



BBA

Semester I

Calicut University

Foundation in Business Decisions

Course Code: BBA1FM101 • Module SYLLABUS Notes

Course Syllabus

Course Code: BBA1FM101 | **Course Title:** Foundation in Business Decisions | **Semester:** I

Module I: Fundamentals of Business Decision Making

- Unit 1: Nature, Scope, and Significance of Business Decision Making in Organizations.
- Unit 2: Decision Making Process – Problem Identification, Alternatives, and Evaluation.
- Unit 3: Types of Business Decisions – Strategic, Tactical, Operational, Programmed, Non-Programmed.
- Unit 4: Rationality, Bounded Rationality, and Intuition in Decision Making.

Module II: Quantitative Techniques for Decision Making

- Unit 5: Data Collection, Presentation, and Descriptive Statistics for Managers.
- Unit 6: Measures of Central Tendency, Dispersion, and Skewness in Business Contexts.
- Unit 7: Probability Theory and Decision Trees for Business Analysis.
- Unit 8: Forecasting Techniques – Time Series Analysis and Regression Analysis.

Module III: Decision Making Under Uncertainty & Risk

- Unit 9: Decision Making Under Risk – Expected Value, Maximax, Maximin, Minimax Regret Criteria.
- Unit 10: Marginal Analysis, Break-Even Analysis, and Cost-Volume-Profit (CVP) Relationships.

- Unit 11: Linear Programming Formulation and Sensitivity Analysis.
- Unit 12: Scenario Analysis, Sensitivity Testing, and Monte Carlo Simulation Overview.

Module IV: Behavioral & Ethical Aspects of Business Decisions

- Unit 13: Group Decision Making – Brainstorming, Delphi Technique, Nominal Group Technique.
- Unit 14: Cognitive Biases, Overconfidence, and Heuristics in Executive Decisions.
- Unit 15: Ethical Decision Frameworks and Corporate Social Responsibility (CSR).
- Unit 16: Technology and AI-Assisted Decision Support Systems (DSS).

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