



BENGALURU NORTH UNIVERSITY

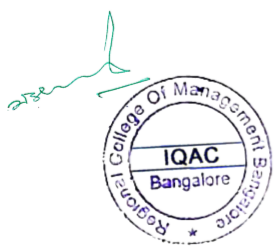
Tamaka, Sri Devraj Urs Extension, Kolar – 563103



Curriculum as per National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2021-22 Onwards



(Revised Syllabus on 11.08.2023 BOS Meeting)


DIRECTOR
REGIONAL COLLEGE OF MANAGEMENT BANGALORE
Devanahalli, Bangalore

The approval of the National Education Policy (NEP) by the Ministry of Human Resource Development, Government of India has been well deliberated as discussed from the last 4 years and more. The advent of industry 4.0 scenario has led our current system of education outdated. Hence, the NEP is designed to contemplate the current skill requirements. The Indian education system with its earlier policies on education has greatly led to creation of fragmented system of education. However, bringing the whole system into one large umbrella remains a key issue. The current NEP has attempted to cure the same by getting rid of standalone institutions and institutions of affiliated nature and proposed formation and upgradation of institutions to offer multidisciplinary education. Multidisciplinary education system with inbuilt flexibility for both undergraduate as well as post graduate and research level is a key highlight of the NEP. It focuses on promoting and building vocational skills/skill enhancement courses, right from the school level, which can ease the burden on the employment opportunities and supply of proficient/talented workforce. As the experts rightly put it as the syllabi which academia develops should be student centric rather than teacher centric, which used to be so far. As already the Union Cabinet has approved the NEP 2020, it aims to pave way for transformational reforms in school and higher education systems in the country. This policy will replace the 34- year-old National Policy on Education (NPE), 1986.

VISION OF THE NATIONAL EDUCATION POLICY 2020

- An education system that contributes to an equitable and vibrant knowledge society, by providing high-quality education to all.
- Develops a deep sense of respect towards the fundamental rights, duties and Constitutional values, bonding with one's country, and a conscious awareness of one's role and responsibilities in a changing world.
- Instill skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.

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COMPOSITION OF BOARD OF STUDIES

CHAIRMAN

**PROF. K. JANARDHANAM
REGISTRAR (EVL)**

MEMBERS

PROF. B. G. SATYAPRASAD

DR. S. RAMESH

PROF. NIRMALA. K

DR. S. RADHA

DR. M. R. BHAVANI

DR. CHETHANA. M. R

MR. GEORGE VARGHESE

DR. MOONA

MR. PUNITHA RAJ

MEMBER & CO-ORDINATOR

MR. A. MUTHU ANANDA





BENGALURU NORTH UNIVERSITY

NO.BNU/BOS/82/2022

Sri Devraj Urs Extension
Tamaka, Kolar - 563 103.

22nd August 2022

NOTIFICATION

Sub : Re - Constitution of Board of Studies in BBA (Bachelor of Business Administration & BBA (Aviation Management)-reg.

Ref : Vice - Chancellor's approval dt: 22.08.2022

The Board of Studies in BBA (Bachelor of Business Administration & BBA (Aviation Management) is Re - Constituted under section 33 of the Karnataka State Universities Act 2000 and read with the existing statute 8.1 of Bangalore University statutes, with the following members for a period of 3 years (or till they attain superannuation whichever is earlier) from the date of this notification.

Sl. No	Name & Address	
1	Dr. Chandrakantha Dean - Faculty of Commerce, BNU Associate Professor, Dept. of Commerce & Management, Govt. First Grade College, Hoskote.	CHAIRPERSON
2	Dr. Lakshmi Associate Professor, Dept. of Commerce & Management, Govt. First Grade College, Malur.	MEMBER
3	Dr. Amruthamma R Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Hoskote.	MEMBER
4	Dr. Zabiulla Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Gauribidanur.	MEMBER
5	Mrs. Latha R Assistant Professor, Dept. of Commerce & Management, LBS Govt. First Grade College, RT Nagar, Bengaluru.	MEMBER
6	Mrs. Shruthi. C.S Assistant Professor, Dept. of Commerce & Management, SEA College, Bengaluru.	MEMBER
7	Dr. Rajini T.V Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Varthur, Bengaluru.	MEMBER
8	Sri. Lawrence Prasanna Associate Professor, Dept. of Commerce & Management, Govt. First Grade College, Kolar.	MEMBER



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9	Sri. Ramakrishna Assistant Professor, Dept. of Commerce & Management, Govt. First Grade College, Hoskote.	MEMBER
10	Sri. Ravindra R Deputy Manager, Lumax Auto Technologies Limited, Kolar	MEMBER (EXT)
11	Dr. Eshwarappa M Chairperson, Dept. of Management Studies, Maharani Cluster University, Bengaluru.	MEMBER (EXT)
12	Dr. Ramakrishna Naik Associate Professor, Dept. of Commerce & Management, Oxford Business School, Bengaluru.	MEMBER (EXT)

The Chairman and members are requested to serve in the committee and extend your cooperation.



BY ORDER

REGISTRAR

22/8

Copy to:

1. The Chairperson and Members of Board of Studies.
2. P.S. to V.C. / Registrar (Evl)/, Bengaluru North University, Tamaka, Kolar - 563 103.
3. Finance Officer, Bengaluru North University, Tamaka, Kolar - 563 103.
4. Guard File



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BENGALURU NORTH UNIVERSITY

Tamaka, Sri Devraj Urs Extension, Kolar – 563103

Curriculum as per National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2021-22 Onwards

REGULATIONS PERTAINING TO BBA DEGREE (NEP 2020 SCHEME)

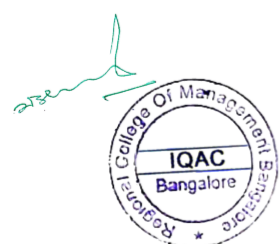
1. INTRODUCTION

The National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental aspirations of our country. This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirations and goals of 21st century education, including SDG4, while building upon India's traditions and value systems. NEP aims for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background and seeks to "ensure inclusive and equitable quality education and promote life long learning opportunities for all" by 2040." The whole of the NEP policy is a medication to cure the short comings in the education system for the last 35 to 36 years. The failure or success of the NEP will rely completely on the implementation and its acceptance by the stakeholders. For which we need to join hands in strengthening the system.

The BBA Programme provides a best career opportunist for students to develop managerial and entrepreneurial skills in order to pursue employment opportunities in the corporate sector or venture in to their own business. The course takes a student over the functional areas of management including manufacturing, marketing, finance, HRM, sales, strategy management etc., Plus, soft skill development such as communication, attitude, leadership and other skills.

2. OBJECTIVES OF THE BBA DEGREE

- a) To develop entrepreneurship by equipping the students with all the skills and knowledge required to start a business.
- b) To develop ethical managers with inter disciplinary knowledge
- c) To enable students apply knowledge of management theories and practices to solve business problems.
- d) To promote ethical and value-based leadership abilities among students.
- e) To equip students for the world of work, particularly the work of the future.
- f) To enable students demonstrate use of appropriate techniques to effectively manage business challenges.
- g) To encourage analytical and critical thinking abilities for business decision making.
- h) To empower students to take up competitive examinations like UPSC, KPSC, and other examinations.




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3. GRADUATE ATTRIBUTES

The graduate attributes are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a graduate will be able to demonstrate through learning various courses which are listed below:

Disciplinary knowledge

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of commerce.

Communication skills

- Ability to communicate long standing, unsolved problems in commerce.
- Ability to show the importance of commerce as precursor to various market developments since the beginning of civilization.

Critical thinking

- Ability to engage in reflective and independent thinking by understanding the concepts in every area of Commerce and Business.
- Ability to examine the results and apply them to various problems appearing in different branches of Commerce and Business.

Problem solving

- Capability to reduce a business problem and apply the classroom learning into practice to offer a solution for the same.
- Capabilities to analyse and synthesize data and derive inferences for valid conclusions.
- Able to comprehend solutions to sustain problems originating in the diverse management areas such as Finance, Marketing, Human Resource, Taxation and so on

Research related skills

- Ability to search for, locate, extract, organise, evaluate, and use or present information that is relevant to a particular topic.
- Ability to identify the developments in various branches of Commerce and Business.

Information and communication technology (ict) digital literacy

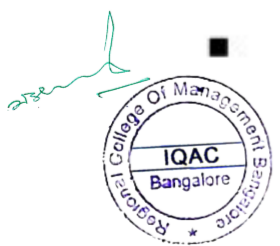
- Capability to use various ICT tools (like spreadsheet) for exploring, analysis, and utilizing the information for business purposes.

Self-directed learning

- Capability to work independently in diverse projects and ensure detailed study of various facets of Commerce and Business.

Moral and ethical awareness/reasoning

- Ability to ascertain unethical behaviour, falsification, and manipulation of information.
- Ability to manage self and various social systems.



Life-long learning

- Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Commerce.

4. ELIGIBILITY FOR ADMISSION

Candidates who have completed two years Pre – University course in any discipline of Karnataka State or its equivalent as notified by the university from time to time are eligible to seek admission for this course.

5. DURATION OF THE PROGRAMME

The Duration of the Programme is Four (04) years of Eight Semesters. Progressive Certificate, Diploma, Bachelor Degree or Bachelor Degree with Honors provided at the end of each year of Exit of the four years Undergraduate Programme as the case may be as follows:

EXIT OPTION WITH	CREDITS REQUIREMENT
On successful completion of Two Semesters of BBA at the end of First year, the student will be eligible for the award of CERTIFICATE IN BUSINESS ADMINISTRATION	48
On successful completion of four Semesters of BBA at the end of Second year, the student will be eligible for the award of DIPLOMA IN BUSINESS ADMINISTRATION	96 (48+48)
On successful completion of Six Semesters of BBA at the end of Third year, the student will be eligible for the award of BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION	138 (48+48+42)
On successful completion of Eight Semesters of BBA at the end of fourth year, the student will be eligible for the award of HONOURS DEGREE IN BUSINESS ADMINISTRATION	180 (48+48+42+42)

6. MEDIUM OF INSTRUCTION

The medium of instruction shall be English only.

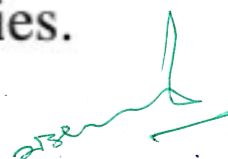
7. ATTENDANCE

- For the purpose of calculating attendance, each semester shall be taken as a Unit.
- A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- A student who fails to satisfy the above condition shall not be permitted to take the University examination.

8. TEACHING AND EVALUATION

M.Com/MBA/MBS graduates with B.Com, B.B.M, and BBA & BBS as basic degrees from a recognized university are only eligible to teach and to evaluate the Courses (except languages, compulsory additional subjects and core Information Technology related subjects) mentioned in this regulation. Languages and Professional courses shall be taught by the graduates as recognized by the respective Board of Studies.




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9. RECORD MAINTENANCE AND SUBMISSION

- Every college is required to establish an Innovative business lab / computer lab to enable students to get practical knowledge of business activities and online learning.
- In every semester, the student should keep a record of the Business Lab/Field Study Activity and submit it to the concerned faculty.
- The BOE is authorized to make random surprise visits to the colleges and verify record-books and the internal marks awarded.

10. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION (CIE) AND SEMESTER END EXAMINATION (SEE)

Sl. No.	Parameters for the Evaluation	Marks
	CONTINUOUS INTERNAL EVALUATION (CIE) - (A + B)	
A	Internal Assessment Tests (IAT)	20
B	Continuous & Comprehensive Evaluation (CCE)	20
C	Semester End Examination (SEE)	60
	TOTAL OF CIE AND SEE(A +B +C)	100

A. CONTINUOUS & COMPREHENSIVE EVALUATION (CCE):

The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. The faculty member can select any four of the following assessment methods, Minimum off our of the following assessment methods of 5 marks each:

- Individual Assignments
- Seminars/Classroom Presentations/ Quizzes
- Group Discussions /Class Discussion/ Group Assignments
- Case studies/Case lets
- Participatory & Industry-Integrated Learning/ Field visits
- Practical activities / Problem Solving Exercises
- Participation in Seminars/ Academic Events/Symposia etc
- Mini Projects/Capstone Projects
- Any other academic activity.

B. INTERNAL ASSESSMENT TESTS (IAT):

The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 20 marks each and the same is to be scaled down to 10 marks each. Standard format is given below:

Template for Internal Assessment Test

Name of the Course:

Course Code:

Duration: 1 Hour

Total Marks: 20

SECTION-A

Answer any two of the following three questions. (Questions related to Concepts) (2X3= 6)

- 1.
- 2.
- 3.

SECTION-B

Answer any one of the following two questions. (Questions related to Understanding and Application) (4X1 = 4)

- 4.
- 5.




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SECTION-C

Answer any one of the following questions. (Questions related to analysis and evaluation)

(1 X 10 = 10)

- 6.
- 7.

C. 50 PERCENT OF CIE:

In the case of 50 percent of CIE weightage courses, faculty members can choose assessment methods accordingly for the required marks as mentioned above.

11. APPEARANCE FOR THE EXAMINATION

A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

12. PATTERN OF QUESTION PAPER

A candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

SECTION-A 1, a, b, c, d, e, f, g	<i>(Conceptual questions)</i> Answer any FIVE out of seven sub-questions	(05X02=10 Marks)
SECTION -B 2, 3, 4, 5, 6	<i>(Application questions)</i> Answer any THREE out of five questions	(03X04=12 Marks)
SECTION-C 7, 8, 9, 10, 11	<i>(Analysis and understanding questions)</i> Answer any THREE out of five questions	(03X10=30 Marks)
SECTION-D 12	<i>(Skill Development / Lab activities questions)</i> Answer any ONE out of two questions	(01X08=08 Marks)
Total		60 Marks



15th, 22nd and 29th September 2022

PROCEEDINGS OF UG BOS MEETING OF BBA (REGULAR) AND BBA (AVIATION MANAGEMENT) COURSES OF BENGALURU NORTH UNIVERSITY

The Proceedings of BOS meetings of BBA (Regular) and BBA (Aviation Management) courses of Bengaluru North University to frame the syllabus as per NEP for the academic year 2022-23 was held on 15th, 22nd and 29th September 2022 in Government First Grade College, Hoskote, Bangalore Rural District at 10.00 AM under the guidance of the Chairperson Dr. Chandrakantha K, Dean, Department of Commerce, BNU & Associate Professor, Government First Grade College, Hoskote. The board has agreed and approved the Course Matrix and the Syllabus for the second year for the above- mentioned courses. In case of any input requirements, it shall be initiated by the Chairperson and necessary modifications shall be done as approved by the board.

Members Present:

1	Dr. Chandrakantha K Dean, Department of Commerce, BNU Associate Professor, Department of Commerce & Management Government First Grade College, Hoskote.	CHAIRPERSON
2	Dr. Lakshmi S Associate Professor Department of Commerce & Management Government First Grade College, Malur.	MEMBER
3	Dr. Amruthamma R Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
4	Dr. Zabiulla Assistant Professor Department of Commerce & Management Government First Grade College, Gowribidanur.	MEMBER
5	Mrs. Latha R Assistant Professor Department of Commerce & Management LBS Government First Grade College, RT Nagar, Bengaluru.	MEMBER
6	Mrs. Shruthi S K Assistant Professor Department of Commerce & Management SEA College, K R Puram, Bengaluru.	MEMBER



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7	Dr. Rajini TV Assistant Professor Department of Commerce & Management Government First Grade College, Varthur.	MEMBER
8	Sri. Lawrence Prasanna Associate Professor Department of Commerce & Management Government First Grade College, Kolar.	MEMBER
9	Sri. Ramakrishna N Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
10	Sri. Ravindra R Deputy Manager Lumax Auto Technologies, Kolar.	MEMBER (External)
11	Dr. Eshwarappa M Chairperson, Department of Management Studies Maharani Cluster University, Bengaluru.	MEMBER (External)
12	Dr. Ramakrishna Naik Associate Professor Department of Commerce & Management Oxford Business School, Bengaluru.	MEMBER (External)

Minutes of the Meeting:

1. Dr. Chandrakantha K, Dean, Department of Commerce, BNU & Associate Professor, Department of Commerce & Management, Government First Grade College, Hoskote, welcomed all the BOS Members of the BBA (Regular) and BBA (Aviation Management) board for the meeting which was scheduled on 15/09/2022, 22/09/2022 and 29/09/2022.
2. The Chairperson of BOS highlighted the importance in implementing the salient features of National Education Policy in the UG curriculum and urged all the BOS members to adopt innovative and goal-oriented curriculum structure that would enable the students to have a successful career and become responsible citizens.
3. The BOS members presented their views on the inclusion of relevant subjects, contents and modifications required for the existing subjects and also presented a wide list of skill based and value-based subjects that are required to be included in the curriculum. All these modifications were extensively discussed and the curriculum structure was finalised with the consensus of all the members and was duly accepted by the Chairperson.

Based on the recommendations of the members of the BOS, the Chairperson resolved and accepted the New Scheme of Teaching, Evaluation and Curriculum from the



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Academic year 2022-23 based on National Education Policy 2020 for four-year BBA (Regular) and BBA (Aviation Management) Under Graduate Program.

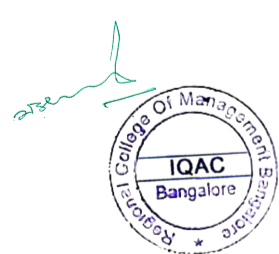
5. As per the instruction of university in accordance with the recommendation of Special Officer HSHEC, Financial Education and Investment Awareness is incorporated as skill Enhancement Course (SEC)
6. The BOS members presented their views and accordingly, modifications were made in the syllabus of Business Mathematics (II Semester BBA) which was approved in the meeting by all themembers.
7. It was proposed by the members to change the semester-end examination question paper patterns as indicated below:

PATTERN OF QUESTION PAPER

SECTION-A 1. a,b,c,d,e,f, g	(Conceptual questions) Answer any FIVE out of seven sub questions	(05 X 02 = 10 Marks)
SECTION -B: 2,3,4,5,6	(Application questions) Answer any THREE out of five questions	(03 X 04 = 12 Marks)
SECTION-C: 7,8,9,10, 11	(Analysis and understanding questions) Answer any THREE out of five questions	(03 X 10 = 30 Marks)
SECTION-D 12	Question completely based on the skill Development part (lab activities) Answer any ONE out of two questions	(01 X 8 = 8 Marks)
	TOTAL	60 Marks

The above question paper pattern was discussed and approved in the meeting and the same will be forwarded to BNU for further action.

Chairperson-BOS




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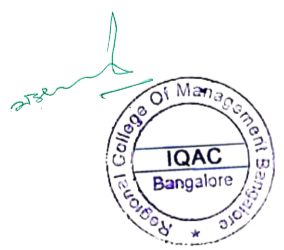
10th, and 11th August 2023

PROCEEDINGS OF UG BOS MEETING OF BBA (REGULAR) AND BBA (AVIATION MANAGEMENT) COURSES OF BENGALURU NORTH UNIVERSITY

The Proceedings of BOS meetings of BBA (Regular) and BBA (Aviation Management) courses of Bengaluru North University to frame the syllabus as per KSHEC guidelines for the academic year 2023-24 was held on 10th and 11th August 2023 in Tamaka, Bengaluru North University at 10.00 AM under the guidance of the Chairperson Dr. Chandrakantha K, Former Dean, Department of Commerce, BNU & Professor, Government First Grade College, Hoskote. The board has agreed and approved the Course Matrix and the Syllabus for fifth and sixth semesters of the third year for the above- mentioned courses. In case of any input requirements, it shall be initiated by the Chairperson and necessary modifications shall be done as approved by the board.

Members Present:

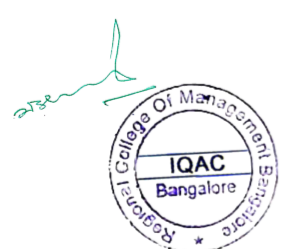
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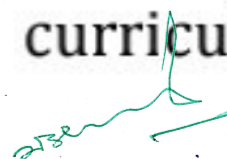


7	Dr. Rajini TV Assistant Professor Department of Commerce & Management Government First Grade College, Varthur.	MEMBER
8	Sri. Lawrence Prasanna A Associate Professor Department of Commerce & Management Government First Grade College, Mulabagal.	MEMBER
9	Dr. Ramakrishna N Assistant Professor Department of Commerce & Management Government First Grade College, Hoskote.	MEMBER
10	Sri. Ravindra R Deputy Manager Lumax Auto Technologies, Kolar.	MEMBER (External)
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2. The Chairperson of BOS highlighted the importance in implementing the salient features of National Education Policy in the UG curriculum and urged all the BOS members to adopt innovative and goal-oriented curriculum structure that would enable the students to have a successful career and become responsible citizens.
3. The BOS members presented their views on the inclusion of relevant subjects, contents and modifications required for the existing subjects and also presented a wide list of skill based and value-based subjects that are required to be included in the curriculum. All these modifications were extensively discussed and the curriculum




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structure was finalized with the consensus of all the members and was duly accepted by the Chairperson.

4. Based on the recommendations of the members of the BOS, the Chairperson resolved and accepted the New Scheme of Teaching, Evaluation and Curriculum from the Academic year 2023-24 based on National Education Policy 2020 for four-year BBA (Regular) and BBA (Aviation Management) Under Graduate Program.
5. The BOS members presented their views and accordingly, modifications were made in the syllabus of which was approved in the meeting by all the members.

