

B.B.A. (General)

Syllabus

AFFILIATED COLLEGES

Program Code: 21F

2022 – 2023 onwards



BHARATHIAR UNIVERSITY

(A State University, Accredited with “A++” Grade by NAAC,
Ranked 21st among Indian Universities by MHRD-NIRF)

Coimbatore - 641 046, Tamil Nadu, India

BHARATHIAR UNIVERSITY: COIMBATORE 641046
DEPARTMENT OF BUSINESS ADMINISTRATION
PROGRAMME EDUCATIONAL OBJECTIVES:

PEO1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context in the IT era.
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions.
PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM as well as research.
PEO4	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.



PROGRAMME OUTCOMES

At the end of the programme the learner will be able to

PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
PO5	Function effectively as an individual and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
PO6	Analyze the sampling techniques of collecting primary and secondary data and tools and techniques of data.
PO7	Understand the methods of collecting primary and secondary data. Construction of scaling techniques and determine the steps involved in design of questionnaire. Analyze and preparation of project report for the Functional areas of research.
PO8	Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0 Understand the SERQUAL of the various service industries.
PO9	Analyse the various aspect of business research in the area of marketing, human resource and Finance.
PO10	Analyse the various financial and accounting concept including Balance sheet, trial balance, etc.,

PROGRAMSPECIFICOUTCOMES

PSO 1	Understand of the corporate world
PSO 2	Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
PSO 3	Determine conceptual and analytical abilities required for effective decision making.
PSO 4	Understand the dynamic and complex working environment of Business.
PSO 5	Understand the problems faced by the business sector in the Current scenario.
PSO 6	Analyse the ups and downs of the stock market.
PSO 7	Understand the rapid changes of financial services include banking and insurance sectors.
PSO 8	Understand the micro and macro marketing environment.
PSO 9	Understand the international trade procedure and documentation.
PSO 10	Understand the Forms of business organization.
PSO 11	Understand the business correspondence and communication.
PSO 12	Determine the organizational behaviour and its conflict.



BHARATHIAR UNIVERSITY, COIMBATORE-641 046

(For the students admitted from the academic year 2022-2023 onwards)

SCHEME OF EXAMINATIONS – CBCS Pattern

B.B.A. (General)

Part	Study Components	Course Title	Ins. Hrs.	Examinations			Credits	
				Dur. Hrs.	CIA	Mark		Total Mark
SEMESTER –I								
I	Language-I		6	3	50	50	100	4
II	English-I		6	3	50	50	100	4
III	Core I – Principles of Management		5	3	50	50	100	4
III	Core II –Basics of Business and Business Environment		5	3	30	45	75	3
III	Allied Paper I – Mathematics and Statistics for Management		6	3	50	50	100	4
IV	Environmental Studies #		2	-	-	50	50	2
TOTAL			30				525	21
SEMESTER –II								
I	Language-II		6	3	50	50	100	4
II	English-II		3	3	25	25	50*	2
IV	Skill Based Subject-I Naan Mudhalvan: Language Proficiency for Employability. http://kb.naanmudhalvan.in/Special:FilePath/Cambridge Course Details.pdf		3	3	25	25	50**	2
III	Core III – Organizational Behavior		5	3	30	45	75	3
III	Core IV – Economics for Executives		6	3	50	50	100	4
III	Allied Paper II –Quantitative Techniques for Management		5	3	50	50	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
TOTAL			30				525	21
SEMESTER –III								
I	Language III		4	3	50	50	100	4
II	English III		4	3	50	50	100	4
III	Core V – Financial Accounting		4	3	30	45	75	3
III	Core VI – Production and Materials Management		4	3	30	45	75	3
III	Core VII – Marketing Management		4	3	30	45	75	3
III	Core VIII - PC Software (MS Office) – Practical		4	3	25	25	50	2
III	Allied : III – Business Law		4	3	30	45	75	3
IV	Tamil/Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women’s Rights#Constitution of India #		2	3	-	50	50	2
TOTAL			30				600	24
SEMESTER –IV								
I	Language IV		4	3	50	50	100	4
II	English IV		4	3	50	50	100	4
III	Core IX - Human Resource Management		4	3	30	45	75	3
III	Core X – Financial Management		4	3	30	45	75	3

