

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

Bachelor of Business Administration (BBA PROGRAMME)

As per NEP 2020 and as per resolutions of BOS on BBA held on 22-10-2021

**Department of Business Administration
(Faculty of Commerce)
Mangalore University, Mangalagangotri**

Bachelor of Business Administration

1. Programme Objectives:

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

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

- Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges
- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies
- Exhibit managerial skills in the areas of marketing, finance, HR, etc.
- Identify business opportunities, design and implement innovations in workspace.
- Possess a sturdy foundation for higher education

3. Program Specific Outcomes (PSO):

On the successful completion of B.B.A., the students will be able to:

PSO1: Acquire Practical learning through summer internship, industrial visit and Business Plan etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization in Finance, Human Recourse, and Marketing to solve the business issues.

PSO3: Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.

PSO4: Comprehend the core concepts, methods and practices in management.

PSO5: Venture into his/her own business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans

PSO7: Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Matured Individuals and responsible Citizens to the country

PSO9: Demonstrate Ability to work in Groups

4. Structure of BBA Syllabus:

First Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 1.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 1.2	Language - II	AECC	3+1+0	60	40	100	3
BBA. 1.1	Management Principles & Practice	DSCC	4+0+0	60	40	100	4
BBA. 1.2	Fundamentals of Business Accounting	DSCC	3+0+2	60	40	100	4
BBA. 1.3	Marketing Management	DSCC	4+0+0	60	40	100	4
BBA. 1.4	Digital Fluency	SEC	1+0+2	30	20	50	2
BBA. 1.5	Business Organization / Office Organization and Management	O E C	3+0+0	60	40	100	3
BBA. 1.6	Health and Wellness +	SEC-VB	0+0+2	-	25	25	1
	Physical Education & Yoga		0+0+2	-	25	25	1
	Total			390	310	700	25
Second Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 2.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 2.2	Language - II	AECC	3+1+0	60	40	100	3
BBA. 2.1	Corporate Accounting & Reporting	DSCC	3+0+2	60	40	100	4
BBA. 2.2	Human Resource Management	DSCC	4+0+0	60	40	100	4
BBA. 2.3	Business Environment	DSCC	4+0+0	60	40	100	4
BBA. 2.4	Environmental Studies	AECC	2+0+0	30	20	50	2
BBA. 2.5	People Management / Retail Management	O E C	3+0+0	60	40	100	3
BBA. 2.6	Physical Education-Sports	SEC-VB	0+0+2	-	25	25	1
BBA. 2.6	NCC/NSS/R&R(S&G) /Cultural	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25

EXIT OPTION WITH CERTIFICATION

Acronyms Expanded

➤ AECC	: Ability Enhancement Compulsory Course
➤ DSC C	: Discipline Specific Core (Course)
➤ SEC	: Skill Enhancement Course
➤ SB/VB	: Skill Based/Value Based
➤ OEC	: Open Elective Course
➤ DSE	: Discipline Specific Elective
➤ SEE	: Semester End Examination
➤ CIE	: Continuous Internal Evaluation
➤ L+T+P	: Lecture + Tutorial + Practical(s)

Note:

1. One Hour of Lecture is equal to 1 Credit.
2. One Hour of Tutorial is equal to 1 Credit (Except Languages).
3. Two Hours of Practical is equal to 1 Credit.

Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

5. Pedagogy:

In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.
2. **Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.
3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.
4. **ICT enabled teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.
5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.
6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

6. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	15 Marks
B.	Internal Assessment Tests (IAT)	25 Marks
Total of CIE (A+B)		40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE (A + B + C)		100 Marks

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 15% weightage (15 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of five of the following assessment methods with three (3.0) marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 25% weightage (25 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 25 marks.

c) In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

7. Suggestive Template for IAT

Internal Assessment Test
Bachelor of Business Administration (BBA)
Course Code: Name of the Course

Duration: 1 Hour

Total Marks: 25

SECTION-A

I. Answer any two of the following questions. (Questions are asked on Remembering)

(2 x 2= 4)

- 1.
- 2.
- 3.

SECTION- B

II. Answer any two of the following questions. (Questions are asked on Understanding and Applying)

(2 x5= 10)

- 4.
- 5.
- 6.

SECTION- C

III. Answer any one of the following questions. (Questions are asked on analyzing and evaluating)

(1x 11=11)

- 7.
- 8.

Note: Internal Test question papers format is prepared based on Revised Bloom's Taxonomy. (https://www.apu.edu/live_data/files/333/blooms_taxonomy_action_verbs.pdf)

8. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

Suggestive Template for SEE

Semester End Examination
Bachelor of Business Administration (BBA)
Course Code: Name of the Course

Duration: 3 Hours

Total Marks: 60

SECTION-A

Answer any five of the following questions. Each question carries 2 marks (5 x 2= 10)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

SECTION- B

Answer any four of the following questions. Each question carries 5 marks (4 x5=20)

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

SECTION- C

Answer any three of the following questions. Each question carries 10 marks
(3x 10=30)

- 15.
- 16.
- 17.
- 18.
- 19.

BBA FIRST SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.1 Name of the Course: Management Principles & Practice		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate <ul style="list-style-type: none"> • The ability to understand concepts of business management, principles and function of management. • The ability to explain the process of planning and decision making. • The ability to create organization structures based on authority, task and responsibilities. • The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. • The ability to understand the requirement of good control system and control techniques. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		10
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
Module No. 2: PLANNING AND DECISION MAKING		08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)		
Module No. 3: ORGANIZING AND STAFFING		12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
Module No. 4: DIRECTING AND COMMUNICATING		12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc. Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
Module No. 5: COORDINATING AND CONTROLLING		10
Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS		04

Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draw different types of Organization structure.
3. Draw Control charts.

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao /Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy: Principles of Management, HPH.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 1.2		
Name of the Course: Fundamentals of Business Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> • Understand the framework of accounting as well accounting standards. • The Ability to pass journal entries and prepare ledger accounts • The Ability to prepare subsidiaries books • The Ability to prepare trial balance and final accounts of proprietary concern. • Construct final accounts through application of tally. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING		08
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives-significance of accounting standards. List of Indian Accounting Standards.		
Module No. 2: ACCOUNTING PROCESS		12
Meaning of Double entry system - Process of Accounting - Kinds of Accounts - Rules - Transaction Analysis - Journal - Ledger - Balancing of Accounts - Trial Balance - Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
Module No. 3: SUBSIDIARY BOOKS		14
Meaning - Significance - Types of Subsidiary Books -Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement - Preparation of Bank Reconciliation Statement (Problems on BRS)		
Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN		10
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.		
Module No. 5: ACCOUNTING SOFTWARE		12

Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software – Features - Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info - master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.

Skill Developments Activities:

1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using tally software.

Text Books:

1. Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.
4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
6. Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
7. M.C. Shukla and Goyal, Advanced Accounting, S Chand.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 1.3		
Name of the Course: Marketing Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> • Understand the concepts and functions of marketing. • Analyse marketing environment impacting the business. • Segment the market and understand the consumer behaviour • Describe the 4 Ps of marketing and also strategize marketing mix • Describe 7 Ps of service marketing mix. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MARKETING		10
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).		
Module No. 2: MARKETING ENVIRONMENT		10
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR		10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.		
Module No. 4: MARKETING MIX		20
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)		
Module No. 5: SERVICES MARKETING		06
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).		

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development
2. Design a logo and tagline for a product of your choice
3. Develop an advertisement copy for a product.
4. Prepare a chart for distribution network for different products.

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. P N Reddy and Appanniah, Marketing Management

Note: Latest edition of text books may be used.

BBA 1.4 – Digital Fluency (SEC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 20		Semester End Examination Marks : 30	

Common Syllabus for all UG Programmes

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.5 (OEC) Name of the Course: Business Organization		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate: <ul style="list-style-type: none"> • An understanding of the nature, objectives and social responsibilities of business • An ability to describe the different forms of organisations • An understanding of the basic concepts of management • An understanding of functions of management. • An understanding of different types of business combinations 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO BUSINESS		10
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.		
Module No. 2: FORMS OF BUSINESS ORGANIZATION:		12
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co- operatives: Definitions, Features, Merits and Demerits.		
Module No. 3: PUBLIC ENTERPRISES		08
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits		
Module No. 4: BUSINESS COMBINATIONS		08
Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.		
Module No 5: MANAGEMENT OF ORGANIZATIONS		07
Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.		
Skill Developments Activities: <ol style="list-style-type: none"> 1. Preparation of partnership deed 2. Draw a business tree 3. Make a list of 10 PSUs 4. Prepare a list of different types of business combinations 		

Text Books:

1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. Y K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
4. R K. Sharma, Business – Organisations and Management, Kalyani Publishers.
5. I.M. Sahai, Padmakar Asthana - Business Organisation & Administration, Sahitya Bhawan Publications, Agra

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 1.5		
Name of the Course: Office Organization and Management (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
<ul style="list-style-type: none"> a) An understanding of basic knowledge of office organisation and management b) Demonstrate skills in effective office organisation c) Ability to maintain office records d) Ability to maintain digital record. e) Understanding of different types of organisation structures and responsibilities as future office managers. 		
Syllabus:		Hours
Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT		08
<p>Introduction: Meaning, importance and functions of modern office Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.</p>		
Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES		07
<p>Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.</p>		
Module No. 3: OFFICE ENVIRONMENT		10
<p>Meaning and Components of Office Environment: Interior Decoration, Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise Cleanliness, Sanitation and Health Safety and Security</p>		
Module No. 4: RECORDS MANAGEMENT		10

Introduction to records: Importance of Records, types of office records,
 Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management
 Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.

Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages.
 Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing Office manual: contents, Importance, types of office manuals.
 Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING	10
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Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation
 Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines
 Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), Data Collection Methods- Primary and secondary data collection methods
 Data presentation Methods of Presentation of Data
 Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation

- Skill Developments Activities:**
1. Visit an office and enlist the different types of machines used in the office
 2. Identify the different types of stationery used in offices today
 3. Draw a data life cycle chart
 4. Draw charts indicating different types of office layouts.

Text Books:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
2. M.E Thakuram Rao, Office organisation and Management, Atlantic
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Note: Latest edition of text books may be used.

BBA 1.6 – Physical Education- Yoga/Health and Wellness (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks: 25+25		Semester End Examination Marks : Nil	

Common Syllabus for all UG Programmes

BBA SECOND SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.1 Name of the Course: Financial Accounting and Reporting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will demonstrate <ul style="list-style-type: none"> • The ability to prepare final accounts of partnership firms • The ability to understand the process of public issue of shares and accounting for the same • The ability to prepare final accounts of joint stock companies. • The ability to prepare and evaluate vertical and horizontal analysis of financial statements • The ability to understand company's annual reports. 		
Syllabus:		Hours
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM		10
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods)		
Module No. 2: ISSUE OF SHARES		08
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).		
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES		12
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).		
Module No. 4: FINANCIAL STATEMENTS ANALYSIS		12
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation)		
Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES		10

Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only Role and Significance of above components of corporate financial report).