Chairperson-BOS




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BENGALURU NORTH UNIVERSITY

Tamaka, Sri Devraj Urs Extension, Kolar – 563103

Curriculum as per National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

COURSE MATRIX

I SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
1	LANG.1.1	Language – I	AECC	3+1+0	60	40	100	3
2	LANG.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Management Principles and Practice	DSC	4+0+0	60	40	100	4
4	BBA.1.2	Fundamentals of Business Accounting	DSC	3+0+2	60	40	100	4
5	BBA.1.3	Marketing Management	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	50	50	100	2
7	BBA.1.5	Physical Education – Yoga	SEC-VB	0+0+2	-	25	25	1
8	BBA.1.6	Health and Wellness	SEC-VB	0+0+2	-	25	25	1
9	BBA.1.7	Office Management / Business Organisation	OEC	3+0+0	50	50	100	3
SUB-TOTAL I					400	350	750	25

II SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
10	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.2.1	Financial Accounting and Reporting	DSC	3+0+2	60	40	100	4
13	BBA.2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
14	BBA.2.3	Business Mathematics/ Business Environment	DSC	3+0+2	60	40	100	4
15	BBA.2.4	Environmental Studies	AECC	2+0+0	50	50	100	2
16	BBA.2.5	Sports	SEC-VB	0+0+2	-	25	25	1
17	BBA.2.6	NCC/NSS/R&R,S&G/Cultural	SEC-VB	0+0+2	-	25	25	1
18	BBA.2.7	People Management / Retail Management	OEC	3+0+0	50	50	100	3
SUB –TOTAL II					400	350	750	25



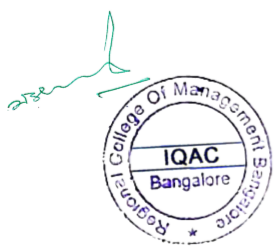

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III SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
19	Lang.3.1	Language – I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.3.1	Cost Accounting	DSC	3+0+2	60	40	100	4
22	BBA.3.2	Organizational Behaviour	DSC	4+0+0	60	40	100	4
23	BBA.3.3	Statistics for Business Decisions	DSC	3+0+2	60	40	100	4
24	BBA.3.4	Artificial Intelligence / Financial Education & Investment Awareness	SEC	1+0+2	30	20	50	2
25	BBA.3.5	Sports	SEC-VB	0+0+2	-	25	25	1
26	BBA.3.6	NSS/NCC/ Any Other	SEC-VB	0+0+2	-	25	25	1
27	BBA.3.7	Social Media Marketing/ Rural Marketing	OEC	3+0+0	60	40	100	3
SUB-TOTAL III					390	310	700	25

IV SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
28	Lang.4.1	Language – I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.4.1	Management Accounting	DSC	3+0+2	60	40	100	4
31	BBA.4.2	Business Analytics / Financial Markets & Services	DSC	4+0+0	60	40	100	4
32	BBA.4.3	Financial Management	DSC	3+0+2	60	40	100	4
33	BBA.4.4	India and Indian Constitution	AECC	0+0+2	60	40	100	3
34	BBA.4.5	Sports	SEC-VB	0+0+2	-	25	25	1
35	BBA.4.6	NCC/NSS/Any others	SEC-VB	0+0+2	-	25	25	1
36	BBA.4.7	Business Leadership Skills/ Personal Wealth Management	OEC	0+0+2	30	20	50	2
SUB- TOTAL IV					390	310	700	25




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V SEMESTER

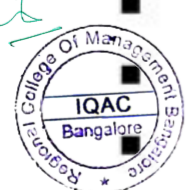
SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-1	4+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	4+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel &DBMS) B. Digital Marketing	Vocational-1 <i>Anyone to be chosen</i>	3+0+2	60	40	100	4
37	BBA5.7	Employability Skills / Cyber Security	SEC – VB	1+0+2	30	20	50	2
SUB -TOTAL V					390	260	650	24

VI SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	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	BBA6.2	Income Tax-II	DSC	3+0+2	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE	4+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE	4+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 <i>Anyone to be chosen</i>	3+0+2	60	40	100	4
44	BBA6.7	Internship	I-1	4 weeks	-	50	50	2
SUB- TOTAL VI					360	290	650	24

Note:

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




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Acronyms Expanded:

AECC : Ability Enhancement Compulsory Course

DSC ©: Discipline Specific Core (Course)

SEC-SB/VB: Skill Enhancement Course-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:

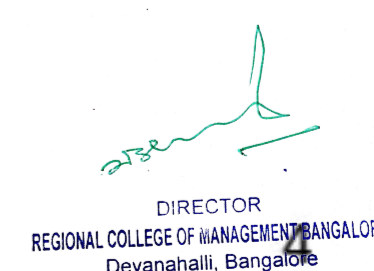
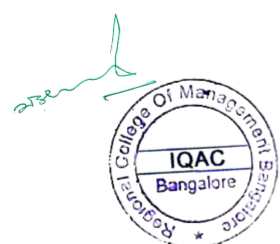
Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching,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

Elective Group	V SEMESTER		VI SEMESTER	
	Code	Paper-1	Code	Paper-2
Finance	FN1	Advanced Corporate Financial Management	FN2	Security Analysis and Portfolio Management
Marketing	MK1	Consumer Behavior	MK2	Advertising and Media Management
Human Resource Management	HRM1	Compensation and Performance Management	HRM2	Cultural Diversity at Workplace
Data Analytics	DA1	Financial Analytics	DA2	Marketing Analytics
Retail Management	RM1	Fundamentals of Retail Management	RM2	Retail Operations Management
Logistics And Supply Chain Management	LSCM1	Freight Transport Management	LSCM2	Sourcing for Logistics and Supply Chain Management

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

INTERNSHIP**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:

- Each student will have to work in a Business Organization for at least 4 weeks after their V Semester Examination. In case the student doesn't get permission from any Business Organisation, based on the recommendation of guide the student can work on secondary data and submit the report.
- 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.
- 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 should contain details of the organization, nature of business, and a write up on the learning outcome from the internship carried out by them.
- The internship report must include the chapters indicated below:

Internship Report Format (Contents)

Chapter 1 INTRODUCTION

In this section, give the purpose of the summer internship, reasons for choosing the location and company, and general information regarding the nature of work you carried out.

Chapter 2 DESCRIPTION OF THE COMPANY

Location and spread of the company
Number of employees
Divisions of the company
Main functions of the company
Customer profile and market share
Key financial highlights
Administrative structure etc

Chapter 3 BUSINESS MODEL

Describe the business model i.e., how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts.

Chapter 4 PROBLEM STATEMENT

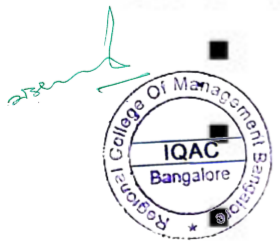
What is the problem you are solving, and what are the reasons and causes of this problem. Provide the possible solution for the problem. It is very important that majority of what you write should be based on what you did and observed that truly belongs to the company/industry/organization


Chapter 5 LEARNING OUTCOMES & CONCLUSION

Summarize the learning outcomes of the internship. Present your observations and contributions. Give a brief conclusion.

Other Specifications:

- Size of Internship Report: 25-30 Pages on A4 Size Paper Typed Single Space
- Font – Times New Roman
- Font size – 12




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- Binding – Soft bind
- No. of internship report copies to be prepared: 3

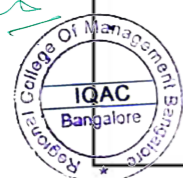
Marks Allocation:

- 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 identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.




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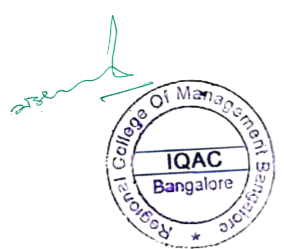
Name of the Program: BBA Course Code: BBA 1.1 Name of the Course: MANAGEMENT PRINCIPLES AND PRACTICE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & field work etc..		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • The ability to understand concepts of business management, principles and functions 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 and understands organizational behavior, avoid conflicts, accept change and work in groups. • 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 1: INTRODUCTION TO BUSINESS & MANAGEMENT		10
Introduction to Business, Forms of Business Organization, their merits, limitations and formation-Meaning 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 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 3: ORGANIZING AND STAFFING		16
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. Staffing: Introduction, Meaning, Nature, Importance, Staffing Process		
Module 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		
Module 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).		
Skill Development Activities: <ul style="list-style-type: none"> • 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. • Draft different types of Organization structure. • Draft Control charts. 		



Books for Reference:

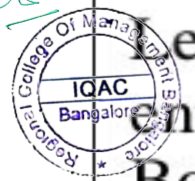
- Stephen P. Robbins, Management, Pearson
- Koontz and O'Donnell, Management, McGraw Hill.
- LM Prasad, Principles of Management, Sultan Chand and Sons
- V.S.PRao/Bajaj, Management, Process and organization, Excel Books.GH25
- Appanniah and Reddy, Management, HPH.
- T. Ramaswamy : Principles of Management, HPH.
- Aswathappa : Organisation Behaviour

Note: Latest edition of text books may be used.




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Name of the Program: 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 student will demonstrate: <ul style="list-style-type: none"> •The framework of accounting as well accounting standards. •Ability to pass journal entries and prepare ledger accounts •Ability to prepare subsidiaries books •Ability to prepare trial balance and final accounts of proprietary concern. •Skill to construct final accounts through application of tally. 		
Syllabus:		Hours
Module 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 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 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 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 5: ACCOUNTING SOFTWARE		12
Introduction-meaning of accounting software, types of 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 vouchers, 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.		



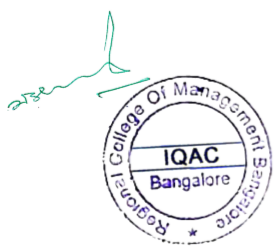
Skill Developments Activities:

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

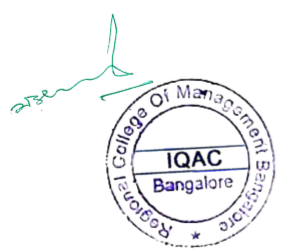
Books for Reference:

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

Note: Latest edition of text books may be used.



Name of the Program: 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: Class room lecture, Tutorials, Group discussion, Seminar, Case studies & Fieldwork etc.,		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • Understand the concepts and functions of marketing. • Analyze marketing environment impacting the business. • Segment the market and understand the consumer behavior • Describe the 4P's of marketing and also strategize marketing mix • Describe 7P's of service marketing mix. 		
Syllabus:		Hours
Module 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 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 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 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 5: SERVICES MARKETING	06
<p>Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed and recorded in the skill development. • Design a logo and tagline for a product of your choice • Develop an advertisement copy for a product. • Prepare a chart for distribution network for different products. 	
<p>Books for Reference:</p> <ul style="list-style-type: none"> • Philip Kotler, Marketing Management, Prentice Hall. • Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI • William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education. • Bose Biplab, Marketing Management, Himalaya Publishers. • J.C. Gandhi, Marketing Management, Tata McGraw Hill. • Ramesh and Jayanti Prasad: Marketing Management, I.K. International • Sontakki, Marketing Management, Kalyani Publishers. • P N Reddy and Appanniah, Marketing Management <p>Note: Latest edition of text books may be used.</p>	



Name of the Program: BBA Course Code: BBA 1.7.1 Name of the Course: OFFICE MANAGEMENT (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • An understanding of basic knowledge of office organization and management • Skills in effective office organization • Ability to maintain office records • Ability to maintain digital record. • Understanding of different types of organisation structures and responsibilities as future office managers. 		
Syllabus:		Hours
Module 1: FUNDAMENTALS OF OFFICE MANAGEMENT		06
Introduction: Meaning, importance and functions of modern office, Modern Office Organization: Meaning; Steps in office organization; Principles of Office organization, Organization structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.		
Module 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES		06
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.		
Module 3: OFFICE ENVIRONMENT		10
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		
Module 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. Centralization and Decentralization of Filing- Centralized filing and Decentralized 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 5: OFFICE MECHANISATION AND DATA PROCESSING	10
<p>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 Life cycle (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.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Visit an office and enlist the different types of machines used in the office • Identify the different types of stationery used in offices today • Draw a data life cycle chart • Draw charts indicating different types of office layouts. 	
<p>Books for Reference:</p> <ul style="list-style-type: none"> • S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd • M.ETHakuram Rao, Office organisation and Management, Atlantic • Judith Read, Mary LeaGinn, Record Management, 10th Edition, Cengage Learning. <p>Note: Latest edition of text books may be used.</p>	



Name of the Program: BBA Course Code: BBA 1.7.2 Name of the Course: BUSINESS ORGANISATION (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • Understand the nature, objectives and social responsibilities of business • Describe the different forms of organizations • Understand the basic concepts of Management • Understand the functions of management. • Understand the different types of business combinations 		
Syllabus:		Hours
Module 1: INTRODUCTION TO BUSINESS		08
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.		
Module 2: FORMS OF BUSINESS ORGANIZATION		12
Sole Proprietorship: Definition, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Feature, Merits and Demerits.		
Module 3 : PUBLIC ENTERPRISES		08
Departmental Undertaking: Definition, Features, Merits and Demerits. Public Corporations: Definition, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits		
Module 4: BUSINESS FUNCTIONS		08
Functional Areas of Management Marketing Management: Marketing Concepts; Marketing Mix; Product Life Cycle; Pricing Policies and Practices Financial Management: Concept and Objectives; Sources of Funds – Equity Shares, Debentures, Venture Capital and Lease Finance. Securities Market, Role of SEBI. Human Resource Management: Concept and Functions; Basic Dynamics of Employer - Employee Relations. Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.		