III	Core XI – Financial Accounting Package – Tally (Practical only)	4	3	30	45	75	3
III	Allied : IV– Taxation Law and Practice	5	3	30	45	75	3
IV	Skill Based Subject-2: Naan Mudhalvan – Office Fundamentals http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	3	3	25	25	50**	2
IV	Tamil @ / Advanced Tamil #(or) Non-major elective-II : General Awareness #	2	3	-	50	50	2
TOTAL		30				600	24
SEMESTER –V							
III	Core XII – Cost & Management Accounting	6	3	50	50	100	4
III	Core XIII – Research Methods for Management	6	3	50	50	100	4
III	Core XIV - Advertising and Sales Promotion	5	3	50	50	100	4
III	Core XV – Business Correspondence	6	3	50	50	100	4
III	Skill Enhancer: Institutional Training ^	-	-	25	25	50	2
III	Elective –I:	4	3	50	50	100	4
IV	Skill based Subject –3 : Campus to Corporate ^	3	3	30	45	75	3
TOTAL						625	25
SEMESTER –VI							
III	Core XVI – Entrepreneurship and Small Business Management	6	3	50	50	100	4
III	Core XVII - Investment Management	6	3	50	50	100	4
III	Core XVIII – Services Marketing	6	3	50	50	100	4
III	Elective –II :	3	3	30	45	75	3
III	Elective –III :	3	3	30	45	75	3
IV	Skill Based Subject –4 : Soft Skills for Business ^	3	3	30	45	75	3
IV	Skill Based Subject-5: Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing/ Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	3	3	25	25	50**	2
V	Extension Activities @	-	-	50	-	50	2
TOTAL		30				625	25
TOTAL		-	-			3500	140

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA) University Examination – Refer the detailed note on this curricular component.

No Continuous Internal Assessment (CIA). Only University Examinations.

Project Work & Viva-Voce: Project Work-30 marks CIA. Viva-Voce: 45 marks, of which 15 marks for project report and 30 marks for viva voce examination by both internal and external examiners

* English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.

** Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.

Skill Based Subject: (Campus to Corporate & Soft Skills for Business) 3&4: CIA= 30 marks, Record Note =15 marks, Viva voce 30 marks (Internal and external examiner)
For Institutional Training, CIA = 25 Marks, Viva-Voce = 25 marks (Internal and External examiner)

\$ Industrial Visit Mandatory

List of Elective papers (Colleges can choose any one of the paper as electives)		
Elective – I	A	Intellectual Property Rights.
	B	Modern Office Management
	C	Company Law and Secretarial Practice
	D	Customer Relationship Management
	E	Application of IT in Business.
Elective – II	A	Consumer Behaviour
	B	Industrial Relations and Labour Laws
	C	Insurance Principles and Practice
	D	Banking Law and Practice
	E	Big Data Analytics
Elective – III	A	E-Commerce
	B	Project Work & Viva-Voce
	C	Financial Services
	D	Design Thinking
	E	Artificial Intelligence



