

Bachelor of Business Administration

The details of experiential learning are described in this document. Kindly refer to the respective pages as shown in the tables below for the courses offered in various academic sessions.

Year 2018-19

Course Title	Year of Offering	Name of Students	Page No
Entrepreneurship Development	2019	All Students of 6th Semester	6
Principles of Insurance	2019	All Students of 6th Semester	7
Principles of Retailing	2018	All Students of 5th Semester	5
Training Report	2018	All Students of 5th Semester	6
Understanding Human Behaviour	2018	All Students of 3rd Semester	3
Micro Business Environment	2018	All Students of 3rd Semester	4
Principle of Material Management	2019	All Students of 4th Semester	5
Business Organization	2018	All Students of 1st Semester	2
Analysis of Financial Statements	2019	All Students of 2nd Semester	2
Managerial Economics-I	2018	All Students of 1st Semester	2

Year 2017-18

Course Title	Year of Offering	Name of Students	Page No
Logistic Management	2018	All the Students of 6th semester	6
Entrepreneurship Development	2018	All the Students of 6th semester	6
Principles of Material Management	2018	All the Students of 4th semester	5
Training Report	2017	All the Students of 5th semester	6
Understanding Human Behaviour	2017	All the Students of 3rd semester	3

Year 2016-17

Course Title	Year of Offering	Name of Students	Page No
Entrepreneurship Development	2017	All the Students of 6th semester	6
Principles of Insurance	2017	All the Students of 6th semester	7
Business Communication-I	2017	All the Students of 2nd semester	3
Principles of Retailing	2016	All the Students of 5th semester	5
Training Report	2016	All the Students of 5th semester	6
Principles of Material Management	2017	All the Students of 4th semester	5
Export Procedure & Documentation	2016	All the Students of 5th semester	7

Year 2015-16

Course Title	Year of Offering	Name of Students	Page No
Understanding Human Behaviour	2016	All the Students of 4th semester	3
Training Report	2015	All the Students of 5th semester	6
Entrepreneurship Development	2016	All the Students of 6th semester	6

Year 2014-15

Course Title	Year of Offering	Name of Students	Page No
Understanding Human Behaviour	2015	All the Students of 4th semester	3
Training Report	2014	All the Students of 5th semester	6
Entrepreneurship Development	2015	All the Students of 6th semester	6

BBA – 101, Business Organization:

A business entity is an organization that uses economic resources to provide goods or services to customers in exchange for money or other goods and services. Business Organization is the combination business and organization. In order to understand the nature and importance of business organization, it is necessary that the meaning of these two words should be clear to everyone. The importance lies in product growth, efficient use of resources, technological improvement, creative thinking, quick decision, and recognition of the problem. The classroom teaching cases used for the imperative learning of this course is to make students gain a practical understanding of the basic principles and theories and to make them evaluate, analyze, and build their creative and innovative thinking.

Through case study analysis students analytically compare the situations of a few business owners and how they solved the situations that their business had to go through. Through understanding of the point of view of business owners; students can understand the pros and cons of taking decisions at the time of operational crunch.

BBA – 103, Managerial Economics I:

Businesses sell products and services to consumers. When a business decides to produce and sell a product or service it has to find a way to make optimum use of limited resources such as land, labor and investment. Questions such as 'How much should I produce? What should be the price? What is the profit margin?' spring up during the business planning phase. Though they may sound simple the answers to them are crucial for optimizing investment and maximizing profit. Theories and principles in business economics/managerial economics help us in getting answers to these questions.

Managerial Economics can be defined as amalgamation of economic theory with business practices so as to ease decision-making and future planning by management. Managerial Economics assists the managers of a firm in a rational solution of obstacles faced in the firm's activities. The course offers students to understand the scenario of economy of the nation at individual, sartorial levels and as a whole. **The students are given analytical activities regarding the economic conditions of the nation as a part of the experiential learning and also on the roles of managers in firms and make optimal business decisions by integrating the concepts of economics, mathematics and statistics and analyze real-world business problems with a systematic framework.**

BBA-109: Analysis of Financial Statement

Example Experiential Activity

Name of the activity	- Analyze the Financial Performance of the firm.
Topic covered by the activity	- Ratio Analysis
Activity objective	- The purpose and importance of ratio analysis are to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency. It helps us to compare the trends of two or more company over a period.
Active Duration	- 4 days

Activity Design / Process

- In this activity, all students will be asked to download the balance sheet of any company and evaluate the financial performance with the help of different ratios. Interpretation of the financial statements and data is essential for all internal and external stakeholders of the firm. With the help of ratio analysis, we interpret the numbers from the balance sheet and income statements. With this exercise, students will learn the utility of balance sheet and how to extract the required information from it. They will also learn how to evaluate the financial position of a company and how evaluation actually helps in taking various decisions.