Module 5: MANAGEMENT OF ORGANIZATIONS	06
<p>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.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Prepare a Partnership deed. • Draw a business tree. • Make a list of 10 PSUs. • Prepare a list of different types of business combinations. • Prepare an Organization chart. 	
<p>Books for Reference:</p> <ul style="list-style-type: none"> • CB.Gupta- Business Organisation and Management, Sultan Chand & Sons. • Dr.S.C.Saxena-Business Administration & Management, Sahitya Bhawan. • M.C.Shukla- Business Organisation and Management. S Chand& Company Pvt .Ltd. • S.A Sherlekar - Business Organization, Himalaya Publishing House. • Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons. • R.K. Sharma, Business Organisation & Management Kalyani Publishers • Dr. I.M. Sahai, Dr. Padmakar Asthana, ' Business Organisation & Administration', Sahitya Bhawan Publications Agra. <p>Note: Latest edition of text books may be used.</p>	



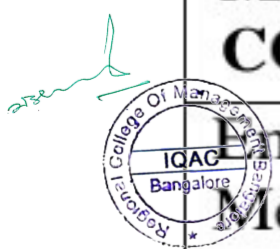
Name of the Program: BBA Course Code: BBA 2.1 Name of the Course: FINANCIAL ACCOUNTING AND REPORTING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56Hrs.
Pedagogy: Class room's lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will be able to <ul style="list-style-type: none"> • To able to prepare final accounts of partnership firms • Understand the process of public issue of shares and accounting for the same • Prepare final accounts of joint stock companies. • Prepare and evaluate vertical and horizontal analysis of financial statements. • Understand company's annual reports. 		
Syllabus:		Hours
Module 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM		12
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.		
Module 2: VALUATION OF GOODWILL		8
Goodwill- Nature, Factors influencing goodwill, circumstances of valuation of goodwill, methods of valuation of goodwill (Average and super profit methods only)		
Module 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES		14
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) (Problems).		
Module 4: FINANCIAL STATEMENTS ANALYSIS		12
Financial statement analysis: Meaning, types of analysis, techniques of financial statement analysis- 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 5: CORPORATE FINANCIAL REPORTING	10
<p>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.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Collect financial statement of a company for five years and analyse the same using trend analysis. • Refer annual reports of two companies and list out the components. • Draft a partnership deed as per Partnership Act. • List out the accounting policies in annual report of the company 	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Anil Kumar & Others – Financial Accounting & Reporting, HPH 2. M.A.Arunachalam&K.S.Raman: Advanced Accountancy 3. B.S. Raman, Advanced Accountancy Vol II 4. V.K. Goyal, Financial Accounting 2nd Edition 5. Shukla and Grewal, Advanced Accountancy 6. Gupta and Radhaswamy, Advanced Accountancy Vol I& II 7. Agarwal and Jain, Advanced financial Accounting 8. Guruprasad Murthy : Financial Accounting 9. Maheshwari, Advanced Accountancy Vol I & II 10. B.M. Lal Nigam & G.L. Sharma, Advanced Accountancy 11. S.N. Maheshwari& S.K. Maheshwari, Financial Accounting <p>Note: Latest edition of text books may be used.</p>	



Name of the Program: 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: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will 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 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 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 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 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 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:

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

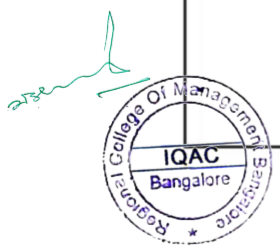
Books for Reference:

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

Note: Latest edition of text books may be used.



Name of the Program: BBA Course Code: BBA 2.3.1 Name of the Course: BUSINESS MATHEMATICS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Class room's lectures, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • The Understanding of the basic concepts of business mathematics and apply them to create, solve and interpret application areas in business • Ability to solve problems on various types of equation. • Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them. • Ability to apply the concept of simple interest and compound interest and bills discounted • Ability to solve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts. 		
Syllabus:		Hours
Module 1: THEORY OF EQUATIONS		10
Introduction business mathematics and its importance – Equations - Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems.		
Module 2 : MATRICES AND DETERMINANTS		08
Meaning – types – operation on matrices – addition – subtraction and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems.		
Module 3: INDICES AND LOGARITHMS		08
Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification.		
Module 4: COMMERCIAL ARITHMETIC		16
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.		
Module 5: PROGRESSIONS		14
Progressions: Arithmetic Progression - Finding the 'nth term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the 'n'th term of GP and sum to 'n' the term of GP and insertion of Geometric Mean.		
Skill Developments Activities: <ul style="list-style-type: none"> • Develop an Amortization Table for Loan Amount – EMI Calculation. • Secondary overhead distribution summary using Simultaneous Equations Method. • Application of Matrix in Business Problems 		



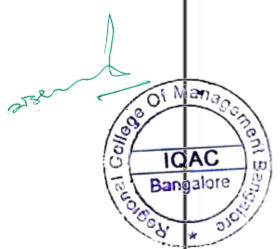
Books for Reference:

- Saha: Mathematics for Cost Accountants, Central Publishers
- R.G.Saha and Others—Methods and Techniques for Business Decisions, VBH
- Dr. Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand
- Zamarudeen: Business Mathematics, Vikas
- R.S Bhardwaj :Mathematics for Economics and Business
- Madappa, mahadi Hassan, M.Iqbal Taiyab—Business Mathematics ,Subhash
- G.R. Veena and Seema: Business Mathematics and Statistics I.K. International Publishers
- Gupta Statistical methods, Sultan chand Publishers
- Rajesh S Rajagatta, QMB Kalyani Publishers.

Note: Latest edition of text books may be used.



Name of the Program: BBA Course Code: BBA 2.3.2 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: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • An Understanding of components of business environment. • Analyse the environmental factors influencing business organisation. • Demonstrate Competitive structure analysis for select industry. • Explain the impact of fiscal policy and monetary policy on business. • Analyse the impact of economic environmental factors on business. 		
Syllabus:		Hours
Module 1: INTRODUCTION BUSINESS ENVIRONMENT		12
Meaning of business, scope and objectives of 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 2 : GOVERNMENT AND LEGAL ENVIRONMENT		12
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 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT		14
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 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 5: NATURAL ENVIRONMENT		08
Meaning and nature of physical environment. Impact of Natural environment on business.		
Skill Developments Activities: <ul style="list-style-type: none"> • List out key features of recent monetary policy published by RBI impacting businesses. • Give your observation as to how technology has helped society. • Draft Five Forces Model for Imaginary business. • Identify the benefits of Digital transformation in India. 		



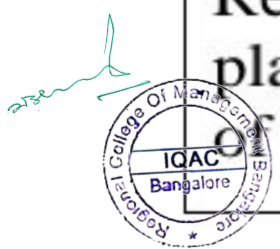
Books for Reference:

- Dr. K Ashwatappa: Essentials of Business Environment
- Sundaram & Black: The International Business Environment; Prentice Hall
- Chidambaram: Business Environment; Vikas Publishing
- Upadhyay, S: Business Environment, Asia Books
- Chopra, BK: Business Environment in India, Everest Publishing
- Suresh Bedi: Business Environment, Excel Books
- Economic Environment of Business by M. Ashikary.
- Business Environment by Francis Cherrinulam
- Note: Latest edition of text books may be used.

Note: Latest edition of text books may be used.



Name of the Program: BBA Course Code: BBA 2.7.1 Name of the Course: PEOPLE MANAGEMENT(OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • Examine the difference between People Management with Human resource Management • Explain the need for and importance of People Management. • Explain the role of manager in different stages of performance management process • List modern methods of performance and task assessment. • Analyse the factors influencing the work life balance of working individual. 		
Syllabus:		Hours
Module 1: INTRODUCTION TO PEOPLE MANAGEMENT		08
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 2 : GETTING WORK DONE AND ASSESSMENT ANDEVALUATION		08
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, Evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.		
Module 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION		08
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 4: MOTIVATION		10
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation		
Module 5: MANAGING SELF		08
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:

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

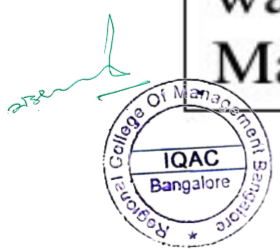
Books for Reference:

- McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, ISBN: 0-07- 115113-3.
- Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
- Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
- 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.
- 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.
- Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books

Note: Latest edition of text books may be used.



Name of the Program: BBA Course Code: BBA 2.7.2 Name of the Course: RETAIL MANAGEMENT (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • An understanding of basic knowledge of Retail organisation and management • Skills in effective Retail organisation • The ability to maintain office records • The ability to understand digitalization of retailing. • Understanding of different types of retailing 		
Syllabus:		Hours
Module 1: RETAIL THEORY & PRACTICES RETAIL		08
Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing.		
Module 2 : RETAIL MARKETING STRATEGY		08
Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty		
Module 3: RETAIL ORGANIZATION & FUNCTIONAL MANAGEMENT		08
Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management.		
Module 4: STORE PLANNING		08
Location, Layout, Store Operations: POS (Point of Sale) /Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements		
Module 5: ELECTRONIC RETAILING		10
Introduction, Types of Technology in Retailing, Role of IT in Business; Influencing Parameters for use of IT in Retailing; Efficiency in Operations, Effective Management of Online catalogues; Direct Retailing Methods, Database Management; Data warehousing; Critical Analysis of E-Retailing Strategies; Customer Relationship Management		



Skill Developments Activities:

- Draw a retail organization chart
- Classify different types of retailers
- Conduct a customer satisfaction survey
- Do a SWOC analysis of a retail organization

Books for Reference:

- Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York,
- Berman Berry, Evans J.R.-Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York,
- Lucas G.H., Bush Robert, Gresham Larry- Retailing, Houghton Mifflin Company, Boston
- Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India,
- Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
- Agarwal, Bansal ,Yadav, Kumar-Retail Management, Pragati Prakashan, Meerut
- Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York.