***First
Semester***

Course Code	PRINCIPLES OF MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core –I					-	-	
Pre-requisite	+2 Commerce			Syllabus Version		First	
Course Objectives:							
To inculcate the students with the Knowledge and Understanding of the principles of management and to enable the students to gain valuable insight into the working of business. The course will review the evolution of management thoughts, functions and practices through the focus on Indian experiences, approaches and cases.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Examine and explain the management evolution and how it will affect future managers.						K1
2	Estimate the conceptual framework of planning and decision-making in day to day life.						K2
3	Explain the various managerial functions to achieve the goals and objectives of the organization.						K1
4	Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.						K4
5	Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.						K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	FUNCTIONS OF MANAGEMENT						
Overview of Management: Definition –Nature and scope of management-Importance - skills of managers– Levels of Management-Functional areas of management- Evolution of Management thoughts: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker’s -Management: a science or an art?.							
Unit:2	PLANNING						
Planning: Definition -Nature and purpose – Planning process – Importance of planning –types of plan- Decision making - Definition –steps and process and various types of decisions.							
Unit: 3	ORGANIZING						
Organizing: Definition -Types of organization – Organizational structure –Span of control – use of staff units and committees. Delegation: Delegation and Centralization. Centralization and Decentralization – Staffing: Definition- Sources of recruitment – Selection-Definition – process Training-Definition-Types.							
Unit:4	DIRECTING						
Directing: Definition -Nature and purpose of Directing - Principles – Motivation - Definition - Theories of Motivation (Maslow’s, McGregor, ERG Theory, Herzberg two factor theory)– Leadership: Definition- Styles – Communication: Definition - Importance of Communication – Methods of Communication – Types – Barriers.							
Unit:5	CONTROLLING						

Controlling: Meaning and importance of controlling–control process–Budgetary and non-Budgetary Control Techniques–Requisites of an effective control system–Relationship between planning and controlling – Need for co-ordination.	
Unit:6	Contemporary Issues
Expert lectures, online seminars – webinars	
Text Book(s)	
1	Charles W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Education, Special Indian Edition, 2007.
2	Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.2005
Reference Books	
1	Harold Koontz, Heinz Wehrich and Mark V Cannice, 'Management -A global perspective, Prentice hall, 2005
2	P.C.Tripathi&P.NReddy,PrinciplesofManagements-TataMc.GrawHill-NewDelhi,2012
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	NOC: Principles of Management – IITKGP - NPTEL

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO2	M	S	M	S	S	S	M	S	S	S
CO3	S	S	M	M	S	S	M	M	M	S
CO4	S	M	S	S	S	M	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code		BASICS OF BUSINESS & BUSINESS ENVIRONMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core –II						
Pre-requisite		+2 Commerce	Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
1. To outline how an entity operates in a business environment						
2. To analyze the various economic conditions and effects of government policy on business performance						
3. To explain the legal framework that regulates the business and industry						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on the gamut of business activities					K2
2	Explain the intricacies in starting a business and knowing the suited business form					K2
3	Design a business model in order to analyze its sustainability					K3
4	Comprehend the environmental factors that are conducive /detrimental to the respective businesses					K4
5	Have a simple and basic comprehension of the international scenario with regard to borderless business world					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO BUSINESS					
BusinessBasics:NatureandPurposeofBusiness–CharacteristicsofBusiness–Comparisonamong Business, Profession and Employment – Various types of Industry –Compare Industry with commerce–FormsofbusinessOrganisation-Soletraders,partnership,JointHindufamilyfirm- Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.						
Unit:2	BUSINESS AND ECONOMIC SYSTEM					
Business and Economic System – Capitalism, Socialism, Communism and mixed economy – Different sectors of the economy and Role of businesses in it – Different stakeholders of business firm–factorsofproduction–BusinessmodelMeaning&example–BusinessRisks&theircauses – Steps in Starting a Business – Qualities of Entrepreneur.						
Unit:3	BUSINESS SERVICES					
Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing – TraditionalBusinesstonewere-Business–Benefitsofswitchingovertoelectronicmode–Cautions to be taken.						
Unit:4	BUSINESS ENVIRONMENT AND ANALYSIS					
Business Environment: Concept, characteristics of environment. Environmental Analysis – Need & diagnosis, Business environment–potential competitors, Rivalry– external environment Economic, political & legal environment, technological and socio cultural environment, International environment.						