Skill Developments Activities:

1. Collect financial statement of a company for five years and analyse the same using trend analysis.
2. Refer annual reports of two companies and list out the components.
3. Draft a partnership deed as per Partnership Act.
4. List out the accounting policies in annual report of the company

Text Books:

1. Maheshwari S.N &Maheshwari S.K., Advanced Accountancy, Vikas Publication House Pvt. Ltd.
2. Jain and Narang, Advanced Accountancy, Kalyani Publications.
3. R. L. Gupta, Principles and Practice of Accountancy, Sultan Chand & Sons.
4. D. Chandra Bose, Advanced Accounting II, PHI Learning Pvt. Ltd.
5. M.C Shukla, T.S Grewal and S.C Gupta, Advanced Accounts II, Chand & Company.
6. Basu& Das, Advanced Accountancy, Vikas Publication House Pvt Ltd.
7. Arulanandam M.A. and Raman K.S., Advanced Accountancy, Himalaya Publishing House.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 2.2		
Name of the Course: Human Resource Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate		
<ul style="list-style-type: none"> • Ability to describe the role and responsibility of Human resources management functions on business • Ability to describe HRP, Recruitment and Selection process • Ability to describe to induction, training, and compensation aspects. • Ability to explain performance appraisal and its process. • Ability to demonstrate Employee Engagement and Psychological Contract. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT		10
Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices		
Module No. 2: HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION		14
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting. Succession Planning – Meaning and Features Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features.		
Module No. 3: INDUCTION, TRAINING AND COMPENSATION		10
Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.		
Module No. 4: PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS		14

Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal
Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of Promotion.
Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing

Module No. 5: EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT

08

Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE.
Psychological contract: Meaning and features.

Skill Developments Activities:

1. Preparation of Job Descriptions and Job specifications for a Job profile
2. Choose any MNC and present your observations on training program
3. Develop a format for performance appraisal of an employee.
4. Discussion of any two Employee Engagement models.
5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

Textbooks:

1. Aswathappa, Human Resource Management, McGraw Hill
2. Edwin Flippo, Personnel Management, McGraw Hill
3. C.B.Mamoria, Personnel Management, HPH
4. Subba Rao, Personnel and Human Resources Management, HPH
5. Reddy & Appanniah, Human Resource Management, HPH
6. Madhurimalal, Human Resource Management, HPH
7. S.Sadri & Others: Geometry of HR, HPH
8. Rajkumar: Human Resource Management I.K. Intl
9. Michael Porter, HRM and Human Relations, Juta & Co.Ltd.
10. K. Venkataramana, Human Resource Management, SHBP Chartered Accountants of India, New Delhi.

Note: Latest edition of textbooks may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 Name of the Course: BUSINESS ENVIRONMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ul style="list-style-type: none"> • An Understanding of components of business environment. • Ability to analyse the environmental factors influencing business organisation. • Ability to demonstrate Competitive structure analysis for select industry. • Ability to explain the impact of fiscal policy and monetary policy on business. • Ability to analyse the impact of economic environmental factors on business. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT		12
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.		
Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT		16
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses.		
Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT		13
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses- MNCs, TNCs etc.		
Module No. 4: TECHNOLOGICAL ENVIRONMENT		10
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.		
Module No. 5: NATURAL ENVIRONMENT		05
Meaning and nature of physical environment. Impact of Natural environment on business.		

Skill Developments Activities:

- a) List out key features of recent Monetary policy published by RBI impacting businesses.
- b) Give your observation as to how technology has helped society.
- c) Draft Five Forces Model for Imaginary business.
- d) Identify the benefits of Digital transformation in India.

Text Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam

Note: Latest edition of text books may be used.

BBA 2.4 – Environment Studies (AECC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 20		Semester End Examination Marks : 30	

Common Syllabus for all UG Programmes

Name of the Program: Bachelor Business Administration (BBA) Course Code: BBA.2.5 (OEC) Name of the Course: People Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course outcome: On successful completion of the course, student will demonstrate: <ol style="list-style-type: none"> 1. Ability to examine the difference between People Management with Human resource Management 2. Ability to explain the need for and importance of People Management. 3. Ability to explain role of manager in different stages of performance management process 4. Ability to list modern methods of performance and task assessment. 5. Ability to analyse the factors influencing the work life balance of an working individual. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO PEOPLE MANAGEMENT		06
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.		
Module No. 2: GETTING WORK DONE AND ASSESSMENT AND EVALUATION		12
Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.		
Module No. 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION		12
Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.		
Module No. 4: MOTIVATION		08
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation		
Module No. 5: MANAGING SELF		07

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

Skill Developments Activities:

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Text Books:

1. Mc. Shane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 2.5 (OEC)		
Name of the Course: RETAIL MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ;		
<ul style="list-style-type: none"> a) An understanding of the types and forms of Retail business. b) Ability to examine Consumer Behaviour in various environments. c) Ability to analyse various Retail operations and evaluate them. d) Ability to analyse various marketing mix elements in retail operations. e) An understanding of Information Technology in retail business. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS		08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.		
Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS		08
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.		
Module No. 3: RETAIL OPERATIONS		08
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
Module No. 4: RETAIL MARKETING MIX		14
Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.		
Module No. 5: INFORMATION TECHNOLOGY IN RETAILING		07
Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – Customer database management system.		
Skill Developments Activities:		
<ol style="list-style-type: none"> 1. Draw a retail life cycle chart and list the stages 2. Draw a chart showing a store operations 3. List out the major functions of a store manager diagrammatically 4. List out the current trends in e-retailing 5. List out the Factors Influencing in the location of a New Retail outlet 		
Text Books:		

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH

Note: Latest edition of text books may be used.

BBA 2.6 – Physical Education-Sports/ NCC/NSS/R&R(S&G) /Cultural (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks : Nil	

Common Syllabus for all UG Programmes

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

Bachelor of Business Administration (BBA PROGRAMME)

As per NEP 2020 and as per resolutions of BOS on BBA held on 22-10-2021

**Department of Business Administration
(Faculty of Commerce)
Mangalore University, Mangalagangotri**

Bachelor of Business Administration

1. Programme Objectives:

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

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

- Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges
- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies
- Exhibit managerial skills in the areas of marketing, finance, HR, etc.
- Identify business opportunities, design and implement innovations in workspace.
- Possess a sturdy foundation for higher education

3. Program Specific Outcomes (PSO):

On the successful completion of B.B.A., the students will be able to:

PSO1: Acquire Practical learning through summer internship, industrial visit and Business Plan etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization in Finance, Human Recourse, and Marketing to solve the business issues.

PSO3: Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.

PSO4: Comprehend the core concepts, methods and practices in management.

PSO5: Venture into his/her own business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans

PSO7: Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Matured Individuals and responsible Citizens to the country

PSO9: Demonstrate Ability to work in Groups

4. Structure of BBA Syllabus:

First Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 1.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 1.2	Language - II	AECC	3+1+0	60	40	100	3
BBA. 1.1	Management Principles & Practice	DSCC	4+0+0	60	40	100	4
BBA. 1.2	Fundamentals of Business Accounting	DSCC	3+0+2	60	40	100	4
BBA. 1.3	Marketing Management	DSCC	4+0+0	60	40	100	4
BBA. 1.4	Digital Fluency	SEC	1+0+2	30	20	50	2
BBA. 1.5	Business Organization / Office Organization and Management	O E C	3+0+0	60	40	100	3
BBA. 1.6	Health and Wellness +	SEC-VB	0+0+2	-	25	25	1
	Physical Education & Yoga		0+0+2	-	25	25	1
	Total			390	310	700	25
Second Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 2.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 2.2	Language - II	AECC	3+1+0	60	40	100	3
BBA. 2.1	Corporate Accounting & Reporting	DSCC	3+0+2	60	40	100	4
BBA. 2.2	Human Resource Management	DSCC	4+0+0	60	40	100	4
BBA. 2.3	Business Environment	DSCC	4+0+0	60	40	100	4
BBA. 2.4	Environmental Studies	AECC	2+0+0	30	20	50	2
BBA. 2.5	People Management / Retail Management	O E C	3+0+0	60	40	100	3
BBA. 2.6	Physical Education-Sports	SEC-VB	0+0+2	-	25	25	1
BBA. 2.6	NCC/NSS/R&R(S&G) /Cultural	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25

EXIT OPTION WITH CERTIFICATION

Third Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 3.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 3.2	Language – II	AECC	3+1+0	60	40	100	3
BBA. 3.1	Cost Accounting	DSCC	4+0+0	60	40	100	4
BBA. 3.2	Organizational Behavior	DSCC	3+0+2	60	40	100	4
BBA. 3.3	Statistics for Business Decisions	DSCC	4+0+0	60	40	100	4
BBA. 3.4	Artificial Intelligence	SEC	1+0+2	30	20	50	2
BBA. 3.5	Social Media Marketing/ Rural Marketing	O E C	3+0+0	60	40	100	3
BBA. 3.6	Sports	SEC-VB	0+0+2	-	25	25	1
	NSS/NCC/ Any Other	SEC-VB	0+0+2	-	25	25	1
	Total			390	310	700	25

Fourth Semester BBA (Basic/Honors)							
Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
Lang. 4.1	Language - I	AECC	3+1+0	60	40	100	3
Lang. 4.2	Language - II	AECC	3+1+0	60	40	100	3
BBA. 4.1	Management Accounting	DSCC	3+0+2	60	40	100	4
BBA. 4.2	Business Analytics/ Financial Markets & Services	DSCC	4+0+0	60	40	100	4
BBA. 4.3	Financial Management	DSCC	4+0+0	60	40	100	4
BBA. 4.4	Constitution of India	AECC	2+0+0	30	20	50	2
BBA. 4.5	Business Leadership Skills/ Personal Wealth Management/ Financial Literacy and Investment Awareness	O E C	3+0+0	60	40	100	3
BBA. 4.6	Physical Education- Sports	SEC-VB	0+0+2	-	25	25	1
	NCC/NSS/Cultural	SEC- VB	0+0+2	-	25	25	1
	Total			390	310	700	25

EXIT OPTION WITH DIPLOMA

Acronyms Expanded

➤ AECC	: Ability Enhancement Compulsory Course
➤ DSC C	: Discipline Specific Core (Course)
➤ SEC	: Skill Enhancement Course
➤ SB/VB	: Skill Based/Value Based
➤ OEC	: Open Elective Course
➤ DSE	: Discipline Specific Elective
➤ SEE	: Semester End Examination
➤ CIE	: Continuous Internal Evaluation
➤ L+T+P	: Lecture + Tutorial + Practical(s)

Note:

1. One Hour of Lecture is equal to 1 Credit.
2. One Hour of Tutorial is equal to 1 Credit (Except Languages).
3. Two Hours of Practical is equal to 1 Credit.

Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

5. Pedagogy:

In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.
2. **Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.
3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.
4. **ICT enabled teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.
5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.
6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

6. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	15 Marks
B.	Internal Assessment Tests (IAT)	25 Marks
Total of CIE (A+B)		40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
Total of CIE and SEE (A + B + C)		100 Marks

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 15% weightage (15 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of five of the following assessment methods with three (3.0) marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Field visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 25% weightage (25 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 25 marks.

c) In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

7. Suggestive Template for IAT

Internal Assessment Test
Bachelor of Business Administration (BBA)
Course Code: Name of the Course

Duration: 1 Hour

Total Marks: 25

SECTION-A

I. Answer any two of the following questions.(Questions are asked on Remembering)

(2 x 2= 4)

- 1.
- 2.
- 3.

SECTION- B

II. Answer any two of the following questions. (Questions are asked on Understanding and Applying)

(2 x5= 10)

- 4.
- 5.
- 6.

SECTION- C

III. Answer any one of the following questions. (Questions are asked on analyzing and evaluating)

(1x 11=11)

- 7.
- 8.

Note: Internal Test question papers format is prepared based on Revised Bloom's Taxonomy. (https://www.apu.edu/live_data/files/333/blooms_taxonomy_action_verbs.pdf)

8. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

Suggestive Template for SEE

Semester End Examination
Bachelor of Business Administration (BBA)
Course Code: Name of the Course

Duration: 3 Hours

Total Marks: 60

SECTION-A

Answer any five of the following questions. Each question carries 2 marks (5 x 2= 10)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

SECTION- B

Answer any four of the following questions. Each question carries 5 marks (4 x5=20)

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

SECTION- C

Answer any three of the following questions. Each question carries 10 marks
(3x 10=30)

- 15.
- 16.
- 17.
- 18.
- 19.

BBA THIRD SEMESTER

<p>Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 3.1 Name of the Course: COST ACCOUNTING</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
<p>Pedagogy: Classroom lectures, Tutorials, and Problem Solving.</p>		
<p>Course Outcomes: On successful completion of the course, the students will -</p> <ol style="list-style-type: none"> 1. Be able to demonstrate an understanding of the elements of cost and prepare a costsheet. 2. Be able to prepare material related documents, understand the management of stores and issue procedures. 3. Develop the ability to calculate Employee costs. 4. Able to classify, allocate apportion overheads and calculate overhead absorption rates. 5. Understand and reconcile cost and financial accounts. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO COST ACCOUNTING		12
<p>Introduction: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting Department in an Organization, Difference between Cost Accounting and Financial Accounting; Various elements of Cost and Classification of Cost; Cost Object, Cost Unit, Cost Driver, Responsibility Centers; Cost Reduction and Cost Control; Methods and Techniques of Costing (Meanings only); Use of IT in Cost Accounting; Limitations of Cost Accounting; Cost Sheet: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations.</p>		
Module No. 2: MATERIALS COST		12
<p>Materials: Meaning, Importance and Types of Materials - Direct and Indirect Material.</p> <p>Materials Procurement: Procedure for procurement of materials and documentation involved in the procurement of materials- (Bill of materials, Material requisition note, Purchase requisition note, Purchase order, Goods received note);</p> <p>Materials Storage and Records: Duties of Storekeeper, Store records- (Bin cards, Stores Ledger, Stock Control Cards);</p> <p>Materials Issues and Valuation: Procedure for material issues, Documents used in material issues- (Material Requisition Note, Material Transfer Note, Materials Return Note); Valuation of material issues- preparation of Stores Ledger/ Account - FIFO, LIFO, Simple Average Price and Weighted Average Price Methods- problems.</p>		

<p>Inventory Control: Inventory control techniques and determination of various stock levels- Problems on Level Setting and Computation of EOQ; ABC Analysis, FSN Inventory, VED Inventory, HML Inventory, Physical Control- Two-Bin system, KANBAN, JIT Inventory Management technique, Perpetual Inventory system (Concepts only).</p>	
<p>Module No. 3: EMPLOYEE COST</p>	<p>10</p>
<p>Employee Cost: Meaning, Components, Classification and Importance of Employee (Labour) Cost in Organizations; Attendance Procedure- Timekeeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only);</p> <p>Methods of Remuneration (Payment of Wages and Incentives) Problems on calculation of earnings under Time Rate (Straight time rate, Halsey and Rowan Methods) and Piece rate systems (Straight piece rate and Taylor's differential piece rate); Employee Turnover- Meaning, Reasons and Effects of LTO/ETO.</p>	
<p>Module No. 4: OVERHEADS</p>	<p>12</p>
<p>Overheads: Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary distribution and Secondary distribution using Reciprocal Service Methods only (Repeated Distribution Method and Simultaneous Equation Method); Accounting and Control of Administrative, Selling and Distribution overheads; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate</p>	
<p>Module No. 5: RECONCILIATION ACCOUNTS</p>	<p>10</p>
<p>Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation –Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts – Preparation of Reconciliation Statement – Problems.</p>	

Skill Developments Activities:

1. Prepare a Cost Sheet with imaginary figures.
2. List the documents required in Inventory Management.
3. Demonstrate the valuation of inventory using any one method of pricing material issues.
4. Calculate the amount of Wages under Halsey / Rowan Plans, using imaginary data.

Text Books:

1. Jain and Narang, Cost Accounting, Kalyani Publication House.
2. M.N Arora, Cost Accounting , HPH
3. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
4. Dr. V Rajeshkumar, Dr. R K Srikanth, Cost Accounting, MH India
5. P V Ratnam, Cost Accounting, Kitab Mahal
6. P C Tulsian, Cost Accounting, MHE India
7. Nigam & Sharma, Cost Accounting, HPH
8. Dr. B. Mariyappa, Cost Accounting, HPH
9. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
10. B.S. Raman, Cost Accounting, United Publisher
11. Ravi M. Kishore, Cost Management, Taxmann

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 3.2

Name of the Course: ORGANIZATIONAL BEHAVIOUR

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.

Course Outcomes: On successful completion of the course, the Students will:

1. Demonstrate an understanding of the role of OB in business organization.
2. Demonstrate an ability to understand individual and group behavior in an organization.
3. Be able to explain the effectiveness of organizational change and development of organisation.
4. Demonstrate an understanding of the process of organizational development and OD Interventions.

Syllabus:	Hours
ModuleNo.1: INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR	16
Organization Behaviour – Meaning, Definition of OB, Importance of OB, Foundations of OB. Individual behaviour - Personal Factors, Environmental Factors, organization systems and resources. Personality -Meaning, Determinants and Traits of Personality. Perception - Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors.	
Module No. 2: GROUP AND TEAM DYNAMICS	10
Group Dynamics -Meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behaviour. Team Dynamics - Meaning, Types of Teams: Conflict-sources of conflict and ways of resolving conflict.	
Module No. 3: CHANGE MANAGEMENT	8
Introduction to Change Management: Meaning of Change, Importance and Nature of Planned Change, Factors Influencing Change - Resistance to Change, Overcoming Resistance to Change.	
Module No. 4: ORGANIZATIONAL DEVELOPMENT	12
Organizational Development: Meaning and Nature of Organizational Development (OD), Process of Organizational Development: Overview of Entering and Contracting, Diagnosing: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level).	

Module No. 5: OD INTERVENTIONS	10
<p>Designing Effective OD Interventions: How to Design Effective Interventions, Overview of OD interventions - Human Process Interventions, Techno Structural Interventions, HRM Interventions and Strategic Change Interventions, Conditions for optimal success of OD.</p>	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed and record in the skill development 2. Draw Blake and Mouton managerial grid 3. List the Personality Traits of Successful Business Leaders. <p>SAMPLE CASES FOR REFERENCE:</p> <p>Module 1</p> <p>For business continuity, during Covid-19, XYZ organisation has encouraged the employees to Work From Home (WFH). But Post lock down, when the employees are called back to office, they resisted. Majority of the employees are preferring WFH. Few employees have resigned the job too.</p> <p>If you are the manager of XYZ, can you justify the employee behaviour? Draw up a list of all the strategies you incorporate in bringing employees back to office</p> <p>Module 2</p> <p>You are heading a global team, which consist of employees from various culture and background. The diversity and lack of inclusion is negatively impacting the functioning of this heterogeneous team. Dysfunctional conflict is common among the members.</p> <p>Chart a plan of action to resolve the conflict within the global team. Suggest remedies for a long-term solution</p> <p>Module 3</p> <p>The ABC Bank is planning to introduce Finacle digital banking platform for competitive advantage. Majority of the employees have more than 15 years' work experience in the bank. They do not want to change from their comfort zone.</p> <p>As a manager, design the methods of overcoming employee resistance to change in order to achieve the objectives of ABC Bank in the best possible manner.</p> <p>Module 4</p> <p>Owing to the rapid expansion, the XYZ start-up's transition from a "one-man show' to a 'professionally run" set-up was initiated. The aim was to develop the strengths of each member of the team and to channel them towards autonomous decision making. Chart the steps in the OD process that can be followed by XYZ firm. Identify the four target of change - Human Resources, Functional Resources, Technological Capabilities and Organizational Capabilities.</p>	

Module 5

Employee retention is a critical issue in your E-Commerce organisation. The talented employees are moving to competitive firms. Chart an organizational development intervention plan to maximize effectiveness and minimize organizational strain.

Text Books:

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.
4. K. Aswathappa, Organizational Behaviour, HPH.
5. Appanniah and, Management and Behavioural Process, HPH
6. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
7. Rekha and Vibha – Organizational Behavioural, VBH.
8. P.G. Aquinas Organizational Behaviour, Excel Books.
9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 3.3

Name of the Course: STATISTICS FOR BUSINESS DECISIONS

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will be able

1. To understand the basic concepts in statistics.
2. To classify and construct statistical tables.
3. To understand and construct various measures of central tendency, dispersion and skewness.
4. To apply correlation and regression for data analysis.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO STATISTICS	12
Introduction – Meaning, Functions and Uses of Statistics; Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram.	
Module No. 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION	14
Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode. Measures of Dispersion: Absolute and Relative measures of dispersion - Standard Deviation in Individual, Discrete and Continuous Series – Problems Measures of Skewness: Calculation of Karl Pearson’s Co-efficient of Skewness (Uni-modal) – Problems.	
Module No. 3: CORRELATION AND REGRESSION ANALYSIS	10
Correlation Analysis - Meaning, Types of Correlation, Calculation of Karl Pearson’s Coefficient of Correlation, Computation of Probable Error, Regression Analysis – Concept of Regression, Regression equations- Problems.	
Module No. 4: TIME SERIES ANALYSIS	12

Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), calculation and estimation of trend values.

Module No. 5: INDEX NUMBERS

12

Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method - Fishers Ideal Index Number-Problems. Tests of Adequacy (Unit test, TRT, FRT, Circular test). Consumer Price Index Number-Problems.

Skill Developments Activities:

1. Data Visualization practical session Using Table/Power BI.
2. Execute Average, Variance, Standard Deviation, CV, and Covariance using Excel.
3. Execute and Analyse Regression Model using Excel,
4. Practical session on Time series models using GRETL
5. Collect past years' Indian consumer price index data (as of the current base year) and analyse its impact on any macroeconomic indicator.

