and classification. Ethernet-properties, frame format (IEEE 802.3), addressing, simple problems on addressing .virtual LAN-working, advantages. Access method-CSMA/CD. Token passing LANS- properties, token bus maintenance and working. Token ring properties, mechanism. FDDI -operation, self healing,

Wireless LANS - features, Bluetooth architecture (IEEE 802.15). Basic concepts of WIMAX, cellular telephony, satellite networks.

Unit-4:

TCP/IP -TCP/IP-Model, protocols layers, INTERNET Address, logical address, Physical address, UDP/IP Datagram Format, classes of IP address, Dotted Decimal notation of IP address, basics of IPv4 and IPv6,simple problems on addressing. Address mapping –static mapping, dynamic mapping. ARP- need, methods, need of RARP and ICMP. Definition of fragmentation and reassembly. Features of TCP, relationship between TCP and IP.

Unit-5:

Communication protocols- Concepts of Ports and Sockets. Domain Name System (DNS) -name system, name space, working of DNS server. Email- architecture, protocols, advantages of IMAP. Basics of FTP, FTP Connections - Control and Data transfer Connection. Frame relay- Need, Working of frame relay, ATM- Architecture, characteristics.

REFERENCE BOOKS

1. Data Communications and Networks- 2nd edition -Achyut S Godbole- and Atul KahateTata McGraw-Hill
2. Data Communications & Networking – 5th Edition- B A Forouzan- Tata McGraw-Hill
3. Computer Networks- 4th Edition- Andrew S Tanenbaum- Pearson-Prentice Hall
4. Computer Networking - James F. Kurose & Keith W. Ross- PEARSON
5. Computer Communications and Networking Technologies - Michael A. Gallo &William M. Hancock- BROOKS&COLE

SUBJECT: PERFORMANCE & COMPENSATION MANAGEMENT [PCM]

[Elective-A]

SUBJECT CODE: BBA604 (PEC/DEC-4)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations. It is particularly intended for future managers who will develop suitable strategies & policies for performance management and conduct the performance appraisal of their subordinate

Course Outcomes:

1. To understand the basic concepts of 'Performance Management' as a tool to measure performance of employees in the workplace
2. To understand basics of managing compensation systems of an organization and understand its application.
3. To articulate his expertise as a good trainer in corporate sectors
4. To formulate the compensation structure in the existing organizations.

UNIT 1:

Performance Management- Introduction to the concept of Performance Management, Objectives of Performance Management, Prerequisites of Performance Management. Dimensions of Performance Management, Factors affecting Performance Management, Importance of Performance Management, Performance Management System, Characteristics of Performance Management System, Goal Setting Theory & Expectancy Theory.

UNIT 2:

Performance Management Process- Introduction to Performance Management process, Prerequisites of Performance Management Process, Performance Planning Process, Goal Setting Levels Individual & Corporate level, Needs for Performance Standards, Performance Measurement /Assessment process

UNIT 3:

Performance Appraisal- Introduction to the concept of Performance Appraisal, Objective of Performance Appraisal , Performance Appraisal Process, Traditional methods of Performance Appraisal, Modern methods of Performance Appraisal, Importance of Performance Appraisal, Need for Employee Development , Methods of Employee Development

UNIT 4:

Compensation Management: Introduction to Compensation & Compensation management, Objectives of Compensation management, Principles of Compensation management, Importance of good compensation system, Factors influencing compensation levels. Job Evaluation: Meaning of Job Evaluation, Features of Job Evaluation, Importance of Job Evaluation and Methods of Job Evaluation

UNIT 5-

Compensation Structure- Introduction to Wage & Salary, Difference between Wage & Salary, Time & Piece Wage concept Components of pay: Basic pay, Dearness allowance, Incentive plans: Features, Individual & Group incentive plans & fringe benefits Executive Compensation: Meaning, Components of Pay system, New trends in compensation management

REFERENCE BOOKS:

1. S. Kohila. S., & Deb T (2008), Performance Management, New Delhi: OXFORD University Press (latest edition).
2. D.K Bhattacharya, , Compensation Management, Second Edition, Oxford University Press
Reference books:
3. Michael Armstrong and Angela Baron (2009), Performance Management, Mumbai: Jaico Publishing House
4. T.V Rao, Performance Management and Appraisal Systems, New Delhi: Response books

**SUBJECT: FINANCIAL PLANNING [FP]
[Elective-B]**

SUBJECT CODE: BBA604 (PEC/DEC-4)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: To understand of financial planning and performance concepts relevant to present competitive scenario.

Course Outcomes:

1. To achieve an understanding of strategic planning, forecasting and budgeting, recall the models of strategic planning with the process, classify the forecasting techniques and demonstrate the budget.
2. To make use of budget to prepare an annual profit plan, analyze performance by using flexible budgets and compare actual results to planned results.
3. To explain the importance and use of standard cost systems, propose performance measures and discuss key performance indicators.
4. To analyse of financial statements for top-level decision making

Unit 1:

Strategic Planning- Analysis of external and internal factors affecting strategy, Long-term mission and goals, Alignment of tactics with long-term strategic goals, Strategic planning models and analytical techniques, Characteristics of successful strategic planning process.

Unit 2:

Budgeting and Forecasting Operations and performance goals - Characteristics of a successful budget process, Resource allocation, Regression analysis, Learning curve analysis, Expected value, Annual business plans (master budgets) , Project budgeting - Activity-based budgeting - Zero-based budgeting - Continuous (rolling) budgets - Flexible budgeting - Annual profit plan and supporting schedules - Operational budgets - Financial budgets , Capital budgets , Pro forma income , Financial statement projections , Cash flow projections.

Unit 3:

Cost and Variance Measures- Comparison of actual to planned results, Use of flexible budgets

to analyze performance, Management by exception, Use of standard cost systems, Analysis of variation from standard cost expectations.

Unit 4:

Responsibility centers and reporting segments- Types of responsibility centers, Transfer pricing - Reporting of organizational segments

Unit 5:

Performance Measures- Product profitability analysis, Business unit profitability analysis, Customer profitability analysis , Return on investment , Residual income , Investment base issues , Key performance indicators (KPIs) , Balanced scorecard

REFERENCE BOOKS:

1. Wiley CMA, excel Learning System, Part 1: Financial Planning, Performance & Analytics
2. Thomas Wheelen, J. David Hunger, Alan N. Hoffman, and Chuck Bamford; Strategic Management and Business Policy: Globalization, Innovation and Sustainability; Pearson
3. Edward Blocher, David Stout, Paul Juras, and Gary Cokins; Cost Management: A Strategic Emphasis; McG raw Hill
4. Charles Homgren, Srikant Datar, and Madhav Rajan , Cost Accounting: A Managerial Emphasis; Pearson

**SUBJECT: INTERNATIONAL MARKETING[IM]
[Elective-C]**

SUBJECT CODE: BBA604 (PEC/DEC-4)

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: The course aims to help students understand the theoretical concepts and different forms of international Marketing and to understand the impact of cultural, political and legal differences on the product and the company.

Course Outcomes:

1. To identify the issues related to design and implementation of International Marketing Strategy
2. To relate and analyze factors affecting international marketing environment
3. To analyze the issues and challenges related to market entry and expansion strategies into foreign markets.
4. To develop strategies for international markets.