Outcome Assessment

- After this activity student will learn to assess the company's liquidity, operational efficiency, and profitability and solvency by comparing information contained in its financial statements. Ratio analysis is a cornerstone of fundamental analysis. It will also improve the communication skills of the students as they will gain the skills to presents their findings.

BBA-113, Business Communication-I:

Business communication is a process of transmitting information and thoughts between various parts of an organization and also to people outside the organization such as customers, investors, suppliers etc. The main function of the business communication is to convey your message or thoughts effectively to the reader.

Effective business communication is how employees and management interact to reach organizational goals.

Formal communication refers to interchange of information officially. The flow of communication is controlled and is a deliberate effort. This makes it possible for the information to reach the desired place without any hindrance, at a little cost and in a proper way and conducted presentation on business writing so that they can deliver effective oral presentation.

Apply business communication strategies and principles to prepare effective communication for domestic and international situations. Utilize analytical and problem solving skills appropriate to business communication and conducted the team building activities so that they can participate in team activities that lead to the development of collaborative skills.

BBA-201: Understanding Human Behavior**Example Experiential Activity**

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| Name of the activity | - | Learning Teams |
| Topic covered by the activity | - | Foster relationships among students, increase confidence in participating |

- Activity objective** - For this type of group, students are divided into groups at the beginning of the term. When you want to incorporate small group discussion or teamwork into your class, you direct the students to get into these term-long learning groups. Groups of four work well, because each foursome can be subdivided into pairs, depending on the activity.
- Active Duration** - 90 minutes
- Activity Design / Process** - Students get to know a small number of their classmates well over the course of the term, and may come to see their team mates as study partners even outside the classroom. Using learning teams eliminates the time it takes to organize students into groups each time you wish to use group work. However, because students will be working with each other over an extended time period, be very careful about how you assign them to groups. Have students submit data cards about themselves at the beginning of term, possibly even completing a short personality inventory. You might want to ask them also to suggest the names of two or three classmates with whom they would and would not like to work.
- Outcome Assessment** - This will help students to built-up relationships with each other and help to increase the level of confidence and participation among students.

BBA - 202: Micro Business Environment:

Micro business environment components are within the immediate environment of the organization. These are the initial spheres to work on, so as to shape a strong and convincing company image in the macro environmental context. There are two elements within the external marketing environment; micro and macro. These environmental factors are beyond the control of marketers but they still influence the decisions made when creating a strategic marketing plan. While micro environment is crucial to understand as it is the first pillar to build a successful business empire. All marketing plans, strategies, and objectives are carried out through these components. **The case lets used for the imperative learning of this course is to make students gain a practical understanding of the basic principles and theories and to make them evaluate, analyze, and build their creative and innovative thinking.**

BBA-203: Business Statics-I

Example Experiential Activity

- Topic covered by the activity** - Probability
- Name of the activity** - Decision making in uncertainty using probability
- Activity objective** - Knowledge regarding Future predication
- Activity Duration** - One day
- Activity Design** - Students will present their solutions in the class in the form of formal presentations after a round of group discussion.A player is randomly dealt a sequence of 13 cards from a

deck of 52-cards. All sequences of 13 cards are equally likely. In an equivalent model, the cards are chosen and dealt one at a time. When choosing a card, the dealer is equally likely to pick any of the cards that remain in the deck. Ram randomly picks 4 cards from a deck of 52-cards and places them back into the deck (Any set of 4 cards is equally likely). Then, Shyam randomly chooses 8 cards out of the same deck (Any set of 8 cards is equally likely). Assume that the choice of 4 cards by Ram and the choice of 8 cards by Shyam are independent. What is the probability that all 4 cards chosen by Ram are in the set of 8 cards chosen by Shyam?

BBA-213: Principle of Material Management

Example Experiential Activity

Name of the activity	-	Analyze the production process of the firm
Topic covered by the activity	-	Material Management
Activity objective	-	The purpose and importance of this activity is to evaluate production process of any firm.
Active Duration	-	5 days
Activity Design / Process	-	In this activity, all students will be asked to make a presentation on the production process of a company. In this exercise, students will visit one factory and observe the arrangement of raw material, machinery to be used for production, storage of raw material and finished product, packaging of products and transportation to be used for products.
Outcome Assessment	-	Students will develop an ability to perform the role of a materials manager in an organization. They shall be able to manage the activities of materials manager like purchasing, inventory analysis, storage etc. in a scientific manner.