Text Books:

1. S P Gupta: Statistical Methods- Sultan Chand
2. Dr. B N Gupta: Statistics, Sahithya Bhavan
3. S.C Gupta: Business Statistics, HPH
4. N.V.R Naidu: Operation Research I.K. International Publishers
5. Elhance: Statistical Methods, Kitab Mahal
6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand
7. Veerachamy: Operation Research I.K. International Publishers
8. S. Jayashankar: Quantitative Techniques for Management
9. D.P Apte; Statistical Tools for Managers
10. Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH
11. Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH

Note: Latest edition of text books may be used.

BBA 3.4 – ARTIFICIAL INTELLIGENCE (SEC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks :	20	Semester End Examination Marks :	30

Common syllabus for all UG Programmes

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 3.5

Name of the Course: SOCIAL MEDIA MARKETING (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Case study method.

Course Outcomes: On successful completion of the course, the Students will able to:

1. Understand social media marketing goals for successful online campaigns.
2. Analyze the effective social media marketing strategies for various types of industries and businesses.
3. Design social media content and create strategies to optimize the content's reach to the target audience.
4. Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.
5. Design a suitable social media campaign for the business goals.

Syllabus:	Hours
Module No. 1: SOCIAL MEDIA INTRODUCTION	08
Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.	
Module No. 2: FACEBOOK - INSTAGRAM MARKETING	10
Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creates automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.	
Module No. 3: TWITTER MARKETING	08
Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.	
Module No. 4: YOUTUBE MARKETING	08
Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool –Adding Asset.	

Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media v/s Social Media, recent trends and challenges in Social Media marketing. Search Engine Optimization-Recent trends and challenges

Skill Developments Activities:

1. Prepare Facebook Page in your name.
2. Open a YouTube channel.
3. Create a blog and write an article on Climate change.
4. Create a search engine optimization (SEO) dashboard.

Text Books:

1. Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd.
2. Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.
3. Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
4. Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.
5. Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 3.5

Name of the Course: RURAL MARKETING (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Case study method.

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Describe the importance and application of various concepts of rural marketing.
2. Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour.
3. Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.
4. Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.
5. Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO RURAL MARKETING	08
Nature and scope of rural marketing, rural v/s urban markets, concepts and classification of rural markets, rural marketing environment, rise of rural consumerism.	
Module No. 2: RURAL CONSUMER BEHAVIOUR	06
Consumer buying Behaviour in rural markets, factors affecting consumer behaviour. Market segmentation – Bases for segmenting rural consumer markets.	
Module No. 3: RURAL PRODUCT AND PRICING STRATEGY	08
Rural product, Rural product classification, Product Life Cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.	
Module No. 4: RURAL DISTRIBUTION AND COMMUNICATION STRATEGY	10
Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.	

Rural communication strategy: challenges in rural Communication, creating promotion mix for rural audiences - advertisement, sales promotion, publicity.	
Module No. 5: TRENDS IN RURAL MARKETING	10
Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labeling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate Farming -Meaning Only. Include live cases (ITC E-Choupal, TARAhatt, EID Parry’s Indiagriline)	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Prepare a Product life cycle for a Rural product 2. Select a Rural Product and conduct a Consumer Satisfaction Survey 3. Prepare an advertisement copy for a rural product 4. Visit an APMC Yard/Mandis and prepare a report on any one Agri-product pricing. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd 2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd. 3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd. 4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd. 5. T.P. Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies,3rd Edition, Vikas Publishing House. <p>Note: Latest edition of text books may be used.</p>	

BBA 3.6 – Sports/ NCC/NSS/R&R(S&G) /Cultural (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks : Nil	

Common syllabus for all UG Programmes

BBA - FOURTH SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.1 Name of the Course: MANAGEMENT ACCOUNTING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will demonstrate: <ol style="list-style-type: none"> 1. Explain the application of management accounting and various tool used 2. Make inter – firm and inter- period comparison of financial statements 3. Analyse financial statements using various ratios for business decisions. 4. Prepare fund flow and cash flow statements 5. Prepare different types of budgets for the business. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT ACCOUNTING		8
Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management.		
Module No. 2: RATIO ANALYSIS		14
Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.		
Module No. 3: CASH FLOW ANALYSIS		12
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalent - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Differences between Cash Flow Statement and Fund Flow Statement – Provisions of Ind. AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS-7.		
Module No. 4: MARGINAL COSTING		10
Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses-problems.		

Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.

Skill Developments Activities:

1. Collect the financial statement of a company and calculate important ratios.
2. Collect the annual report of a company and prepare a cash flow statement.
3. Prepare a Break-even-chart with imaginary figures.
4. Prepare a flexible budget using imaginary figures.
5. Prepare a Cash budget using imaginary figures

Text Books:

1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications
2. T.S. Sexana, Advanced Cost and Management Accounting, Sultan Chand
3. Jain and Narang, Cost and Management Accounting, Kalyani Publisher.
4. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications.
5. B.S. Raman, Management Accounting, United Publishers.
6. Sharma and Gupta, Management Accounting, Kalyani Publishers.
7. M N Arora, Accounting for Management, Himalaya Publisher
8. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India)

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.2

Name of the Course: BUSINESS ANALYTICS

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will able to:

1. Understand types of analytics and data models
2. Understand the role of data indecision making, sources and types of Data.
3. Ability to analyse data using different data analytic tools and draw inferences.
4. Understand applied statistics for business problems.
5. Demonstrate visualization of data.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO BUSINESS ANALYTICS	12
Business Analytics, Terminologies used in Analytics: Business Analytics, Business Intelligence, Meaning, Importance, Scope, Uses of Business Analytics, Architecture of Business Analytics, Types of Analytics: Descriptive, Diagnostics, Predictive, Prescriptive, Application of Business analytics, Introduction to Data Science and Big Data.	
Module No. 2: ROLE OF DATA IN THE ORGANIZATION	10
Sources of data, Use of Data in Decision making, Importance of data quality, dealing with missing or incomplete data, Types of Digital Data- Structured, Semi Structured, Unstructured Data. Data warehouse, Data mining, Data Integration – What, need, advantages, approaches of Data integration, Data profiling.	
Module No. 3: TOOLS USED FOR DATA ANALYTICS	11
Introduction to data analytics software – Types of data analytics software – open source and proprietary software. Lab sessions: R, JAMOVI, GRETL, Python: Installation of software –Installation of packages / library - Importing of data – Saving of data – Run descriptive Statistics – Interpret result – plotting of charts – inferences of chart. (Using all the four specified software).	
Module No. 4: DATABASE ORIENTATION	12
Database definition, types of structures, DBMs, RDBMS, Relational Database Language , Introduction to SQL, Features of SQL, SQL Languages, DDL commands- Create, Add, Drop, Constraints in SQL, DML Commands – Insert, Delete, Update, Data Query	

Language – Where clause, Order by, Group by, DCL commands – Grant, Revoke, TCL Commands – Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra.

**Module No. 5: DATA VISUALIZATION USING TABLEAU
(PUBLIC VERSION)**

10

Introduction to Dimensions and measures, Types of Charts, (Pie Chart, Column Chart, Line Chart, Bar Chart, Area Chart, Scatter Chart, Bubble Chart, Stock Chart), Basic understanding in dashboard and storyboard. (Explain using practical examples and students executes the examples using tableau.)

Skill Developments Activities:

1. Prepare tree map chart using Tableau.
2. Run a descriptive statistic using R and Python software.
3. Execute a summary chart in JAMOVI.
4. Execute DCL and TCL Command in SQL.

Text Books:

1. Business Analytics: Text and Cases, Tanushri Banerjee, Arvindram Banerjee, Publisher: Sage Publication
2. Business Analytics, U Dinesh Kumar, Publication: Wiley
3. Business Analytics, R. Evans James, Publisher: Pearson
4. Fundamental of Business Analytics, Seema Acharya R N Prasad, Publisher: Wiley
5. Business Analytics: Data Analysis and Decision Making, Albright and Winston published by Cengage Learning.
6. Swain Scheps, Business Intelligence for Dummies.
7. Rick Sherman, Business Intelligence Guidebook: From Data Integration to Analytics
8. Cindi Howson. Successful Business Intelligence, Second Edition: Unlock the Value of BI & Big Data

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.2

Name of the Course: FINANCIAL MARKETS AND SERVICES

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures and Tutorials

Course Outcomes: On successful completion of the course, the Students will be able to:

1. Understand the financial system, Institutions, financial markets and services.
2. Analyse the concepts relevant to Indian financial market and relevance.
3. Understand concept of financial services, types and functions.
4. Understand the types of financial Instruments.
5. Demonstrate an understanding the functioning of stock markets.

Syllabus:	Hours
Module No. 1: OVERVIEW OF FINANCIAL SYSTEM	08
Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.	
Module No. 2: FINANCIAL INSTITUTIONS	16
Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India, EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.	
Module No. 3: FINANCIAL SERVICES	12
Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating.	
Module No. 4: FINANCIAL MARKETS AND INSTRUMENTS	10
Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.	

Module No. 5: STOCK MARKETS	10
<p>Meaning of Stock, Nature and Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI.</p>	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Visit any financial institution and prepare a report regarding its structure, functions and performance. 2. Analyze the ratings given by any credit rating agency, for at least 5 companies. 3. Collect information on NASDAQ, Nifty, Sensex and write brief report on the same. 4. Identify a company of your choice and record its share prices for one month. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. L.M. Bhole, Financial Institutions & Markets, McGraw Hill 2. Khan, M.Y, Indian Financial System, McGraw Hill 3. Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition 4. Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill 5. Guruswamy, S., Financial Services and System, McGraw Hill 6. Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill 7. Khan. M.Y, Indian Financial System, Vikas Pub. House 8. H.R Machiraju, Indian Financial System, Vikas Pub. House 9. E. Gorden & K. Nataraj, Financial Markets and Services, HPH <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.3

Name of the Course: FINANCIAL MANAGEMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will able:

1. To identify the goals of financial management.
2. To apply the concepts of time value of money for financial decision making.
3. To evaluate projects using capital budgeting techniques.
4. To design optimum capital structure using EBIT and EPS analysis.
5. To evaluate working capital effectiveness in an organization.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO FINANCIAL MANAGEMENT	10
Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management – Goals of Financial Management, Financial Decisions -Types of Financial Decisions, Role of a Financial Manager; Financial Planning – Principles of Sound Financial Planning, Steps in Financial Planning, Factors influencing a Sound Financial Plan.	
Module No. 2: TIME VALUE OF MONEY	10
Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value(Single Flow – Uneven Flow & Annuity); Doubling Period; Concept of Valuation -- Valuation of Bonds, Debentures and Shares (Simple Problems)	
Module No. 3: FINANCING & DIVIDEND DECISIONS	12
Financing Decision: Sources of Long-Term Finance -- Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems.	
Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)	

Module No. 4: INVESTMENT DECISION	12
Meaning and Scope of Capital Budgeting, Features & Significance, Techniques --Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)	
Module No. 5: WORKING CAPITAL MANAGEMENT	12
Working Capital -- Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)	
Skill Developments Activities:	
<ol style="list-style-type: none"> 1. Calculate Equated Installment and prepare Loan Repayment schedule using imaginary figures. 2. Identify capital structure practices followed in any firm/company of your choice. 3. Collect the information on various types of bonds offered by government and record the same. 4. Prepare a working capital statement using imaginary values. 	
Text Books:	
<ol style="list-style-type: none"> 1. I M Pandey, Financial Management. Vikas Publication. 2. Prasanna Chandra, Financial Management, TMH 3. S N Maheshwari, Financial Management, Sultan Chand 4. Khan and Jain, Financial Management, TMH 5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India 6. Dr. Aswathanarayana.T ,Financial Management, VBH 7. K. Venkataramana, Financial Management, SHBP 8. G. Sudarshan Reddy, Financial Management, HPH 9. Sharma and Shashi Gupta, Financial Management, Kalyani Publication 	
Note: Latest edition of text books may be used.	