UNIT 1:

Introduction: Definition, Scope and Importance of International Marketing, Major issues in International Marketing, Similarities and Dissimilarities between Domestic Marketing and International Marketing

UNIT 2:

Introduction to International Marketing Environment- Cultural, Political and Legal Environment, Balance of Payments, Process of International Market Selection, Forces affecting global integration and international marketing, The Global Trade Environment

UNIT 3:

International Trade Barriers- Meaning and Types of Trade Barriers, Meaning and Types of Tariff and Non-Tariff Barriers, Impact of Tariff and Non-Tariff Barriers

UNIT 4:

The International Marketing Mix- Product and Brand Decisions, Pricing Decisions, Marketing Channels and Physical Distribution in the context of International Marketing, Global Marketing Communications decisions

Product Adaptation & Standardization, Product Life Cycle in International Marketing, Packaging Direct and Indirect Exporting, Intermediaries in International Marketing, Different types of Transportation modes, Developments in transportation

UNIT 5:

Export Incentives- Types of Export Incentives and Assistance in International Marketing, Management of Risks, ECGC, Export Documentation

Digital Revolution, Strategy and Leadership in International Marketing, Global E-commerce, Value Networks and Disruptive Technologies in the context of International Marketing

The Digital Revolution: New Products and Services, Global Competition and National Competitive Advantage

REFERENCE BOOKS:

1. F. Cherunilam, International Marketing- Text and Cases, Mumbai, Himalaya Publishing House, 15th Edition
2. R.L Varsheny, and B. Bhattacharya, B., International Marketing Management, New Delhi, Sultan Chand Publication,
3. P.R Cateora, J.L Graham, and P. Salwan, International Marketing, New Delhi, Tata McGraw Hill, 13th Edition

**SUBJECT: FUNDAMENTALS OF ARTIFICIAL INTELLIGENCE &
MACHINE LEARNING [AI & ML]
[Elective-D]
SUBJECT CODE: BBA604 (PEC/DEC-4)**

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-3, Tutorial-1, Practical-0.	End Term Examination Marks: 60

Course Objectives: This course as a part of specialized business administration programme provides cutting edge fundamental knowledge in the frontiers of artificial technology and machine learning required for a budding professional.

Course Outcomes:

1. To outline the evolutionary journey of Artificial Intelligence as a functional discipline
2. To identify the different intelligent agents at play in the financial technology field
3. To identify the role of Machine Learning as an applied science
4. To assess how Artificial Intelligence and Machine Learning are reshaping financial services

Unit 1:

Introduction to Artificial Intelligence- Definition of Artificial Intelligence, History of Artificial Intelligence, Evolution of Artificial Intelligence

Unit 2:

Types of Artificial Intelligence- Types of AI-Logic Based, Knowledge Based AI, Contemporary AI

Unit 3:

Intelligent Agents - Rationality, Intelligent Agent, PEAS Framework, Task Environment, Types of Agents, Problem solving agents, Uninformed search strategies, Informed search strategies

Unit 4:

Machine Learning-I - Machine Learning, Types of Machine Learning, Supervised Learning- Linear regression, Classification Decision Trees, Random Forest, Neural Networks using Python

Unit 5:

Machine Learning-II -Unsupervised Learning-Clustering, Association, Reinforcement learning, Natural Language Processing using Python

AI and Machine Learning in Financial Services-I Customer focused uses-credit scoring, insurance and client facing chatbots, Trading and portfolio management-Robo-Advisory, Algorithmic Trading Using Python

AI and Machine Learning in Financial Services-II Operation focused uses-Capital optimization,

model risk management and stress testing, market impact analysis using Python

REFERENCE BOOKS:

1. Stuart J. Russell, Peter Norvig , Artificial Intelligence: A Modern Approach (2nd edition), Prentice Hall
2. Steven Finlay, Artificial Intelligence and Machine Learning for Business: A No-Nonsense Guide to Data Driven Technologies, Relativistic.

SUBJECT: TALENT & KNOWLEDGE MANAGEMENT [TKM]
SUBJECT CODE: BBA605 (SDC)

COMPLETE COMPREHENSIVE VIVA

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	End Term Examination Marks: 100

Course Objectives: To assess the comprehensive knowledge gained in basic courses relevant to the branch of study.

Course Outcomes:

Complete Comprehensive Viva [CCV] will be conducted by external examiners at the end of sixth semester which will be covering the complete syllabus. This will test the student's learning and understanding during the course of their BBA program.