Note: Latest edition of text books may be used.



Name of the Program: BBA
Course Code: BBA 3.1
Name of the Course: COST 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 be able to -

- Demonstrate an understanding of the elements of cost and prepare a cost sheet.
- Prepare material related documents, understand the management of stores and issue procedures.
- Develop the ability to calculate employee costs.
- Classify, allocate apportion overheads and calculate overhead absorption rates.

Syllabus:	Hours
Module 1: Introduction to Cost Accounting	6
Introduction: Meaning of Cost, Costing and Cost Accounting, Importance, Uses of cost accounting,, Functions of Cost Accounting, Distinction between Cost Accounting and Financial Accounting; Advantages and disadvantages of Cost Accounting; Cost concepts- Cost unit, cost centre, cost reduction and cost control; Classification and elements of Cost; Methods and Techniques of Costing (Meanings only). Installation of a Cost System	
Module 2: Cost Sheet, Tenders and Quotations	12
Introduction, Meaning, Objectives and contents of Cost Sheet. Problems on Preparation of Cost Sheet. Meaning of Tender and Quotation. Basis for preparation of Tenders and Quotations- Problems on preparation of statement of Tenders and Quotations; E-Tender (Concept only)	
Module 3: Materials Cost	14
Materials: Meaning, Importance and Types of Materials - Direct and Indirect Material; 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; Store records - Bin cards, Stores Ledger, Stock Control Cards; Inventory Control- Meaning and Objectives, Inventory control techniques (concept only); Determination of various stock levels: Re-order Level, Minimum Level, Maximum Level, Average Level and Danger Level. Problems on Level Setting and Computation of EOQ; Material Issues and Valuation: preparation of Stores Ledger Account, Methods of pricing material issues - FIFO, LIFO, Simple and Weighted Average Price Methods- Problems.	
Module 4: Labour Cost	10
Introduction- Meaning of labour cost, Types of Labour – Direct Labour and Indirect Labour. Labour Cost Control – Meaning, Objectives and Benefits. Scope of Labour Cost Control Attendance Procedure- Time keeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only); Methods of Remuneration- Simple Time Rate System, Straight Piece Rate System, Taylor’s Differential Piece Rate System, Merrick’s Differential Piece Rate System, Halsey System and Rowan System. Problems on calculation of Labour Cost, Overtime Wages and Wage and Incentive Systems.	
Module 5: Overheads	14
Introduction- Meaning and Classification of Overheads; Accounting and Control of Overheads; Allocation and Apportionment of overheads; Re-apportionment of Overheads; Methods of Cost Re-apportionment; Problems on Primary and Secondary distribution and Secondary distribution using and reciprocal basis methods only (Repeated Distribution Method and Simultaneous Equation Method); Problems on machine hour rate.	

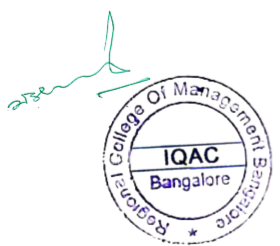
Skill Development Activities:

- Prepare a Cost Sheet with imaginary figures.
- List the documents required in Inventory Management.
- Demonstrate the valuation of inventory using any one method of pricing material issues.
- Visit any manufacturing entity, collect the method of inventory valuation adopted & procedure involved in procuring inventory.
- Calculate the amount of wages under Halsey / Rowan Plans using imaginary data.
- Any other activities, which are relevant to the course.

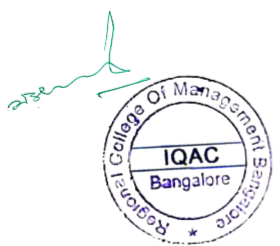
Books for Reference:

- Jain and Narang, Cost Accounting, Kalyani Publication House.
- M.N Arora, Cost Accounting , HPH
- N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
- Dr. V Rajeshkumar, Dr. R K Srikanth, Cost Accounting, MH India
- P V Ratnam, Cost Accounting, Kitab Mahal
- P C Tulsian, Cost Accounting, MHE India
- Nigam & Sharma, Cost Accounting, HPH
- Dr. B. Mariyappa, Cost Accounting, HPH
- Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
- B.S. Raman, Cost Accounting, United Publisher
- Ravi M. Kishore, Cost Management, Taxmann
- Dr Muralidhar S, Cost Accounting, Kalyani Publishers
- Dr Eshwarappa, Cost Accounting, Kalyani Publishers.
- Madhegowda J, Cost Accounting, HPH

Note: Latest edition of text books may be used.



Name of the Program: 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 be able to: <ul style="list-style-type: none"> • Understand the role of OB in business organization. • Understand the Behaviour of an Individual • Understand the group behaviour and team dynamics • Learn various motivation and leadership theories • Understand the process of organizational development 		
Syllabus:		Hours
Module 1: INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR		10
Meaning, Definition, Importance, Nature, Scope of OB, Conceptual Models of OB, factors affecting organisational behavior		
Module 2: INDIVIDUAL BEHAVIOUR		12
Individual Behaviour: Meaning, factors affecting individual behavior, reasons for understanding individual behavior. Personality- Types, Determinants and Traits of Personality, Theories. Learning – Types of Learners, The Learning Process. Attitude: Characteristics, Components, Formation of Attitude. Perception- Importance, Factors influencing perception, Interpersonal Perception, Impression Management.		
Module 3: GROUP AND TEAM DYNAMICS		12
Group Dynamics: Meaning, Types of Group, functions of groups, Stages of group development, strategies for improving group dynamics, Determinants of Group Behaviour. Team Dynamics: Meaning, Types of Teams, Team Building, Effective Team Management, Stages of Professional Interpersonal Relations, Difference between Groups and Teams. Conflict-Meaning, Sources of Conflict, Conflict Resolving Strategies.		
Module 4: MOTIVATION AND LEADERSHIP		12
Motivation- Nature and Importance of Motivation, Motivation Theories - Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y Leadership – Nature and Importance, Qualities of Good Leaders, Types, Theories of Leadership -(Contemporary leadership)		
Module 5: DYNAMICS OF ORGANIZATIONAL BEHAVIOUR		10
Organisation Culture and Climate - Meaning, Importance, Factors influencing Organization Climate. Organizational Change- Importance, change process, Resistance to change, Managing Change. Organizational Development: Nature, objectives, Benefit, OD Process.		



Skill Developments Activities:

- Prepare a chart showing various OB Models
- Role play on Team Dynamics
- Visit any two organisation and collect information on various motivational models adopted
- Prepare a chart on the stages of OD.

Books for Reference:

- Fred Luthans, Organizational Behaviour. McGraw Hill
- Robbins, Organizational Behaviour, International Book House.
- John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.
- K. Aswathappa, Organizational Behaviour, HPH.
- Reddy and Appanniah, Management and Behavioural Process, HPH
- Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
- Rekha and Vibha – Organizational Behavioural, VBH.
- P.G. Aquinas Organizational Behaviour, Excel Books.
- 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: 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 to: <ul style="list-style-type: none"> • Understand the basic concepts in statistics. • Classify and construct statistical tables. • Understand and construct various measures of central tendency and dispersion. • Apply correlation and regression for data analysis. • To understand changes in data over a period of time through construction of index numbers 		
Syllabus:		Hours
Module 1: INTRODUCTION TO STATISTICS		10
Introduction, Meaning, Definitions, Functions, Importance and Limitations of Statistics, Important terminologies in Statistics – Data, Primary Data, Secondary Data, Population, Census Survey, Sample Survey, Sampling, Parameter, Unit, Variable- Quantitative Variable, Qualitative Variable, Dependent Variable, Independent Variable, Series. - Individual, discrete and continuous, Classification of data- Types, Requisites of good classification of data. Frequency, Class Interval, Tally Bar. Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation.		
Module 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION		14
Meaning, Definition, objectives, Requisites of an ideal average. Various measures of central tendency- Arithmetic Mean -Simple and weighted average (Exclude missing frequency), Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode. Graphs – Histogram and Ogive curves Absolute and Relative measures of dispersion - Standard Deviation in Individual, Discrete and Continuous Series – Problems		
Module 3: CORRELATION AND REGRESSION ANALYSIS		12
Meaning and Types of Correlation, Karl Pearson's Coefficient of Correlation. (Deviation from actual mean only), Computation of probable error. Spearman's Rank Correlation Coefficient (simple problems) Meaning of Regression, Regression Lines, Regression Equations- Problems		
Module No. 4: TIME SERIES ANALYSIS		08
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
Meaning and definition of Index numbers, Uses of index numbers, Construction of Index number, Methods of Index numbers - simple aggregate method, Weighted index method - Fishers Ideal Index Number- Problems. Tests of Adequacy (TRT, FRT). Consumer Price Index Numbers- Problems.		



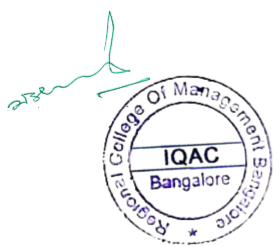
Skill Developments Activities

- Execute Average, Variance, Standard Deviation using Excel.
- Execute and analyse Regression Model using Excel,
- Collect the data relating to prices of shares of two companies for 12 days and ascertain which company share is more variable.
- Collect Sales and Advertisement expenses data of a company of your choice for last 10 years and compute correlation coefficient
- Collect past years' Indian consumer price index data (as of the current base year) and analyse its impact on any macro-economic indicator.

Books for Reference:

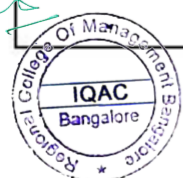
- S P Gupta: Statistical Methods- Sultan Chand
- Dr. B N Gupta: Statistics, Sahitya Bhavan
- S.C Gupta: Business Statistics, HPH
- N.V.R Naidu: Operation Research I.K. International Publishers
- Elhance: Statistical Methods, Kitab Mahal
- Sanchethi and Kapoor: Business Mathematics, Sultan Chand
- Veerachamy: Operation Research I.K. International Publishers
- S. Jayashankar: Quantitative Techniques for Management, Excel Publishers
- D.P Apte; Statistical Tools for Managers using MS Excel, Excel Publishers
- Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH
- Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH
- Rajesh S Rajaghatta – Quantitative Methods for Business-II

Note: Latest edition of text books may be used.