BBA 4.4 – CONSTITUTION OF INDIA (SEC)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 20		Semester End Examination Marks : 30	

Common syllabus for all UG Programmes

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 4.5

Name of the Course: BUSINESS LEADERSHIP SKILLS (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will able:

1. To understand the significance of leadership skills for effective people management.
2. To increase the comprehension of leadership through various leadership theories.
3. To analyse different leadership styles, types, patterns and functions.
4. To demonstrate an understanding of various leadership approaches for effective management of people.
5. To demonstrate an awareness of ethical leadership.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO BUSINESS LEADERSHIP	6
Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.	
Module No. 2: LEADERSHIP FROM MANAGERIAL PERSPECTIVE	10
Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership; traits of an ethical leader.	
Module No. 3: LEADERSHIP -THEORETICAL PERSPECTIVES.	8
Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Blake and Mouton's Managerial Grid.	
Module No. 4: LEADERSHIP STYLES	10
Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership.	

Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.

Skill Developments Activities:

1. Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.
2. “What if?”

This practical activity identifies how members of a team solve their problems differently?

Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.

3. Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on.
4. Analyze two cases related to leadership styles/strategies.

Text Books:

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.
5. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
6. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
7. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
8. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.5 Name of the Course: PERSONAL WEALTH MANAGEMENT (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the Students will able to: <ol style="list-style-type: none"> 1. Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life. 2. Identify the Real Estate Investment Routes and understand the tax planning that minimises tax burden. 3. Select and Apply the Asset Allocation strategies to balance between Risk and Return. 4. Analyse the Retirement Planning Benefits and retirement strategies to provide regular income for life. 5. Understand the basic principles and importance various insurance policies. 		
Syllabus:		Hours
Module No. 1: WEALTH MANAGEMENT AND FINANCIAL PLANNING		08
Meaning of Wealth Management, Need, Scope and Components of Wealth Management, Process of Wealth Management, Expectations of Clients, Code of Ethics for Wealth Manager. Challenges to WM in India – Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- Life Cycle and Wealth Cycle - Financial Planning in India, Legal aspects of Financial Planning.		
Module No. 2: ESTATE PLANNING AND TAX PLANNING		08
Real Estate, Role of Real Estate, Real Estate Investment Routes, Real Estate Indices -Assets & Liabilities, Nomination, Inheritance Law, Will, Understanding Trust and Trust Documents – Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off.		
Module No. 3: ASSET ALLOCATION STRATEGIES		08
Asset allocation Strategies -Asset allocation Decision, Equity portfolio strategies - Active Vs Passive, Management strategies, Value V/s growth investing, -Tactical, Fixed & Flexible. Portfolio Management Strategies - Indexing - Active - interest rate anticipation, Valuation analysis, Credit analysis, Yield spread analysis and Bond swaps - Allocation to Speculation, Diversification in Perspective.		

Module No. 4: RETIREMENT PLANNING AND EMPLOYEE BENEFITS	10
Introduction to Retirement Planning - Types of Retirement Plans - Defined Benefit and Defined Contribution plan, Superannuation Fund and other retirement plans, Pre and Post Retirement Planning Strategies – ESOP and ESPP.	
Module No. 5: INSURANCE PRODUCTS IN WEALTH MANAGEMENT	08
Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance- Group Life and Health Insurance; Types of Life Insurance Policies, Types of General Insurance Policies, Health Insurance and Group Insurance Policy – Risk Management through Insurance.	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. List out different Insurance schemes 2. Create your own personal portfolio using imaginary numbers and justify. 3. Conduct a survey of 20 salaried employees on their investment avenues through questionnaire. 4. Prepare technical charts report of any 5 listed stocks in BSE S&P SENSEX. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Pawan V. Jhabak – Wealth Management, Himalaya Publishing House Pvt. Ltd., Mumbai - 400 004. 2. S.K Bagchi – Wealth Management Jaico Publishing House, First Edition. 3. NSE Academy – Financial Planning and Wealth Management. 4. NCFM Work Book – Financial Markets (Advanced). <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.5 Name of the Course: FINANCIAL LITERACY AND INVESTMENT AWARENESS (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the Students will able to: <ol style="list-style-type: none"> 1. Provide the foundation for financial decision making. 2. List out various savings and investment alternatives for a common man. 3. Give a detailed overview of stock market and stock selection 4. Orient the learners about mutual funds and the criteria for selection 		
Syllabus:		Hours
Module No. 1: FOUNDATION FOR FINANCE		
<p>Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults.</p> <p>Economics-Meaning-scope-key concepts influencing decisions making both micro and macro.</p> <p>Banking in India- Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI.</p> <p>Orientation to Financial Statements-financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.</p>		04 Hours
Module No. 2: INVESTMENT MANAGEMENT		
<p>Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools.</p> <p>Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal.</p>		08 Hours

<p>Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants.</p> <p>Stock Selection: Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators.</p> <p>Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.</p>	
<p>Module No. 3: MUTUAL FUNDS AND FINANCIAL PLANNING ESSENTIALS</p>	
<p>Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value.</p> <p>Criteria for Selection of Mutual Funds: Returns, Performance Measures- Sharpe, Treynor, Alpha, Beta and R Square.</p> <p>Financial Planning-Sample formats-integrating all the concepts learnt with a personal financial plan.</p> <p>Giving and Supporting-Family Support-Charitable giving-crowd sourcing for needs.</p>	<p>03 Hours</p>
<p>Module No. 4: PRACTICAL COMPONENT:</p>	
<p><u>Unit 1: Foundation of Finance</u></p> <ul style="list-style-type: none"> • Spreadsheet Modeling <ul style="list-style-type: none"> • IF Function • SUM Function • AVERAGE Function: INDEX, MATCH and VLOOKUPFunction: • RANK Function • SUMPRODUCT Function • MAX & MIN Function • ERRORS in Modeling (#VALUE!, #NAME?, #DIV/O!,#REF!, #NUM!, #NA) • PRESENT VALUE Functions • FUTURE VALUE Functions • ANNUITY Functions • PERPETUITY Functions • Statistical Functions in Excel • Financial Statements in Excel 	<p>06 Hours</p>

<p><u>Unit 2: Investment Management</u></p> <ul style="list-style-type: none"> • Administering Risk Tolerance Tool • Group Presentations on Investment Alternatives (Advantages, Suitability and Limitations) • Demonstration of Stock Trading • Economy Analysis (www.tradingeconomics.com) • Industry Analysis (www.ibef.org) • Company Analysis (www.valueresearchonline.com) • Spreadsheet Modelling for Stock Valuation (Dividend Discount Model, Free Cash Flow Model and Relative Valuation) • Demonstration of Technical Analysis and Exercises (NSE - TAME) • Spreadsheet Modelling for calculating Stock Return, Risk and Beta 	<p>15 Hours</p>
<p><u>Unit 3: Mutual Funds and Financial Planning Essentials</u></p> <ul style="list-style-type: none"> • Identification of Fund Houses in India, Schemes and Plans of each Mutual Fund House (www.amfiindia.in, www.valueresearchonline.com) • Exercises on Calculation of Net Asset Value • Demonstration of Mutual Fund Fact Sheet • Exercises on reading performance measures and selection of mutual funds. • Preparation of Financial Plan. 	<p>06 hours</p>
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Prepare a Spreadsheet modeling using financial functions. 2. Prepare a group presentation on investment alternatives (advantages, sustainability and limitations) 3. Prepare a exercise on calculation of net asset value of mutual fund scheme. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. RBI Financial Education Handbook 2. Prasanna Chandra, Financial Management, Mc Graw Hill. 3. Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc. 4. Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications. 5. Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall. 6. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI 7. NSE Academy Certification in Financial Markets (NCFM) Modules: <ol style="list-style-type: none"> a. Macroeconomics for Financial Markets b. Financial Markets (Beginners Module) c. Mutual Funds (Beginners Module) d. Technical Analysis <p>Note: Latest edition of text books may be used.</p>	

BBA 4.6 – Sports/ NCC/NSS/R&R(S&G) /Cultural (SEC-VB)			
Course Credits	02	Total Contact Hours	30
Internal Assessment Marks : 25+25		Semester End Examination Marks : Nil	

Common syllabus for all UG Programmes

SEMESTER – V								
SLNo.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA 5.1	Production and Operations Management	DSC	4+0+0	60	40	100	4
32	BBA 5.2	Income Tax-I	DSC*	3+0+2	60	40	100	4
33	BBA 5.3	Banking Law and Practice	DSC	4+0+0	60	40	100	4
34	BBA 5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE**	3+0+1	60	40	100	3
35	BBA 5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE**	3+0+1	60	40	100	3
36	BBA 5.6	A. Information Technology for Business (Excel & DBMS) B. Digital Marketing	Vocational-1 Anyone to be chosen	3+0+2	60	40	100	4
37	BBA 5.7	Employability skills	SEC – VB	1+0+2	60	40	100	3
SUB TOTAL (E)					420	280	700	25

ELECTIVE GROUPS AND COURSES:

Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics and Supply Chain Management
COURSE CODE	FN1	MK1	HRM1	DA1	RM1	LSCM1
Paper-1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Fundamentals of Retail Management	Freight Transport Management

Note: Students have to choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester.

* In case of DSC 5.2, work load shall be maintained as 3+0+2 irrespective of strength of the students.

** In case of theory paper 'Case Analysis/Group Discussion' shall be considered as practical.

SEMESTER – VI								
SLNo.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA 6.2	Income Tax-II	DSC*	3+0+2	60	40	100	4
40	BBA 6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA 6.4	Elective -1 (FN2\MK2\HRM2\DA2\ RM2\LSCM2)	DSE**	3+0+1	60	40	100	3
42	BBA 6.5	Elective-2 (FN2\MK2\HRM2\DA2\ RM2\LSCM2)	DSE**	3+0+1	60	40	100	3
43	BBA 6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 Anyone to be chosen	3+0+2	60	40	100	4
44	BBA 6.7	Internship (4weeks) #	I-1	1+0+2	-	50	50	2
SUB TOTAL (F)					360	290	650	24

* In case of DSC 6.2, work load shall be maintained as 3+0+2 irrespective of strength of the students.