Unit:5	IMPACTS OF LPG
Liberalization - Meaning - Privatization - Benefits & pitfall - Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization –Impact of Globalization on India.–Business&Society-SocialResponsibilitiesofbusiness towards different groups.	
Unit:6	Contemporary Issues
Expert lectures, online seminars – webinars	
Text Book(s)	
1	Nikita Sanghvi, Business Environment and Entrepreneurship, CS-FOUNDATION Taxmann; 2015 ISBN-13: 978-9350716236
2	Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi
Reference Books	
1	William A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 9781285193946) Foundations of Business, (5th Edition) Cengage Learning Higher Education
2	Del, Global Business Foundation Skill Students Handbook Cambridge University Press ISBN-13: 978-8175967830
3	Laura Dias, Amit Shah, Introduction to Business, McGraw Hill Education (India) Private Limited 2012 ISBN-13: 978-1121085084
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.coursera.org/courses?query=business%20fundamentals

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	M	S
CO2	M	S	M	M	S	M	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course Code	MATHEMATICS AND STATISTICS FOR MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Allied – I					-	-	
Pre-requisite	+2 Business Maths			Syllabus Version	First		
Course Objectives:							
To make the students to understand the process of solving mathematics and interpret the final results and to train the students to apply the mathematical and statistical tools and techniques while solving business problems in their career. The course will also serve as a prerequisite for post graduate and specialized studies and research.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Solve systems of linear equations by use of the matrix						K3
2	Be able to find the nature (maximum and minimum) of a turning point						K5
3	Outline the meaning of marginal revenue and marginal cost and their relevance for firm's profitability.						K1
4	Understand and compute the sampling distributions, sampling distributions of means and variances (S ²) and the t- and F-distributions						K1
5	Summarize a regression analysis, and compute and interpret the coefficient of correlation.						K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	MATRICES						
Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.							
Unit:2	SET THEORY AND MATRICES						
Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only)							
Unit:3	STATISTICAL METHODS						
Meaning and Definitions of Statistics - Scope and Limitations. Collections of data –primary data and secondary data - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution. Measures of Central tendency - Arithmetic Mean, Median and Mode.							
Unit:4	MEASURES OF VARIATION						
Measures of Variation: Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.							
Unit:5	ANALYSIS OF TIME SERIES AND INDEX NUMBER						
Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices.							
Unit:6	CONTEMPORARY ISSUES						
Expert lectures, online seminars – webinars							
Questions in THEORY and PROBLEMS carry 20% and 80% marks respectively Problems need to be simple keeping students' non-mathematical background							
Text Book(s)							

1	S.P. Gupta (S.P.): “Statistical Methods”, Sultan Chand & Sons, 34th Edition, 2007
2	Richard Levin & David Rubin, “Statistics for management”, Prentice Hall, 2008
Reference Books	
1	Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Method
2	P.R.Vittal, “Business Mathematics”, Margham publications 2nd edition, 2003.
3	S.P. Rajagopalan and R. Sattanathan, Business Statistics and Operation Research, Tata McGraw-Hell publishing company Ltd., 2nd edition, 2009.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M





***Second
Semester***

Course Code	ORGANISATIONAL BEHAVIOUR <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core III				-	-		
Pre-requisite		Nil			Syllabus Version		First
Course Objectives:							
The main objectives of this course are to make the students to understand Organizational psychology & personality of people and gain knowledge on belief, values and human motivation, leadership, theories of leadership, counseling, idea generation for problem solving and innovation. And students are prepared to deal with groups and for conflict identification and resolution.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Analyze the individual and group behavior; and understand the implications of organizational behaviour on the process of management						K4
2	Identify various theories of motivation from the past and to evaluate motivational strategies used in a variety of organizational settings						K5
3	Enhance productivity of the organization by ensuring required job satisfaction and employee attitude.						K3
4	Understand the supervisory effects on performance and to train supervisors by understanding different supervision styles.						K2
5	Evaluate the appropriateness of various leadership styles and counseling methods						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Organisational Psychology						
Importance and scope of organisational psychology – Individual differences - Intelligence tests. Measurement of intelligence - Personality tests - nature, types and uses.							
Unit:2	Perception						
Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.							
Unit:3	Job satisfaction						
Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.							
Unit:4	Group dynamics						
Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.							
Unit:5	Leadership and counseling						
Leadership-types-theories–Trait,ManagerialGrid,Fiedler’scontingency.Counseling–meaning - Importance of counselor - types of counseling - merits of counseling							
Unit:6	CONTEMPORARY ISSUES						
Expert lectures, online seminars – webinars							
Text Book(s)							
1	L.M. Prasad – Organisational Behaviour. Latest edition						
Reference books							