Name of the Program: BBA Course Code: BBA 3.4 Name of the Course: FINANCIAL EDUCATION AND INVESTMENT AWARENESS (SEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	30 Hrs.
Pedagogy: Classrooms lecture, Case studies, Group discussion & Seminar etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> To provide the foundations for financial decision making Create awareness about various saving and investment alternatives available for a common man Understand the overview of stock markets and stock selection Learning about mutual funds and the criteria for selection 		
Syllabus:		Hours
Module 1: FOUNDATIONS FOR FINANCE		10
Introduction to Basic Concepts: Investments: Meaning, Need for Investments, Investment Objectives, Investment Goals; Long-term & Short-term Investments, Concept of Risk & Return, Savings v/s Investment, Investment v/s Speculation; concept of diversification Investment Alternatives for a Common Investor (Financial Assets & Real Assets): Stock, Debt, Bonds, PPF, Mutual Funds, Gold - Physical & Electronic, Silver & Other Precious Metals, Real Estate, Art, Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLVMY, PMKMDY		
Module 2: INVESTMENT MANAGEMENT		10
Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations Trading and Settlement, Demat Account, Depository and Depository Participants Stock Selection: Fundamental Analysis - Economy Analysis, Industry Analysis and Company Analysis; Technical Analysis-Support & Resistance, Moving Averages, EMA & SMA, Charts & Patterns (meaning only) Stock Return and Risk: Concept of Return - Periodic Returns & Capital appreciation; Systematic & Unsystematic Risks: Analysing risk-return trade off		
Module 3: MUTUAL FUNDS AND BANKING IN INDIA		10
Mutual Funds: Features of Mutual Funds, Types of Mutual Fund Plans. Net Asset Value; Criteria for selection of Mutual Funds Banking in India: Types of Bank Deposits, Deposit Insurance, PMJDY, Traditional and New Banking Practices, Debit and Credit Cards; Digital Payment System-Internet Banking (NEFT, RTGS and IMPS), Mobile Banking, Mobile Wallet, AEPS, UPI		
References: <ol style="list-style-type: none"> RBI Financial Education Handbook NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI NSE Academy Certification in Financial Markets (NCFM) Modules Text Books: <ol style="list-style-type: none"> Prasanna Chandra, Financial Management, McGraw Hill Publication. Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc. Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications Fischer & Jordan, Security Analysis & Portfolio Management, Printice Hall. Websites: <ol style="list-style-type: none"> www.sebi.gov.in www.nseindia.com www.amfiindia.com 		

Name of the Program: BBA Course Code: BBA 3.7.1 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: <ul style="list-style-type: none"> • Understand social media marketing goals for successful online campaigns. • Analyze the effective social media marketing strategies for various types of industries and businesses. • Design social media content and create strategies to optimize the content's reach to the target audience. • Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics. • Design a suitable social media campaign for the business goals. 		
Syllabus:		Hours
Module 1: Introduction to Social Media		08
Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Social media platforms. 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 2: Facebook -Instagram marketing		10
Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creating automation for Instagram, Audience Insights, Page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.		
Module 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 4: YouTube marketing		08
You Tube marketing, creating a you tube channel, posting content, You Tube analytics, GooglePages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.		
Module 5: Search Engine Optimization-Recent trends and challenges		08
Introduction, Understanding SEO, Content optimization, User Insights, Measuring SEO effectiveness, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.		



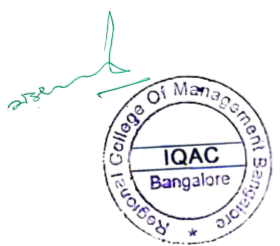
Skill Developments Activities:

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a Search Engine Optimization (SEO) dashboard.

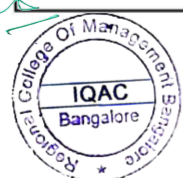
Books for Reference:

1. Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Wiley.
2. Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, Sage Publications Ltd.
3. Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.
4. Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
5. Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.
6. 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: BBA Course Code: BBA 3.7.2 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 be able to: <ul style="list-style-type: none"> • Describe the importance and application of various concepts of rural marketing. • Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour. • Design a pricing strategy that suits the characteristics of rural products and the stage in the product life cycle. • Formulate the appropriate marketing communication strategy and rural distribution channel plans to promote and deliver the rural products. • Appraise the recent trends in rural marketing and the application of digital technology in rural marketing. 		
Syllabus:		Hours
Module 1: Introduction to Rural Marketing		08
Nature and scope of rural marketing, rural Vs urban markets, concepts and classification of rural markets, rural marketing environment, rise of rural consumerism, problems in rural marketing.		
Module 2: Rural Consumer Behaviour		06
Consumer buying Behaviour in rural markets, factors affecting rural consumer behaviour. Market segmentation – Bases for segmenting rural consumer markets.		
Module 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 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 5: Trends in Rural Marketing		10
Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate Farming - Meaning Only. Include live cases (ITC E-Choupal, TAR Ahatt, EID Parry's India griline, HUL)		



Skill Developments Activities:

- a) Prepare a Product life cycle for a Rural product
- b) Select a Rural Product and conduct a Consumer Satisfaction Survey
- c) Prepare an advertisement copy for a rural product
- d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

Books for Reference:

- Debarun Chakraborty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Textsand Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
- Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford &IBH Publishing Co Pvt Ltd.
- Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE PublicationsIndia Pvt Ltd.
- C. G. Krishnama charyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, PearsonIndia Education Services Pvt Ltd.
- T.P.Gopaldaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.

Note: Latest edition of text books may be used.



Name of the Program: 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 to:		
<ul style="list-style-type: none"> • Explain the application of management accounting and various tool used. • Make inter – firm and inter- period comparison of financial statements. • Analyse financial statements using various ratios for business decisions.. • Prepare fund flow and cash flow statements. • Prepare different types of budgets for the business. 		
Syllabus:		Hours
Module . 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, advantages and limitations of Management Accounting.		
Module 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, Turnover ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.		
Module 3: Cash Flow Analysis		12
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash 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 4: Budgetary Control		12
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.		
Module 5: 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 (Theory only)		
Sample problems on BEP, P/V ratio, Margin of Safety, Profit earned at given level of sales, Sales required earning desired profit.		

Skill Developments Activities:

- Collect the financial statement of a company and calculate important ratios.
- Prepare a balance sheet with imaginary figures and compute at least 5 ratios.
- Prepare a flexible budget using imaginary figures.
- Prepare a Cash budget using imaginary figures

Books for Reference:

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

Note: Latest edition of text books may be used.



Name of the Program: BBA
Course Code: BBA 4.2.1
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 be able to:

- Understand types of analytics and data models
- Understand the role of data in decision making, sources and types of data.
- Ability to analyse data using different data analytic tools and draw inferences.
- Understand applied statistics for business problems.
- Demonstrate visualization of data.

Syllabus:	Hours
Module 1: Introduction to Business Analytics	10
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(Concepts only).	
Module 2: Role of Data in The Organization	08
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. Datawarehouse, Data mining, Data Integration – What, need, advantages, approaches of Data integration, Data profiling.	
Module 3: Tools Used for Data Analytics	16
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: T-Test, Z-Test, Chi-Square Test, Correlation, Regression, ANOVA, MANOVA, Man-Whitney, Kruskal-Wallis test, Factor Analysis, Path Analysis – Interpret result – plotting of charts – inferences of chart. (Using all the four specified softwares).	
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 dashboard. (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.

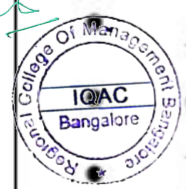
Books for Reference:

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

Note: Latest edition of text books may be used.



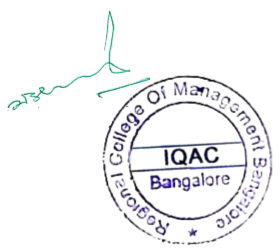
Name of the Program: BBA Course Code: BBA 4.2.2 Name of the Course: FINANCIAL MARKETS & SERVICES		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the Students will be able to: <ul style="list-style-type: none"> • Understand the Financial system, Institutions, Financial markets and services. • Analyse the concepts relevant to Indian financial market and relevance. • Understand concept of financial services, types and functions. • Understand the types of financial Instruments. • Demonstrate an understanding the functioning of stock markets. 		
Syllabus:		Hours
Module 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 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 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 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 5: Stock Markets		10
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.		
Skill Developments Activities:		
<ul style="list-style-type: none"> • Visit any financial institution and prepare a report regarding its structure, functions and performance. Analyze the ratings given by any credit rating agency, for at least 5 companies. Collect information on NASDAQ, Nifty, Sensex and write brief report on the same. Identify a company of your choice and record its share prices for one month. 		



Books for Reference:

- L.M. Bhole, Financial Institutions & Markets, McGraw Hill
- Khan, M.Y, Indian Financial System, McGraw Hill
- Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
- Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill
- Guruswamy, S., Financial Services and System, McGraw Hill
- Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
- Khan. M.Y, Indian Financial System, Vikas Pub. House
- H.R Machiraju, Indian Financial System, Vikas Pub. House
- E.Gorden & K. Nataraj, Financial Markets and Services, HPH

Note: Latest edition of text books may be used.



Name of the Program: 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 to:

- Identify the goals of financial management.
- Apply the concepts of time value of money for financial decision making.
- Evaluate projects using capital budgeting techniques.
- Design optimum capital structure using EBIT and EPS analysis.
- Evaluate working capital effectiveness in an organization.

Syllabus:	Hours
Module 1: Introduction to Financial Management	8
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 2: TIME VALUE OF MONEY	8
Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period (Simple Problems)	
Module 3: FINANCING & DIVIDEND DECISIONS	14
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 4: INVESTMENT DECISION	14
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 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: <ul style="list-style-type: none"> • Draw the organisational chart of Finance Function of a company. • Submit an analyzed report on capital structure in 3 different industries. • Explain the role of financial manager in the context of globalisation. • Prepare a working capital statement using imaginary figures. 	



Books for Reference:

- I M Pandey, Financial Management. Vikas Publication.
- Prasanna Chandra, Financial Management, TMH
- S N Maheshwari, Financial Management, Sultan Chand
- Khan and Jain, Financial Management, TMH
- Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India
- Dr. Aswathanarayana.T ,Financial Management, VBH
- K. Venkataramana, Financial Management, SHBP
- G. Sudarshan Reddy, Financial Management, HPH
- Sharma and Shashi Gupta, Financial Management, Kalyani Publication
- Dr. Eshwarappa, Financial Management, Kalyani Publication

Note: Latest edition of text books may be used.



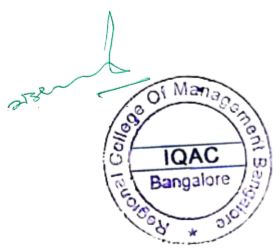
Name of the Program: BBA Course Code: BBA 4.7.1 Name of the Course: BUSINESS LEADERSHIP SKILLS (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will be able to: <ul style="list-style-type: none"> • Understand the significance of leadership skills for effective people management. • Increase the comprehension of leadership through various leadership theories. • Analyse different leadership styles, types, patterns and functions. • Demonstrate an understanding of various leadership approaches for effective management of people. • Demonstrate an awareness of ethical leadership. 		
Syllabus:		Hours
Module 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 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 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 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.		
Module 5: Leadership Skills		8
Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.		
Skill Developments Activities: <ul style="list-style-type: none"> • Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room. • "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. • 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. <p>Analyze two cases related to leadership styles/strategies.</p>		



Books for Reference:

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.