** In case of theory paper 'Case Analysis/Group Discussion' shall be considered as practical.

(i) 4 weeks duration shall be given to the students to undertake the internship.

(ii) Work load (1+0+2) shall be allotted for guiding the students for internship field work and report.

Internship with Business Organizations

Objectives:

- To enhance the classroom learning
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to a professional context.

Guidelines to the institution:

1. Each student will have to work in a Business Organization for at least 4 weeks after their Fifth Semester Examination.
2. The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in the internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report contains details of the organization, nature of business, and a write up on the learning outcome from the internship carried out by them.

Marks Allocation:

- 30 Marks for the Internship Report and 20 Marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives –VI Semester						
Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics and Supply Chain Management
COURSE CODE	FN2	MK2	HRM2	DA2	RM2	LSCM2
Paper-2	Security Analysis and Portfolio Management	Advertising and Media Management	Cultural Diversity at Workplace	Marketing Analytics	Retail Operations Management	Sourcing for Logistics and Supply Chain Management

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA5.1 Name of the Course: Production and Operations Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Understand ever growing importance of Production and Operations Management in uncertain business environment. b) Gain an in-depth understanding of Plant Location and Layout c) Appreciate the unique challenges faced by firms in Inventory Management. d) Understand the subject as to Production Planning and Control. e) Develop skills to operate competitively in the current business scenario. 		
Syllabus:		Hours
Module No.1: Introduction to Production and Operations Management		12
Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions		
Module No. 2: Plant Location and layout		10
Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.		
Module No.3: Production Planning and Control		12
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System, Process Planning Manufacturing, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.		
Module No. 4: Inventory Management		12
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.		
Module 5: Maintenance and Waste Management		10

Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management–Scrap and surplus disposal, Salvage and recovery.

Skill Development Activities:

1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout
3. Describe the Functions of Quality Circles in an industry
4. List out the Functions of Inventory Management in an organization.

Books for Reference:

1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
 2. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
 3. SN Chary, Production & Operations Management, McGraw Hill.
 - 4 U. Kachru, Production & Operations Management, Excel Books.
 5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
 - 6 K KAhuja, Production Management, CBS Publishers.
 - 7.S.A. Chunawalla & Patel: Production & Operations Management, HPH.
 - 8.Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing
 - 9.Dr. L. N.Agarwal and Dr. K.C. Jain, Production Management
 - 10.Thomas E. Morton, Production Operations Management, South Western College.
- Note: Latest edition of books may be used.**

Name of The Program: Bachelor of Business Administration (BBA) Course Code: BBA5.2 Name of the Course: Income Tax – I		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..		
Course Outcomes: On successful completion of the course, the students will be able to:		
a) Comprehend the procedure for computation of Total Income and tax liability of an individual. b) Understand the provisions for determining the residential status of an Individual. c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits. d) Compute the income house property for different categories of house property. e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.		
Syllabus:		Hours
Module-1: Basic Concepts of Income Tax		12
Introduction –Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of an individual under section 10.		
Module -2:Residential Status and Incidence of Tax		10
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.		
Module- 3: Income from Salary		16
Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. - Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on Computation of Taxable Salary.		
Module -4: Income from House Property		10
Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.		

Module No.-5: Tax Deduction at Sources & Advance Tax Ruling	08
<p>Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries. Advance Tax: Meaning of advance tax - Computation of advance tax - Installment of advance tax and due dates.</p> <p>Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to individuals under old regime. (Individuals only).</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Prepare a slab rates chart for different Individual assesses. 2. Visit any Chartered Accountant office Collect and record the procedure involved in filing the Income tax returns of an Individual. 3. List out any 10 Incomes exempt from tax of an Individual. 4. Prepare the list of perquisites received by an employee in an organization. 5. Identify and collect various enclosures pertaining to Income tax returns of an individual. 6. Any other activities, which are relevant to the course. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra. 2. Vinod K. Singhania, Direct Taxes, Taxman Publication Private Ltd, New Delhi. 3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana. 4. Bhagawathi Prasad, Direct Taxes. 5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.s 6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.3 Name of the Course: Banking Law and Practice		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the legal aspects of banker and customer relationship. b) Open the different types of accounts. c) Describe the various operations of banks. d) Understand the different types of crossing of cheques and endorsement. e) Understanding of different types of E-payments. 		
Syllabus:		Hours
Module No. 1: Banker and Customer		16
A) Banker and Customer Relationship: Introduction – Meaning of Banker& Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer). B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.		
Module No. 2: Banking Operations.		08
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.		
Module No. 3: Paying Banker		12
Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.		
Module No. 4: Lending Operations		12
Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances & impact; Government Regulations on Priority lending for commercial banks.		

Module No. 5: Banking Innovations	8
<p>New technology in Banking – E-services – plastic cards. Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Collect and paste pay in slip for SB A/c and Current a/c. 2. Draw a specimen of a crossed cheque. 3. List out different types of customers and collect KYC documents required for loan 4. List out various fee-based services offered by a bank in your locality 5. List out application-based payment systems provided by a commercial bank. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Gordon & Natarajan: Banking Theory Law and Practice, HPH. 2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication. 3. Kothari N. M: Law and Practice of Banking. 4. Tannan M.L: Banking Law and Practice in India, Indian Law House 5. S. P Srivastava: Banking Theory & Practice, Anmol Publications. 6. Sheldon H.P: Practice and Law of Banking. 7. Neelam C Gulati: Principles of Banking Management. 8. Dr. Alice Mani: Banking Law and Operation, SB. <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN1 Name of the Course: Advanced Corporate Financial Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand and determine the overall cost of capital. b) Comprehend the different advanced capital budgeting techniques. c) Understand the importance of dividend decisions and dividend theories. d) Evaluate mergers and acquisition. e) Enable the ethical and governance issues in financial management. 		
Syllabus:		Hours
Module No. 1: Cost of Capital and Capital Structure Theories		12
Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. Theories of capital structures: The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.		
Module No. 2: Risk Analysis in Capital Budgeting		12
Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems. .		
Module No. 3: Dividend Decision & Theories of Dividend.		14
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.		
Module No. 4: Mergers and Acquisitions		10
Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.		
Module No. 5: Ethical and Governance Issues		08
Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.		

Skill Development Activities:

1. Visit an organisation in your town and collect data about the financial objectives.
2. Compute the specific cost and weighted average cost of capital of an Organisation, you have visited.
3. Case analysis of some live merger reported in business magazines.
4. Meet the financial manager of any company, discuss ethical issues in financial management.
5. Collect the data relating to dividend policies practices by any two companies.
6. Any other activities, which are relevant to the course.

Books for References:

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B.Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: MK 1 Name of the Course: Consumer Behaviour		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to:		
<ul style="list-style-type: none"> a) Understanding of Consumer Behaviour towards products, brands and services. b) Distinguish between different consumer behaviour influences and their relationships. c) Establish the relevance of consumer behaviour theories and concepts to marketing decisions. d) Implement appropriate combinations of theories and concepts. e) Recognise social and ethical implications of marketing actions on consumer behaviour. 		
Syllabus:		Hours
Module -1: Introduction to Consumer Behaviour		10
Meaning and Definition, Need for Consumer Behaviour, consumer and customer. Buyers and users. Need to study consumer behaviour. Applications in Marketing, Consumer research process –Understanding consumer through Research process. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.		
Module -2: Individual Determinants of Consumer Behaviour		08
Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.		
Module-3: Environmental Determinants of Consumer Behaviour		12
Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person’s Age, Life cycle stage, Occupational and economic circumstances.		
Module - 4: Consumer's Decision-Making Process		09
Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making- Models of consumer decision making.		

Module -5:Consumer Satisfaction & Consumerism	06
<p>Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Collect information on behaviour of consumers at an unorganized retail Outlets. 2. prepare a questionnaire to conduct consumer survey to assets the important factor motivates their purchase like mobile, shoes, bags, etc. 3. Collect and record feedback on customer satisfaction online shoeing 4. Write a report on the marketing problem faced by an organization of your choice. 5. Visit any three local restaurants and assess how each attracts clients in different stages of the family life cycle. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000. 2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003. 3. Batra/Kazmi; Consumer Behaviour. 4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi,1993. 5. K. Venkatramana, Consumer Behaviour, SHBP. 6. Assael Henry; Consumer behaviour and marketing action; Asian Books (P) Ltd, Thomson learning, 6th Edition; 2001. 7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003. 8. Blackwell; Consumer Behaviour, 2nd Edition. 9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH. 10. Sontakki; Consumer Behaviour, HPH. 11. Schiffman; Consumer Behaviour, Pearson Education. <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: HRM1 Name of the Course: COMPENSATION AND PERFORMANCE MANAGEMENT		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the concepts of Compensation management. b) Describe job evaluation and its methods. c) Evaluate the different methods of wages. d) Describe performance management and methods of performance management. e) Preparation of Payroll. 		
SYLLABUS:		HOURS
Module No. 1: Introduction to Compensation Management		12
<p>Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees.</p> <p>Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.</p>		
Module No. 2: Job Evaluation		06
<p>Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.</p>		
Module No. 3: Wage and Salary Administration		12
<p>Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll</p>		

Module No. 4: Performance Management	14
Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management Performance Appraisal Methods: Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal.	
Module No. 5: Issues In Performance Management	08
Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List the various components of total compensation in Multinational Companies. 2. Construct a questionnaire for a salary survey on nurses. 3. Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company. 4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on) 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education 2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House. 3. Milkovich & Newman, Compensation, Tata McGraw Hill 4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education 5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press. 6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi. 7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer. 8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi. 9. BD Singh, Compensation & Reward Management, Excel Books 10. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi. 11. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2 nd Edition, 2008, PHI, New Delhi. 12. Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai. <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA)

DATA ANALYTICS

Course Code: DA 1

Name of the Course: Financial Analytics

Course Credits	No. of hours per week	Total No. of Teaching hours
3 credits	3 hours	45 hours

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.

Course Outcomes: On successful completion student will demonstrate:

- a) Analyze and model financial data.
- b) Access the different open-source domains.
- c) Evaluate and build model on time series data.
- d) Execute the statistical analysis using python.

Syllabus:	Hours
Module No. 1: Introduction to Financial Analytics	08
Introduction: Meaning-Importance of Financial Analytics uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).	
Module No. 2: Access to Financial Data Using Latest Technology	07
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).	
Module No. 3: Introduction to Time Series Modeling	10
Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).	
Module No. 4: Introduction to Python	10
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.	