1	Keith Davis - Human Behaviour at Work
2	Ghos - Industrial Psychology
3	Fred Luthans – Organisational Behaviour
	Online Content
	NOC: OrganizationalBehaviour– NPTEL

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low



Course Code	ECONOMICS FOR EXECUTIVES <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core - IV	Core				-	-	
Pre-requisite	+2 Economics			Syllabus Version		First	
Course Objectives:							
The main objectives of this course are to make the students to understand the objectives of business firms, Demand analysis and Elasticity of demand, BEP Analysis and further to make them familiarize about types of competitions and price administration and enhance their knowledge on Inflation, Deflation and analyze the causes of Inflation..							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Apply the objectives of business firms, demand analysis and elasticity of demand in daily life and in their career.						K6
2	Identify the effective applications of factors of production and BEP Analysis						K3
3	Understand the determination of the Price, Market structure and competition.						K2
4	Describe the objectives and effectiveness of monetary policy and fiscal policy						K4
5	To gain Knowledge on Inflation, Deflation and effects of inflation.						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	DEMAND ANALYSIS						
Objectives of business firms–Profit Maximization-Social responsibilities -Demand analysis–Law of Demand - Elasticity of demand.							
Unit:2	BEP ANALYSIS						
Production function - Factors of production - Law of diminishing returns and Law of variable proportions. Cost and Revenue Curves – Break-even-point (BEP) analysis.							
Unit:3	MARKET CLASSIFICATION						
Market Classification- Perfect Competition- Monopoly- Monopolistic Competition- Duopoly- Oligopoly – Price Discrimination.							
Unit:4	MONETARY POLICY						
Monetary Policy-Meaning- Objectives- Instruments- Effectiveness of Monetary Policy-Fiscal Policy-Meaning-Objectives-Monetary Policy and Fiscal Policy mix to control inflation.							
Unit:5	INFLATION AND DEFLATION						
Inflation: Meaning and Definition- Types of Inflation – Effects of in inflation - Measures to control inflation- Deflation- Meaning – Effects of Deflation- Inflation vs Deflation- Control of Deflation.							
Unit:6	CONTEMPORARY ISSUES						
Expert lectures, Online seminars & Webinars							
Text Book							
1	Sankaran - Business Economics						
Reference books							
1	Markar et al - Business Economics						
2	Sundaram K.P & Sundaram – Business Economics						
Online Content							