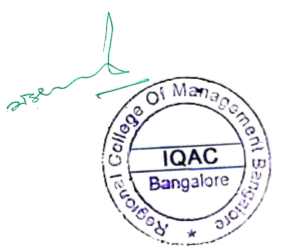


Name of the Program: BBA Course Code: BBA 4.7.2 Name of the Course: PERSONAL WEALTH MANAGEMENT (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the Students will able to: <ul style="list-style-type: none"> • Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life. • Identify the Real Estate Investment routes and understand the tax planning that minimize tax burden. • Select and apply the Asset Allocation strategies to balance between Risk and Return. • Analyse the Retirement Planning Benefits and retirement strategies to provide regular income for life. • Understand the basic principles and importance various insurance policies. 		
Syllabus:		Hours
Module 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 of WM in India – Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- Life Cycle and Wealth Cycle - Financial Planning in India.		
Module 2: Estate Planning and Tax Planning		10
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, Total Income, Income Tax Slabs, Tax Liability, TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off(Concepts only).		
Module 3: Asset Allocation Strategies		08
Asset allocation Strategies -Asset allocation Decision, Equity portfolio strategies - Active Vs Passive, Management strategies, Value Vs growth investing, -Tactical, Fixed & Flexible. Portfolio Management Strategies - Indexing - Interest rate anticipation, Credit analysis, Yield spread analysis and Bond swaps(Concepts only).		
Module 4: Retirement Planning and Employee Benefits		08
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 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.		
Skill Developments Activities: <ul style="list-style-type: none"> • List out different Insurance schemes • Create your own personal portfolio using imaginary numbers and justify. • Conduct a survey of 20 salaried employees on their investment avenues through questionnaire. • Prepare technical charts report of any 5 listed stocks in BSE S&P SENSEX. 		

Books for Reference:

- Pawan V. Jhabak – Wealth Management, Himalaya Publishing Hou Himalaya PublishingHouse Pvt. Ltd., Mumbai - 400 004.
- S.K Bagchi – Wealth Management Jaico Publishing House, Firs Edition.
- Investment Management – Prasanna Chandra, McGraw Hill
- NSE Academy – Financial Planning and Wealth Management.
- NCFM Work Book – Financial Markets (Advanced).

Note: Latest edition of text books may be used.



Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.1 Name of the Course: Production and Operations		
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) 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.		
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: BBA 5.2 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.,		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <p>a) Comprehend the procedure for computation of Total Income and tax liability of an individual.</p> <p>b) Understand the provisions for determining the residential status of an Individual.</p> <p>c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.</p> <p>d) Compute the income house property for different categories of house property.</p> <p>e) Comprehend PAN, TDS & advances tax Ruling</p>		
Syllabus		Hours
Module 1: Basic Concepts of Income Tax		12
<p>Introduction –Meaning of tax-, types of taxes, and cannons of taxation.</p> <p>Brief history of Indian Income Tax, Legal framework of taxation.</p> <p>Important definitions: Assesse, Assessment, Assessment year, Previous year including exceptions, Person, Income, Casual Income, Gross total income, Total income, Agricultural income (Simple Problems). Exempted incomes of an individual under section 10.</p>		
Module 2: Residential Status and Incidence of Tax		10
<p>Introduction – Residential status: Meaning, Basic and Additional conditions u/s 6 including exceptions. Determination of residential status of an individual (Problems). Incidence of tax (Problems)</p>		
Module 3: Income from Salary		16
<p>Introduction – Meaning: Salary, Basis of charge, Allowances, Perquisites, Provident Fund, deductions u/s 16- Retirement Benefits – Gratuity, pension and Leave salary and Problems on Computation of Taxable Salary (excluding retirement concepts)</p>		
Module 4: Income from House Property		10
<p>Introduction - Basis for charge. Annual Value: Determination of Gross and Net Annual Value, Types of House property, Deductions u/s 24, Composite rent, Vacancy Allowance, Unrealized Rent and its recovery – Problems on pre-construction interest and Problems on Computation of Taxable Income from House Property.</p>		
Module 5: PAN, Tax Deduction at Sources & Advance Tax		08

Permanent Account Number - Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and duties -Theory only.

Tax Deduction at Source (TDS): Introduction - Meaning- Provisions – Theory only.
Advance Tax: Meaning - Provisions of advance tax Instalment of advance tax and due dates - Theory only

Skill Development Activities:

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.

Books for References:

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhanian, 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
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.
7. Dr Swaminathan , Income Tax – Kalyani Publications

Note: Latest edition of text books may be used.



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: 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 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 2: Banking Operations.		08
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.		
Module 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; Dishonour of Cheque - Grounds for Dishonour of cheque.		
Module 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; Non-Performing Asset (NPA): Meaning, circumstances & impact.		

Module 5: Banking Innovations	08
<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: BBA FN1 Name of the Course: Advanced Corporate Financial Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 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) 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 1: Cost of Capital and Capital Structure Theories		16
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 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 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 4: Mergers and Acquisitions		06
Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout. P/E Ratio: Meaning and Significance (Theory only)		
Module 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.(Theory only)

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
3. Organisation, you have visited.
4. Case analysis of some live merger reported in business magazines.
5. Meet the financial manager of any company, discuss ethical issues in financial management.
6. Collect the data relating to dividend policies practices by any two companies.
7. 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: BBA MK 1 Name of the Course: Consumer Behaviour		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 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) 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		14
Meaning and Definition, Need for study of 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		10
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		10
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		10
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.

Skill Development Activities:

1. Collect information on behaviour of consumers at an unorganized retail Outlets.
2. Prepare a questionnaire to conduct consumer survey to assess 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.

Books for References:

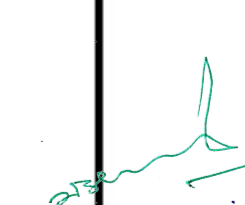
1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 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.

Note: Latest edition of Reference Books may be used.



Name of The Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: BBA HRM1 Name of the Course: Compensation and Performance Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 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) 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 1: Introduction to Compensation Management		12
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. Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies		
Module 2: Job Evaluation		08
Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods: Point Factor Method, Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.		
Module 3: Wage and Salary Administration		12
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 - Preparation of Pay Roll		

Module 4: Performance Management	14
<p>Performance Management: Meaning & Definition, Importance, Aims and Purpose. Employee Engagement and Performance Management, Principles and Dimensions of Performance Management</p> <p>Performance Appraisal Methods: Traditional Methods & Modern Methods. Ethics in Performance Appraisal.</p> <p>Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal.</p>	
Module 5: Issues in Performance Management	10
<p>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>	
<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, 2nd 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 Elective Course Code: BBA DA1 Name of the Course: Financial Analytics		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	(3+0+2) 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) 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 1: Introduction to Financial Analytics		10
Introduction, Meaning, Importance, Uses and Features- Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).		
Module 2: Access to Financial Data Using Latest Technology		10
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 3: Introduction to Time Series Modelling		12
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 4: Introduction to Python		12
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.		
Module 5: Python for Finance		12
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.

Skill Development Activities:

- 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.

Books for References:

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,Pavel Ryzhov,PACKT

Note: Latest edition of Reference Books may be used



Name of The Program: Bachelor of Business Administration (BBA) Retail Management Elective Course Code: BBA RM1 Name of the Course: Fundamentals of Retail Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 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 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		12
Retail: Meaning, Definition & functions. Types of retail ownership: Independent Retailer, Chain Stores, Franchising, Leased departmental stores. Forms of retail business ownership: Vertical Marketing system, Consumer co-operatives. 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		10
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 retail business plan – implementation – risk analysis.		
Module 3: Retail Organization and Functional Management		10
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		14
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	10
<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 e-retailing, Social issues in e-retailing, Ethical issues in e-retailing.</p>	
<p>Skill Development Activities:</p> <p>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>	
<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: "Retail Management – A Strategic Approach", 8th edition 6. A.J. Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 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. Arif Sakh ; Retail Management <p>Note: Latest edition of Reference Books may be used.</p>	



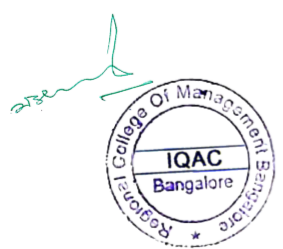
Name of The Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Elective Course Code: BBA LSCM 1 Name of the Course: Freight Transport Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the different functions of Commercial transport. b) Analyse pricing and pricing strategy. c) Understand transport administration. d) Understand of transport and export documentations.		
Syllabus		Hours
Module 1: Transport Function		12
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		12
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		10
Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.		
Module 4: Transport Documentation		12
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	10
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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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. <p>Note: Latest edition of Reference Books may be used.</p>	



Name of The Program: Bachelor of Business Administration Course Code: BBA 5.6(A) Vocational Name of the Course: Information Technology for Business		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 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) 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 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 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 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 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 5: Recent Trends in IT	06
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.	
<p>Skill Development Activities:</p> <ol 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. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 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 Prespective", 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 McGrawHill 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) <p>Note: Latest edition of Reference Books may be used.</p>	

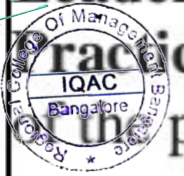


Name of The Program: Bachelor of Business Administration Course Code: BBA 5.6 (B) Vocational Name of the Course: Digital Marketing		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: 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 1: Introduction to Digital Marketing		12
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 2: Search Engine Optimization (SEO)		10
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 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 , Location extensions, Creating call extensions, Create Review extensions, Bidding		

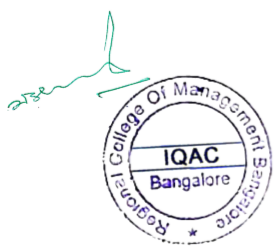
<p>techniques – Manual/ Auto , Demographic Targeting / Bidding, CPC-based, CPA based & CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense 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.</p>	
<p>Module 4: Social Media Marketing (SMM) & Web Analytics</p>	<p>12</p>
<p>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, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.</p>	
<p>Module 5: Recent Trends in IT</p>	<p>6</p>
<p>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.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 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. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 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 <p>Note: Latest edition of Reference Books may be used.</p>	



Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.7 Name of the Course: Employability Skills		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	1+0+2 Hrs	40 Hrs
Pedagogy: Classrooms lecture, Case studies, 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"> Have the information on various vacancies notified by Central and State Government authorities as well as Private organizations. Solve the problems on quantitative aptitude, logical reasoning and analytical ability. Demonstrate the basic computer skills like MS word, MS excel, MS PPTs. Email etiquettes Etc., Exhibit the communication and leadership skills. Conduct self SWOC analysis and set his career goals. 		
Syllabus:		Hours
Module 1: Competitive Examinations		06
Central Government Examinations: UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts. Karnataka State Government Examinations: KPSC, KEA, KSPEB. Eligibility criteria for various examinations. Common Examination pattern. Private Organizations: Access vacancies from Naukari.com; Indeed.com; shine.com; linkedin.com etc., Practical: Explore various vacancies notified by the above-stated authorities.		
Module 2: Quantitative aptitude, logical reasoning, and analytical ability		12
Quantitative aptitude: Percentage, Profit or loss calculation, Time and work, Speed and Distance, Ratio and proportion. (Simple problems) Logical Reasoning: Coding and Decoding, Blood Relations, Directions, and Venn Diagram. Analytical Ability: Statement and assumptions and Data interpretation. Practical: Conduct Mock competitive examination for quantitative aptitude, logical reasoning and analytical ability.		
Module 3: Digital Literacy		08
Basic computer skills: MS Word and MS Excel (only layout, basic operations and shortcut keys). MS PowerPoint, Internet and web browsing skills, Email etiquette. Practical: Draft an Email to the HR of a company as an aspirant for the job by attaching your resume.		
Module 4: Soft Skills		08
Communication Skills: Verbal and Non-verbal communication, Effective listening skills, Excellent writing skills, and Presentation skills. Interpersonal Skills: Understanding the importance of teamwork, Conflict resolution, and Building positive relationships with team members. Leadership skills: importance and Effective leadership. Practical: As a team leader write a draft appreciation letter to the team members for the completion of project successfully.		