BBA–302, Principles of retailing:

Retail Management is an art that includes the formulation of appropriate strategies to bring customers into the store and to make buying as well as selling of products a seamless process. Good Retail Management attracts the customers, gratifies them, leads to repeat business and is the best form of indirect promotions as happy customers will always recommend the store to their friends/relatives. The course Principles of retailing includes all the aspects of retailing in India in context of global market and with a view of customers. The course also gives a detailed insight about organized and unorganized retailing. And how it is important for the business to remain in the market by keeping in view the latest business prospects and the demand of the customers, depending upon the customer behavior,

Making students learn practically through class room activities involving real life customers, an activity is designed to teach students by real experiences. Through generating a questionnaire in regards to customer behavior for different products, the students research and analyze the behavioral pattern of a selected sample and design strategies in context of product promotion in a specific market segment.

BBA – 307, Training Report:

According to the curriculum, every student of Department of Business Studies has to undergo an internship for 6-8 weeks after completing 4th semester of their degree. **This gives an opportunity to the students to work for a fixed period with different organization opening a new horizon of learning and development in the work environment to the internees.** This short period helps students to identify their core professional strengths that help as a building block for their careers. Students become more familiar with the departments and concerning work to plan their career paths. For students to analyze and develop research skills, the department assigns projects to the students in 5th semester as part of their curriculum. The Project titles as selected by students and approved by project guides that make students familiar with general problems faced by the organizations. The project guide helps the students in choosing suitable research topics and conducting a good research on the same. The guides ensure all the projects are unique and add a great experiential value to the students undergoing the research.

Experiential learning is offered in the form of on the job training to the students and the students undergo training that helps them to understand the real life world of work environment. Make project reports portraying their learning in a black and white format and then presenting it in form of oral presentations of project reports. They experience the real life work scenario.

BBA–308 Entrepreneurship Development:

Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. An entrepreneur is a creator or a designer who designs new ideas and business processes according to the market requirements and his/her own passion. To be a successful entrepreneur, it is very important to have managerial skill and strong team building abilities. An entrepreneur is a creator or a designer who designs new ideas and business processes according to the market requirements and his/her own passion. **For that we conduct case studies in classrooms so that they can apply their innovative ideas in solving their issues related to the case.** The primary task of an entrepreneur is to decide the policy of production. An entrepreneur is to determine what to produce, how much to produce, how to produce, where to produce, how to sell and' so forth. They will demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems. They will demonstrate an ability to work effectively with others.

BBA- 310, Logistic Management:

Supply chain being one of the major components of any operational activity in a business plays a very important role for understanding the implications of planning, control and implementation of

the effective movement and storage of related information, goods and services from origin to destination. Logistics management is a supply chain management component that is used to meet customer demands. This course helps the students to understand the practical implementations of the total process of goods from its origin at the factories to its final consumption by the consumers. How the approaches of logistic management helps in understanding of the implications in different manufacturing processes.

Through Case studies of very famous business organizations, the experiential learning aspect of the teaching practices is inculcated amongst the students. as by analyzing cases of well renowned organizations such as Mc-Donald's and Nike, students can critically analyze that no organization can smoothly, but how every organization tackled different situations at different levels will teach students an insight of the organizations, and their process of problem solving with the aspects of logistics and its management.

BBA–311, Principles of Insurance:

Insurance turn accumulated capital into productive investments. Insurance also enables mitigation of losses, financial stability and promotes trade and commerce activities those results into sustainable economic growth and development. Thus, insurance plays a crucial role in the sustainable growth of an economy. Principles of Insurance help students to understand the difference between the types of insurance, and how each one can help the insurer in mitigating the financial losses. The course helps students in identifying the channels of distribution of various insurances. **The experiential learning of this course offers the students to understand and analyze the concepts, implications and importance of insurance (General/life) through case study analysis.** Students analyze case **studies** in order to understand a real life situation that has been faced by a particular person or an industry. By case studies, students tend to understand the subject better from a realistic point of view, as it gives an insight of the current business scenario and future prospects of the insurance companies. And also understand the importance of legal aspects related to insurance.

BBA-305 Export Procedure and Documentation

Exporting and importing helps grow national economies and expands the global market. Every country is endowed with certain advantages in resources and skills. The course helps the students to understand the global markets and how to enter the global market. The course offers the procedure to enter the market and all the necessary formalities of being the exporter in the global markets. The students understand the details of legal and financial aspects related to the implications of being an exporter in the global scenario.

For experiential learning in Export Procedure and documentations analyzing the famous cases becomes one of the best tools to make students learn about the export procedures and what can be the issues faced by the exporters. By case study method students incorporate fine analytical skills that help them to develop their side of understanding a particular situation and giving their possible view for the solution of the issue. Real life cases even helps the students to understand few situations that have taken place in the east and how the organizations came out with solutions ot solve the business situations related to export procedure.