NOC: Managerial Economics– NPTEL

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low



Course Code	QUANTITATIVE TECHNIQUES FOR MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>		L	T	P	C
Allied - II				-	-	
Pre-requisite	MATHEMATICS AND STATISTICS FOR MANAGEMENT		Syllabus Version		First	
Course Objectives:						
The main objective of this course is to make the students to gain knowledge about various concepts of Operations Research and to identify and develop operational research models from the verbal description of the real system and train them to apply the operations research tools that are needed to solve optimization problems.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define and formulate linear programming problems and evaluate their applications					K1
2	To understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method					K1
3	To comprehend the concept of a Transportation Model and develop the initial solution and optimality checking of the solution					K2
4	To apply the strategies of game theory and to make better decisions while solving business problems					K3
5	Use critical path analysis and programming evaluation and review techniques for timely project scheduling and completion.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO OPERATION RESEARCH					
Introduction to Operations Research – Meaning – Scope – Applications - Limitations. Linear programming-Mathematical Formulation-Application in management decision making (Graphical method only).						
Unit:2	TRANSPORTATION AND ASSIGNMENT PROBLEMS					
Transportation problems: Introduction- Finding Initial Basic Feasible solutions- moving towards optimality (non degenerate only) – Maximization in transportation problem- Unbalanced transportation problem. Assignment problem: Introduction –Hungarian Assignment method – Maximization in Assignment problem – Unbalanced Assignment problem.						
Unit:3	GAME THEORY					
Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without saddle point. Graphical solution - mx2 and 2xn games. Solving games by Dominance Property.						
Unit:4	NETWORK ANALYSIS					
CPM–Principles–Construction of network- Critical path –Forward pass–Backward pass computations–PERT – Time scale analysis - probability of completion of project – types of floats.						
Unit:5	REPLACEMENT THEORY					
Theory of Replacement – Introduction - Replacement models –Replacement of items that deteriorates gradually (value of money does not change with time)						

Unit:6	CONTEMPORARY ISSUES
Expert lectures, online seminars – webinars	
Note: THEORY and PROBLEM shall be distributed as 20% and 80% respectively.	
Text Book(s)	
1	P. K. Gupta, Man Mohan, Kanti Swarup: “Operations Research”, Sultan Chand, 2008.
2	J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited, fifth edition.2013
Reference Books	
1	Kanti Swarup, P.K.Gupta and Man Mohan – Operations Research
2	Sundaresan V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi Publications, 2003.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://nptel.ac.in/courses/111/105/111105077/
2	https://nptel.ac.in/content/syllabus_pdf/111105077.pdf

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M



***Third
Semester***

Course Code	FINANCIAL ACCOUNTING <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core V				-	-		
Pre-requisite	+ 2 Accounting			Syllabus Version	First		
Course Objectives:							
This course is to enable the students to acquire knowledge of accounting concepts, principles and practices which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial and accounting transactions.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions.						K1
2	Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book.						K2
3	Summarises the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions.						K5
4	Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation.						K3
5	Classify the sections of accounting statements from incomplete data						K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create							
Unit:1	ACCOUNTING FUNDAMENTALS						
Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information, Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions.							
Unit:2	PREPARATION OF JOURNAL, LEDGER AND TRIAL BALANCE AND ACCOUNTING ERRORS						
Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation. Accounting Errors: Meaning and Types of errors, Rectification of errors							
Unit:3	BANK RECONCILIATION STATEMENT AND METHODS OF DEPRECIATION						
Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS, Depreciation – meaning, methods of charging depreciation, problems							
Unit:4	PREPARATION OF FINAL ACCOUNTS						
Final Accounts – Meaning, need & objectives, types – Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, Need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entry. Problems							
Unit:5	PREPARATION OF FINAL ACCOUNTS OF JOINT STOCK COMPANIES (As per the Format of the Indian Companies Act)						
Preparation of statement of profit and loss – balance sheet – schedules – Indian Accounting standards (up to IAS - 8)							
Unit:6	Contemporary Issues						
Expert lectures, online seminars – webinars							
Note: (Theory and problems may be in the ratio of 20% and 80% respectively)							

Text Book(s)	
1	T.S. Reddy & A.Murthy-Financial Accounting, Margham Publications.-6th edition,2012
2	Dr.S.N.Mageswari- Financial Accounting, Vikas Publishing house.-jan2012
Reference Books	
1	Shukla & Grewal's Financial Accounting · M.C. Shukla , T.S Grewal & S. C. Gupta S. Chand Publishing.
2	Financial Accounting V-Dorling Kindersley-1st edition,2010
3	Jain & Narang- Kalyani Financial Accounting publishers; 12th edition.2014.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	MOOC : https://www.mooc-list.com/course/introduction-financial-accounting-coursera
2	Financial Accounting: Indian Institute of Technology Bombay and NPTEL via SWAYAM