Module 5: Career Development and Workplace Etiquette -10hrs	06
<p>Career Development: SWOC analysis for self-assessment, Setting career goals and creating a career plan, Job search strategies, Interview skills, and effective resume writing.</p> <p>Workplace Etiquette: Time Management- importance and strategies for effective time management, Dress code, personal grooming, Office and workplace manners, Meeting etiquette. Work ethics and integrity.</p> <p>Practical: 1. Prepare a resume with at least 2 references. 2. Conduct a mock interview based on the resume prepared by the students.</p>	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Barun K Mitra, Personality Development and Soft Skills, Oxford university press, New Delhi. 2. Gitangshu Adhikary, Communication and Corporate Etiquette, Notion Press, Mumbai. 3. Seema Gupta, Soft Skills- Interpersonal & Intrapersonal skills development, V&S Publishers, New Delhi. 4. Dr. R S Aggarwal, Quantitative Aptitude, S.Chand Publication, New Delhi. 5. Bittu Kumar, Mastering MS Office, V&S Publisher, New Delhi 6. List of Government Competitive Exams, Jobs & Vacancies (exampur.com) 7. https://www.safalta.com 8. https://sarkariservice.in <p>Note: Latest edition of books may be used</p>	



Name of The Program: Bachelor of Business Administration 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 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 laws relating to Contracts and its application in business activities. b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller. c) Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments. d) Understand the significance of Consumer Protection Act and its features e) Understand the need for Environment Protection.		
Syllabus		Hours
Module 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 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 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 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 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 Development 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.

Cases:

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 References:

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 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 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) 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 1: Profits and Gains of Business and Profession		18
Introduction, Meaning and Definition: Business, Profession and Vocation. - Expenses and Losses: Expressly allowed & Disallowed - Incomes: Expressly allowed & Disallowed – 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 2: Capital Gains		10
Introduction - Basis for charge - Capital Assets - Types of capital assets – Exempted capital assets -Transfer Meaning - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54D, 54EC, 54F, and 54G. Problems covering the above sections.		
Module 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 4: Deductions u/s 80 and Total of individuals		12
Computation of Total Income - Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U applicable to individuals only. Determination of tax liability.		
Module 5: Set-off & Carry Forward of Losses and Assessment Procedure		6
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only). Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment.		

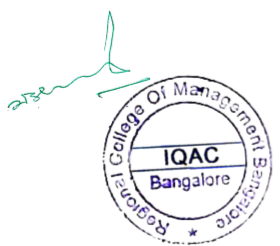
Skill Development Activities:

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. Singhanian: 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 BhavanPublication.
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, Vittam Publications.
8. Dr. B Mariyappa, Income Tax II – HPH.
9. Dr. Swaminathan – Income Tax – Kalyani Publishers

Note: Latest edition of Reference Books may be used.



Name of The Program: Bachelor of Business Administration 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 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) 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 1: Introduction to International Business		12
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. 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.		
Module 2: International Business Environment		12
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
Module 3: Globalization		12
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.		
Module 4: Organizations Supporting International Business		10
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.		
Module 5: International Operations Management		10
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).		

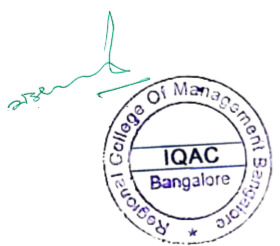
Skill Development Activities:

- a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for a 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.

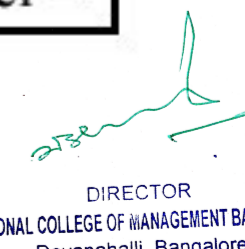
Books for References:

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: BBA FN2 Name of the Course: Security Analysis and Portfolio Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 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) 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		Hours
Module 1: Introduction to Investments		12
Investment: Meaning, Process, Criteria, Elements, Avenues, Types of Investment & Investors, Speculation and Gambling. Factors influencing selection of investment alternatives. Security Market- Meaning & functions. Secondary Market Operations: Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
Module 2: Risk-Return Relationship		8
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. (Problems on risk and return)		
Module 3: Fundamental Analysis		12
Investment Analysis, Fundamental Analysis – Macro Economic Analysis, Industry Analysis, Company Analysis		
Module 4: Technical Analysis		12
Meaning of Technical Analysis, Fundamental vs. Technical Analysis, Dow Theory, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
Module 5: Portfolio Management		12
Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz's Model –		



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Assumptions – 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. (Problems)

Skill Development Activities:

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 References:

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 Port folio 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 Learning

Note: Latest edition of Reference Books may be used



Name of The Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: BBA MK 2 Name of the Course: Advertising and Media Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 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"> Understand the nature, role, and importance of IMC in marketing strategy Understand effective design and implementation of advertising strategies Present a general understanding of content, structure, and appeal of advertisements Understand ethical challenges related to responsible management of advertising and brand strategy. Evaluate the effectiveness of advertising and agencies role 		
Syllabus		Hours
Module 1: Introduction to Integrated Marketing Communication		12
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		12
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		12
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	10
<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> <p>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>	
<p>Books for References:</p> <p>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> <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: BBA HRM2 Name of the Course: Cultural Diversity at Work Place		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 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) Understand, interpret question reflect upon and engage with the notion of “diversity”. b) Recall the cultural diversity at work place in an organization. c) Support the business case for workforce diversity and inclusion. d) Identify diversity and work respecting cross cultural environment. e) Assess contemporary organizational strategies for managing workforce diversity and inclusion.		
Syllabus		Hours
Module 1: Introduction to Diversity		12
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 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 3: Visions of Diversity and Cross Cultural Management		12
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 4: Skills and Competencies		12
Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.		
Module 5: Recent Trends in Diversity Management		12
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.

Skill Development Activities:

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.

Books for References:

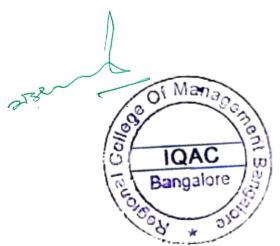
1. Bell, M.P. (2012). Diversity in organizations (2nd Ed.). Mason, OH: Cengage.
2. Harvey, C.P. & Allard, M.J. (2015). Understanding and managing diversity: Readings, cases, and exercises (6th Ed.). Upper Saddle River, NJ: Pearson.

Note: Latest edition of Reference Books may be used

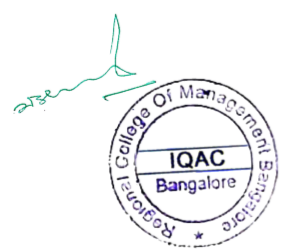


Name of The Program: Bachelor of Business Administration (BBA) Data Analytics Elective Course Code: BBA DA2 Name of the Course: Marketing Analytics		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources b) Apply marketing analytics to develop predictive marketing dashboard for organization c) Analyse data and develop insights to address strategic marketing challenges d) Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.		
Syllabus		Hours
Module 1: Introduction to Marketing Analytics and Data Mining		10
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modelling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.		
Module 2: Introduction to R		12
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 3: Descriptive Analytics		10
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 4: Prediction and Classification Modelling using R		12
Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: 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 5: Application of Analytics in Marketing	12
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 Elective Course Code: BBA RM2 Name of the Course: Retail Operations Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: 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		10
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		12
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		12
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		12



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.

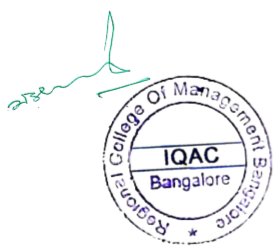
Skill Development Activities:

- 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.

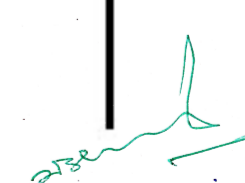
Books for References:

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 Elective Course Code: BBA 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	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) 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 1: Sourcing		12
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 trading and Transfer pricing arrangement, Implications of International Sourcing.		
Module 2: External Sourcing		12
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 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 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.		



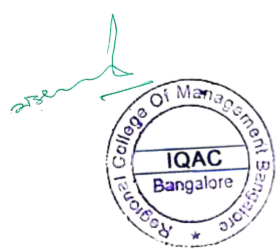
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REGIONAL COLLEGE OF MANAGEMENT BANGALORE
Devanahalli, Bangalore

Module 5: Legislative, Regulatory & Organizational Requirements	10
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>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 Course Code: BBA 6.6(A) Vocational Name of the Course: Goods and Services Tax		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 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"> 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 1: Basics of Taxation		6
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.		
Module 2: Goods and Services Tax –Framework and Definitions		6
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 3: Time, Place and Value of Supply		20
Meaning and Scope of Supply, Types of Supply - Time of Supply: in case of Goods and Services - Problems on ascertaining Time of Supply - Place of Supply: in case of Goods and 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 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 5: GST Procedures	10
<p>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.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> List out the process of GST registration for a business. Chart out 'time of supply' concept relevance in GST. Identify the place of supply for goods and services in different scenarios. Calculate GST liability for a particular transaction using imaginary values. Explain the process of availing input tax credit in GST. 	
<p>Books for References:</p> <ol style="list-style-type: none"> V Rajesh Kumar and Mahadev, “Indirect Taxes”, Mc Graw Hill Education Datey, V S, “Indirect Taxes”, Taxmann Publications. Hiregange et al, “Indirect Taxes”, Puliani and Puliani. Haldia, Arpit, “GST Made Easy”, Taxmann Publications. Chaudhary, Dalmia, Girdharwal, “GST – A Practical Approach”, Taxmann Publications. Garg, Kamal, “Understanding GST”, Bharat Publications. Hiregange, Jain and Naik, “Students’ Handbook on Goods and Services Tax”, Puliani and Puliani. <p>Note: Latest edition of Reference Books may be used.</p>	



Name of The Program: Bachelor of Business Administration Course Code: BBA 6.6 (B) Vocational Name of the Course: Enterprise Resource Planning		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 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) 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 1: Introduction to ERP	10	
Enterprise Resource Planning – Defining ERP – Origin and need for ERP System – Benefits of an ERP System – Reasons for the Growth of ERP Market – Risk of ERP – Roadmap for successful ERP.		
Module 2: ERP related Technologies and Modules	12	
Business Process Re-engineering – Product Life Cycle – Customer relationship management – Functional Modules – Sales and Distribution service – Human Resource – Finance – Production – Material Management – Purchasing – Quality Management.		
Module 3: ERP implementation	10	
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 4: ERP post implementation	12	
Success and Failure of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring – Maximizing the ERP system.		
Module 5: Future directions in ERP	12	
New Trends in ERP – ERP to ERP II – Implementation of Organization wide ERP – Development of 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 References:

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 Venkatakrishnan 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, WileyIndia, 2009
6. Jagan Nathan Vaman, ERP in Practice, Tata McGowan -Hill, 2007.

Note: Latest edition of Reference Books may be used.