Module No. 5: Python for Finance	10
<p>Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.</p>	
<p>Skill Development Activities:</p> <ul style="list-style-type: none"> a) Explain the Different types of trends in time series data. b) Explain the assumptions of regressions. c) List out public domain data base. d) List out recent FINTECH companies. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Python for finance: Yves hil pisces 2. Hands on Data analysis with Pandas: Stefanie molin. 3. Hands on Python for finance, Krish Naik, Packt 4. Python For Finance, Yuxing Yan, Packt 5. Mastering Python for Finance, James Ma Weiming ,Pack Publishing 6. Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill 7. Haskell Financial Data Modelling and Predictive Analytics, PavelRyzhov, PACKT <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Retail Management Course Code: RM 1 Name of the Course: Fundamentals of Retail Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion student will demonstrate:		
<ul style="list-style-type: none"> a) Understand the Retail Business. b) Understand the business operations in Retailing. c) Formulate the retail strategies of Retail Business. d) Apply the Retailing principles and theories. e) Explore the career opportunities in the Retail sector. 		
Syllabus:		Hours
Module -1: Introduction to Retail Business		10
Definition, functions and types of retail ownership-Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing system, Consumer co-operatives; forms of retail business ownership. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.		
Module -2: Consumer Behaviour in Retail Business		08
Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.		
Module-. 3: Retail Organization and Functional Management		08
Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.		
Module -4: Retail Marketing Mix		12
Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing; Pricing- Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies. Promotion : Setting objectives, communication effects , promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of work force.		

Module- 5: Impact of Information Technology in Retailing	07
<p>Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> a) Draw a retail life cycle chart and list the stages. b) Draw a chart showing store operations. c) List out the major functions of a store manager diagrammatically. d) List out the current trends in e-retailing e) List out the Factors Influencing in the location of a New Retail outlet. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH 3. S.K. Poddar & others – Retail Management, HPH. 4. R.S.Tiwari ; Retail Management, HPH 18 5. Barry Bermans and Joel Evans: &quot; Retail Management – A Strategic Approach & quot;, 8th edition, PHI/02 6. A.J.Lamba, &quot;The Art of Retailing&quot;, 1st edition, Tata Mc.Graw Hill, New Delhi, 2003. 7. Swapna Pradhan :Retailing Management, 2/e, 2007 & 2008, TMH 8. James R. Ogden & Denise T.: Integrated Retail Management 9. A Sivakumar : Retail Marketing , Excel Books 10.Ogden : Biztantra, 2007 11.Levy & Weitz : Retail Management -TMH 5th Edition 2002 12.Rosemary Varley, Mohammed Rafiq:- Retail Management 13.Chetan Bajaj: Retail Management -Oxford Publication. 14. Uniyal & Sinha : Retail Management - Oxford Publications. 15. Araif Sakh ; Retail Management <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Course Code: LSCM 1 NAME OF THE COURSE: Freight Transport Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the different functions of Commercial transport. Analyse pricing and pricing strategy. Understand transport administration. Understand of transport and export documentations. 		
Syllabus:		Hours
Module 1: Transport Function		10
Transport functionality - Transport structure and classification - Principles and participants - Transport service-Traditional carriers, package service, ground package service, Air package service- Intermodal Transportation - Piggyback/TOFC/COFC, Containerships, Non-operating intermediaries; Modes of Transport – Rail, Water, Pipeline, Air, Motor Carriers.		
Module 2: Transport Economics		09
The structure of Transport Costs and Location of Economic Activities. Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.		
Module 3: Transport Administration		08
Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.		
Module 4: Transport Documentation		10
Transport documents: Delivery order, Dock receipt, Bill of Lading, Freight Bill, Sea way Bill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest. Export documents: BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEI, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper's letter of instruction.		
Module 5: Pricing		08
Pricing fundamentals – Fundamentals of Pricing, Principle of Pricing, F.O.B Pricing, Delivered pricing - Pricing issues- potential discrimination, quantity discounts, pick up allowances, promotional pricing, menu pricing- platform service pricing, value added service cost, efficiency incentives.		

Skill Development Activities:

1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers
2. Identify the best modes of transport for textiles and spices from India to USA
3. Draft a BOL for shipment of goods
4. List out and explain the different kinds of Pricing.

Books for References:

1. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill
2. Sunil Chopra & Peter Meindl, Supply Chain Management, PHI
3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply Chain Logistics Management- McGraw Hill Education, 3rd Indian Edition.
4. Rahul V Altekar, "Supply Chain Management- Concepts and Cases", Prentice Hall of India Pvt. Ltd.

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 5.6 Vocational		
Name of the Course: Information Technology for Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ;		
<ul style="list-style-type: none"> a) Understand the fundamentals of information technology b) Understand usage of information technology in business. c) Learn core concepts of computing and modern systems d) Applications of Excel and SQL. e) Awareness about latest information. 		
Syllabus		Hours
Module No. 1: Information Technology and Information System		10
Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.		
Module No. 2: Subsystems of Information System		12
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
Module No. 3: Database Management System		14
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.		
Module No. 4: Microsoft Excel in Business		14
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis(Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV,FV, Rate, IRR, DB,SLN,SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.		
Module No. 5: Recent Trends in IT		06
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Creating Database Tables in MS Access and Entering Data 2. Creating Forms in MS Access 3. Creating Reports in MS Access 4. Creating charts in Excel 5. What if analysis in Excel 6. Summarizing data using Pivot Table 		

7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

Books for Reference:

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
2. Uma G. Gupta, "Management Information Systems – A Management Perspective", Galgotia publications Pvt., Ltd., 1998.
3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
4. C.S.V.Murthy: Management Information Systems, HPH
5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
8. Introduction to Database Systems, CJ Date, Pearson
9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition.
10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education
13. Introduction to Database Systems, C.J.Date Pearson Education
14. Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
15. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 5.6 (B)		
Name of the Course: Digital Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to		
<ul style="list-style-type: none"> a) Gain knowledge on Digital Marketing, Email marketing and Content marketing. b) Understand Search Engine Optimization tools and techniques c) Gain skills on creation of Google AdWords & Google AdSense d) Gain knowledge on Social Media Marketing and Web Analytics. e) Gain knowledge on YouTube Advertising & Conversions. 		
Syllabus:		Hours
Module No. 1: Introduction to Digital Marketing		10
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
Module No. 2: Search Engine Optimization (SEO)		12
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc., SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
Module No. 3: Google AdWords & Google AdSense		12
Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types , Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto , Demographic Targeting / Bidding, CPC-based, CPAbased & CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.		
Module No. 4: Social Media Marketing (SMM) & Web Analytics		12
Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of		

Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, GoogleTag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.

Module No. 5: Youtube Advertising (Video Ads) & Conversions

10

Youtube Advertising (Video Ads): Youtube advertising, Why should one advertise on youtube? , Creating youtube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads
Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.

Skill Development Activities:

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

Books for Reference:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation
Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 5.7

Name of the Course: Cyber Security

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

Name of the Program: Bachelor of Business Administration (BBA.) Course Code: BBA. 6.1 Name of the Course: Business Law		
Course Credits	No. of hours per week	Total No. of teaching hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> Comprehend the laws relating to Contracts and its application in business activities. Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller. Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments. Understand the significance of Consumer Protection Act and its features Understand the need for Environment Protection. 		
Syllabus:		Hours
Module No. 1: Indian Contract Act, 1872		16
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.		
Module No. 2: The Sale of Goods Act, 1930		12
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
Module No. 3: Negotiable Instruments Act, 1881		12
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments –Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
Module No. 4: Consumer Protection Act, 1986		08
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.		
Module No. 5: Environment Protection Act, 1986		08

Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.

Skill Developments Activities:

1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case
2. Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”.
3. Briefly narrate any one case law relating to minor.
4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act.
5. List out any six cybercrimes.

Csases:

The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –

1. Balfour Vs Balfour
2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo
6. Chinnayya Vs Ramayya
7. Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty
9. Hadley Vs Baxendale

Books for Reference:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
12. N.D. Kapoor, Business Laws, Sultan Chand Publications
13. K. Aswathappa, Business Laws, HPH,
14. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
15. Chanda, P.R, Business Laws, Galgotia Publishing Company

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.2

Name of the Course: Income Tax – II

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will:

- a) Understand the procedure for computation of income from business and other Profession.
- b) the provisions for determining the capital gains.
- c) Compute the income from other sources.
- d) Demonstrate the computation of total income of an Individual.
- e) Comprehend the assessment procedure and to know the power of income tax authorities.

Syllabus:	Hours
Module No. 1: Profits and Gains of Business and Profession	18
Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.	
Module No. 2: Capital Gains	10
Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.	
Module No. 3: Income from other Sources	10
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.	
Module No. 4: Set Off and Carry Forward of Losses & Assessment of individuals.	10
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.	
Module No. 5: Assessment Procedure and Income Tax Authorities	08
Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory.	

Skill Developments Activities:

1. Visit any chartered accountant office and identify the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. Identify the Due date for filing the returns and rate of taxes applicable for individuals.
5. Draw an organization chart of Income Tax department in your locality.
6. Any other activities, which are relevant to the course.

Books for References:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax.
6. 7 Lecturers – Income Tax – I, VBH
7. Dr.V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, VittamPublications.
8. Dr. B Mariyappa, Income Tax II – HPH.

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.3 Name of the Course: International Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will able to: <ol style="list-style-type: none"> a) Understand the concept of International Business. b) Differentiate the Internal and External International Business Environment. c) Understand the difference MNC and TNC d) Understand the role of International Organisations in International Business. e) Understand International Operations Management. 		
Syllabus:		Hours
Module No. 1: Introduction to International Business		12
<p>Introduction- Meaning and definition of international business need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business.</p> <p>Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.</p>		
Module No. 2: International Business Environment		12
<p>Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.</p>		
Module No.3: Globalization		12
<p>Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.</p>		
Module No.4: Organizations Supporting International Business		10
<p>Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.</p>		
Module No.5: International Operations Management		10
<p>Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).</p>		

Skill Developments Activities:

- a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
- b) List any two Indian MNC's along with their products or services offered.
- c) Prepare a chart showing currencies of different countries
- d) Collect and paste any 2 documents used in Import and Export trade.

Books for References:

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.
2. Francis Cherunilam; International Business, Prentice Hall of India
3. P. SubbaRao – International Business – HPH
4. Sumati Varma. (2013). International Business (1st edi), Pearson.
5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.
6. International Business by Daniel and Radebaugh –Pearson Education

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN2 Name of the Course: Security Analysis and Portfolio Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the concept of basics of Investment. b) Evaluate the different types of alternatives. c) Evaluate the portfolio and portfolio management. d) Understand the concept of risk and returns e) Gain the knowledge of fundamental and technical analysis. 		
Syllabus:		Hrs.
Module No. 1: Introduction to Investments		10
Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
Module No. 2: Risk-Return Relationship		05
Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.		
Module No. 3: Fundamental Analysis		10
Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.		
Module No. 4: Technical Analysis		10
Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
Module No. 5: Portfolio Management		10
Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.		

Skill Development

1. Prepare an imaginary investment portfolio for individual with a salary of 10 lakhs per annum.
2. List of 10 companies approached SEBI for IPO
3. Prepare a technical analysis chart on Blue Chip Companies of BSE.
4. Collect information regarding GDRs, ADRs, IDRs and various Bonds and make a chart.
5. Watch market movement for a day and analyze the trend of Nifty-Fifty Index.