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	M	S	S	M	S	M
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low



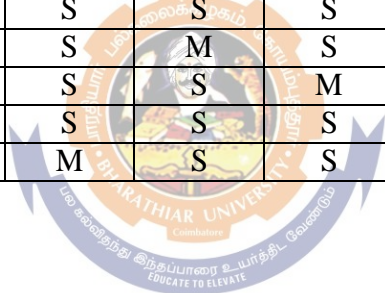
Course Code	PRODUCTION AND MATERIALS MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core VI					-	-	
Pre-requisite	Principles of Management			Syllabus Version	First		
Course Objectives:							
The main objectives of this course are to: The production and materials management provides an introduction to process of production management, production planning and control, effective material handling, materials management and maintenance management, helps to understand the import purchase procedures, storekeeping, Total Quality Management, Quality Control and Procedure for getting an ISO.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Enumerate the production processes and production planning and control.						K1
2	Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related Costs						K1
3	Describe the material management, domestic and import purchase procedures And vendor rating and development.						K2
4	Out line management issues in receiving, stores, traffic and transportation, ware housing and physical distribution						K4,
5	Discuss about the quality control, Total Quality Management, Benchmarking and ISO						K2
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create							
Unit:1	PRODUCTION MANAGEMENT						
Production Management -Functions-Scope-Plant Location-Factors-Site location-Plant Layout-Principles - Process-Product layout. Production Planning and control-Principles-Meaning- Routing-Scheduling-Dispatching-Control - Lean Manufacturing-Six sigma.							
Unit:2	MATERIALS HANDLING & MAINTENANCE						
Materials Handling- Importance -Principles –Criteria for selection of material handling equipment. Maintenance-Types-Breakdown-Preventive-Routine-Methods study– Time study- Motion study.							
Unit:3	MATERIALS MANAGEMENT						
Organization of Materials Management - Fundamental Principles - Structure – Integrated materials management. Purchasing–procedure-principles-import substitution and import Purchase procedure. Vendor rating-Vendor development.							
Unit:4	INVENTORY CONTROL						
Function of Inventory- Importance-Tools-ABC, VED, FSN Analysis-EOQ-Reorder point-Safety Stock-Leadtime Analysis.Storekeeping-Objectives-Functions- Store keeper– Duties– Responsibilities, Location of store –Stores Ledger –Bin card.							
Unit:5	QUALITY CONTROL AND ISO IMPLEMENTATION						
Quality control - Types of Inspection - Centralized and Decentralized. TQM: Meaning - Objectives- elements–Benefits.Benchmarking: Meaning-objectives–advantages.ISO: Features-Advantages-Procedure for obtaining ISO.							
Unit:6	Contemporary Issues						
Expert Lectures, Online seminars & Webinars							

Text Book(s)	
1	P Saravanavel and S. Sumathi “Production and Materials management”, Margham Publications,
2	Chitale, A.K.and Gupta, R.C. “Materials Management –Text and Cases” PrenticeHall of India Private Limited ,New Delhi.
Reference Books	
1	DATTA.A.K. “Materials Management, Procedures, Text and Cases”: Prentice Hall of India Pvt. Ltd, New Delhi.
2	M.M. Varma, Materials Management. Jain Book Agency Publishers, 4 th Edition.
3	N.A.Siddiqui, “ Introduction to six sigma – Methods, Approaches, and Applications”, New Age International Publishers (P) Ltd.
4	Dr.JEFFREY N. LOWENTHAL, “Six Sigma Project Management”, New Age International Publishers (P) Ltd.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Mooc: https://www.mooc-list.com/course/microeconomics-principles-coursera

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	M
CO3	M	S	S	S	M	S	S	S	S	S
CO3	S	M	M	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	M	S	S	M	M	M	S

