

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 <i>(Periods/ week)</i>	T <i>(Periods/ week)</i>	P <i>(Periods/ week)</i>	
FIRST	FIRST	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
Total								17.5
SECOND	FIRST	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
Total								19
THIRD	SECOND	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
Total (Theory + Lab)								22
FOURTH	SECOND	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		

Total (Theory + Lab)								21
FIFTH	THIRD	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
Total (Theory + Lab)								21.5
SIXTH	THIRD	PC	MT303	Strategic Management	3	0	0	3
		PE I	*	**	***	***	***	6
		PE II	*	**	***	***	***	6
		PC	MT305	Project II				4
Total (Theory + Lab)								19
		*	Course Code will depend on Choice of Elective					
		**	Subject name will depend on choice of elective					
		**	LTP Breakup will depend on Choice of elective					
Grand Total :								120

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
		Finance Group					
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
		Information Technology Group					
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
		Marketing Group					
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
		Human Resource Group					
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
		Digital Marketing Group					
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
		Business Analytics Group					
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