Books for Reference

1. A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
2. Singh Preeti, Investment Management, HPHG
3. Alexander Fundamental of Investments, Pearson Ed.
4. Hangen: Modern Investment theory. Pearson Ed.
5. Kahn: Technical Analysis – Plain and sample Pearson Ed.
6. Ranganthan: Investment Analysis and Portfolio Management.
7. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
8. Alexander, Shampe and Bailey – Fundamentals of Investments Prentice Hall of India
9. Newyork Institute of Finance – How the Bond Market work – PHI.
10. Mayo Investment Thomason hearing

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: MK 2 Name of the Course: Advertising and Media Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the nature, role, and importance of IMC in marketing strategy b) Understand effective design and implementation of advertising strategies c) Present a general understanding of content, structure, and appeal of advertisements d) Understand ethical challenges related to responsible management of advertising and brand strategy. e) Evaluate the effectiveness of advertising and agencies role 		
Syllabus:		Hours
Module -1: Introduction to Integrated Marketing Communication		10
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		
Module -2: Consumer and Media		10
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets		
Module-3: Advertising Program		10
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		
Module -4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth		10
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.		

Module -5:Measuring Effectiveness	05
<p>Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> a) List out ethical issues in Advertisements. b) List out different modes of Advertisement. c) Write a note on guidelines for copywriting. d) List out types of Outdoor Advertisement. e) State the process in selection of Advertisement Agency. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc. 2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0. <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: HRM 2 Name of the Course: Cultural Diversity at Work Place		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> f) Understand, interpret question reflect upon and engage with the notion of “diversity”. g) Recall the cultural diversity at work place in an organization. h) Support the business case for workforce diversity and inclusion. i) Identify diversity and work respecting cross cultural environment. j) Assess contemporary organizational strategies for managing workforce diversity and inclusion. 		
Syllabus:		Hours
Module No. 1: Introduction to Diversity		10
Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.		
Module No. 2: Exploring Differences		08
Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.		
Module No.3: Visions of Diversity and Cross Cultural Management		10
Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede’s Cultural Dimensions, Trompenaar’s Dimensions, Schwartz Value Survey, GLOBE study.		

Module No. 4: Skills and Competencies	10
Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.	
Module No. 5: Recent Trends in Diversity Management	08
Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity.	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Visit any MNCs, identify and report on the cultural diversity in an organization. 2. Interact and List out the ways in which dehumanization done in public/ private sector organization.) 3. Interact with HR Manager of any MNCs, explore and report on cross cultural management. 4. Explore the benefits of multi-cultural organizations. 5. Examine and report on diversity management in select IT organizations. 6. Any other activities, which are relevant to the course. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Bell, M.P. (2012). Diversity in organizations (2nd Ed.). Mason, OH: Cengage. 2. Harvey, C.P. & Allard, M.J. (2015). Understanding and managing diversity: Readings, cases, and exercises (6th Ed.). Upper Saddle River, NJ: Pearson. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) DATA ANALYTICS Course Code: DA 2 Name of the Course: Marketing Analytics		
Course Credits	No. of hours per week	Total no. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources Apply marketing analytics to develop predictive marketing dashboard for organization Analyse data and develop insights to address strategic marketing challenges Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing. 		
Syllabus:		Hours
Module No. 1: Introduction to Marketing Analytics and Data Mining		06
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.		
Module No. 2: Introduction to R		10
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.		
Module No. 3: Descriptive Analytics		08
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).		
Module No. 4: Prediction and Classification Modelling using R		10
Introduction to Prediction and Classification modeling, data splitting for training and testing purpose, Prediction modeling: Predicting the sales using Moving Average Model and Regression Model(Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.		
Module No. 5: Application of Analytics in Marketing		11
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K-Means Cluster Analysis, Key Driver Analysis using Regression Model.		

Skill Development Activities:

- a) Explain the Process model for Data Mining.
- b) Explain the difference between Binary Logistic Regression and Decision Tree.
- c) List out Public domain data base.
- d) List out applications of marketing analytics.

Books for References:

1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc
2. Marketing Data Science, Thomas W. Miller Published by Pearson
3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson
4. Marketing Analytics, Mike Grigsby published by Kogan Page.

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Retail Management Course Code: RM 2 Name of the Course: Retail Operations Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> a) Compare various retail formats and technological advancements for setting up appropriate retail business. b) Identify the competitive strategies for retail business decisions. c) Examine the site location and operational efficiency for marketing decisions. d) Analyse the effectiveness of merchandising and pricing strategies. e) Assess store layout and planogram for retail business. 		
Syllabus:		Hours
Module -1: Retail and Logistics Management		07
Introduction Retailing and economic significance- Functions of a retailer - Types of retailers – Trends in retailing – International Retailing – Retailing as a career –Retail Management Decision Process - Service Retailing.		
Module -2: Retailing Environment Theories		10
Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.		
Module-. 3: Store Loyalty Management and Retail Location		10
Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.		
Module -4: Merchandise Management		10
Meaning - Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label - Retail Pricing policies.		
Module- 5: Category Management		08
Meaning - Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role-Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.		

Skill Development Activities:

- a) Write a note on Visual merchandising training programme layout design, and product placement.
- b) Write a note Leadership training: Develop skills in coaching, delegation, and motivation.
- c) Derive Customer analysis by considering skills in understanding customer behavior and preferences to improve customer satisfaction.
- d) Chart out the types of customers in creating customer loyalty programs.

Books for References:

1. Coughlem: Marketing Channels. □ Gilbert Pearson: Retail Marketing Education Asia 2001.
2. Micheal Levy □ & Barton AWeitz: Retailing Management, McGraw
3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.
4. Suja Nair: Retail Management, Himalaya Publishing House. □
5. W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6thEdition PHI □ New Delhi, 2001.

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Course Code: LSCM 2 NAME OF THE COURSE: Sourcing for Logistics and Supply Chain Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 hours	45 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to:		
<ul style="list-style-type: none"> a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance. b) Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria. c) Develop effective supplier relationship management skills, including negotiation, communication, and collaboration. d) Apply sourcing best practices, including risk management, sustainability, and ethical sourcing. e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes. 		
Syllabus:		Hours
Module No. 1: Sourcing		08
Meaning and Definition. Approaches to Sourcing. Sole Sourcing – Single, Dual & Multiple sourcing arrangements, other sourcing/purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra–Company trades and Transfer pricing arrangement, Implications of International Sourcing.		
Module No. 2: External Sourcing		08
Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life Cycle Costs, Technical Merit, Added Value Solutions, Systems, and Resources.		
Module No.3: Assessment of Financial Stability		10
Sources of information on potential suppliers’ Financial performance. Financial reports – Profit & Loss Statements, Balance Sheets, and Cash Flow Statements. Ratio Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.		
Module No.4: Assessment of Market Data		12
Analysing Suppliers’ Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted points system.		

ModuleNo.5: Legislative, Regulatory & Organizational Requirements	07
<p>Legislative, Regulatory & Organizational Requirements when sourcing from not-for-profit, private and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatory bodies.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Highlight the stages when Early Supplier Involvement is encouraged by companies to maximise the benefits 2. List out the Regulatory bodies connected to sourcing. 3. Identify the benefits of co-location of suppliers to the company. 4. List out the Credit rating agencies for supplier assessment. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York, 2. John Gattorna , Handbook of Logistics and Distribution Management. 3. P. Fawcett, R. McLeish and I Ogden, Logistics Management. 4. D.M. Lambert & J R Stock, Richard D Irwin Inc., Strategic Logistics Management. 5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd Edition 6. David N, Burt, Donald W. Dobler, Stephen L. Starling, “World Class Supply Management- A Key to Supply Chain Management”, Tata McGraw Hill Publishing Company Ltd., New Delhi. <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 Vocational Name of the Course: Goods and Services Tax		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate <ol style="list-style-type: none"> Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation. Analyze the history of indirect taxation in India and the structure of the Indian taxation system. Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST. Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability. Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability. 		
Syllabus		Hours
Module No. 1: Basics of Taxation		04
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.		
Module No. 2: Goods and Services Tax –Framework and Definitions		12
Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.		
Module No. 3: Time, Place And Value of Supply		20
Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.		
Module No. 4: GST Liability and Input Tax Credit		14
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.		
Module No. 5: GST Procedures		05
Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.		

Skill Developments Activities:

- a) List out the process of GST registration for a business.
- b) Chart out 'time of supply' concept relevance in GST.
- c) Identify the place of supply for goods and services in different scenarios.
- d) Calculate GST liability for a particular transaction using imaginary values.
- e) Explain the process of availing input tax credit in GST.

Books for Reference:

1. V Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education
2. Datey, V S, "Indirect Taxes", Taxmann Publications.
3. Hiregange et al, "Indirect Taxes:", Puliani and Puliani.
4. Haldia, Arpit, "GST Made Easy", Taxmann Publications.
5. Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.
6. Garg, Kamal, "Understanding GST", Bharat Publications.
7. Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani.

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 6.6 (B)		
Name of the Course: Enterprise Resource Planning		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(2+0+2) 4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to		
a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.		
b) Integrate and automate the business processes and shares information enterprise-wide.		
c) Explore the significance of ERP to provide a solution for better project management.		
d) Enable the students to understand the various process involved in implementing ERP in a variety of business environment		
e) Understand the issues involved in design and implementation of ERP systems.		
Syllabus:		Hours
Module No. 1: Introduction to ERP		08
Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market – Risk of ERP - Road map for successful ERP		
Module No. 2: ERP related Technologies and Modules		10
Business Process Re- engineering – Product Life cycle – Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance – Production - Materials Management – Purchasing – Quality Management..		
Module No. 3: ERP implementation		08
ERP Implementation Life cycle – Transition strategies - ERP Implementation Process - ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -Resistance by employees - Dealing with employee resistance - Project team		
Module No. 4: ERP post implementation		10
Success and Failure factor of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring - Maximizing the ERP system.		
Module No. 5: Future directions in ERP		09
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP - Development of New Markets and Channels - Latest ERP Implementation Methodologies - ERP and E- business.		
Skill Development Activities:		
1. State the steps and activities in the ERP life cycle		
2. Develop a process of driven thinking towards business process.		
3. Demonstrate a good understanding of the basic issues in ERP systems.		
4. Any other activities, which are relevant to the course.		

Books for Reference:

1. Alexis Leon, “ERP Demystified”, Tata McGraw Hill, New Delhi, 2007.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, “Concepts in Enterprise Resource Planning”, Thompson Course Technology, USA, 2009
3. Vinod Kumar Garg and Venkitakrishnan N K, “Enterprise Resource Planning – Concepts and Practice”, PHI, New Delhi, 2004
4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.
5. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley India, 2009
6. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2007.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 6.7		
Name of the Course: Internship (4 weeks duration)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	3 Hrs	42 Hrs