*S-Strong; M-Medium; L-Low



Course code	MARKETING MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C	
Core VII					-	-		
Pre-requisite	Principles of Management			Syllabus Version		First		
Course Objectives:								
1. To introduce the role and importance of marketing in business world.								
2. To develop marketing skills and career.								
3. To understand the channel, methods of marketing and its impact in organisation								
4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration.								
5. To provide knowledge and demonstrate e-marketing forms and benefits in marketing								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Recognize the significance of marketing and its role in economic development						K1	
2	Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour						K2,	
3	To apply marketing concepts, pricing for the development of marketing function.						K3	
4	Analyse and perform the functions of marketing in organisation.						K3	
5	Demonstrate the critical thinking skills and analyse e-marketing.						K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create								
Unit:1	INTRODUCTION TO MARKETING							
Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations and Marketing Environment								
Unit:2	CONSUMER BUYING BEHAVIOUR							
Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models								
Unit:3	PRODUCT CONCEPTS							
The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Product mix –product item and product line - modification & elimination - packing - Developing new Products- strategies.								
Unit:4	PRICING CONCEPTS							
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing- Physical distribution - Management of physical distribution - marketing risks								
Unit:5	MARKET SEGMENTATION							
Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition								
Unit:6	Contemporary Issues							
Expert lectures, online seminars – webinars								
Text Book(s)								
1	Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.							
2	Marketing Management – RajangSabena - Tata McGraw Hill, 2002.							
Reference Books								
1	Marketing Management - Ramasamy& Namakumari - Macmillan India, 2002.							
2	Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi							

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1 Mooc : <https://www.mooc-list.com/course/microeconomics-principles-coursera>

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	M	M	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S -Strong M-Medium; L-Low



Course Code	PC SOFTWARE (MS OFFICE) – PRACTICAL <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>		L	T	P	C
Core - VIII			-	-		
Pre-requisite	Basic Computer Knowledge		Syllabus Version		First	
Course Objectives:						
Office tools course would enable the students in crafting professional word documents, excel spreadsheets, power point presentations using the Microsoft suite of office tools. To familiarize the students in preparation of documents and presentations with office automation tools						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.					K1
2	Create scientific and technical documents incorporating equations, images, tables, and bibliographies.					K2
3	Develop technical and scientific presentations which use charts and visual aids to share data.					K3
4	Build spreadsheets to perform calculations, display data, conduct analysis, and explore.					K4
5	Design and construct databases to store, extract, and analyse scientific and real-world data.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create						
Unit:1		WORD				
Introduction to Word Processing - features, creating, saving and opening documents in Word. Overview of word menu options - word basic tool bar. Editing and Formatting: Paragraph formats, aligning text and paragraph, borders and shading - headers and footers. Insert options: - insert picture – smart art – superscript & subscript – mathematical formulas – special characters – columns. Tables - creating table - graphics – importing graphics – clipart - insert picture. Mail Merge: mail merge concept - merging data source and main document. Design: Cover page of a book – Business cards, Index page.						
Unit:2		POWER POINT				
Introduction to Power Point basics – terminology - getting started with power point window – menus and tool bars- creating presentations - using auto content wizard - using blank presentation option - using design template option. Working with slides -make new slide, move, copy, delete, duplicate, lay outing of slide-applying transition and animation effects. Editing and formatting text: alignment, editing, inserting, deleting, selecting, formatting of text, bullets, footer, paragraph formatting.						
Unit:3		EXCEL				
Worksheet basics- Features of MS Excel – spread sheet / worksheet, workbook creating worksheet, entering data into worksheet- parts of MS excel window - toolbars and menus, keyboard shortcuts - Entering and editing data in worksheet – cell range – formatting – auto fill –formulas and its advantages. Charts – graphs.						
Unit:4		ACCESS				
Introduction to Databases- Why use a Relational Database, concept of primary key relationship- Creating and Working with a Database -Creating a New Database-Creating a Table-Modifying a Table-Creating a Query-Sorting a Query-Creating a Form with the Form Wizard-Creating a Report with the Report Wizard-Creating Mailing Labels with the Label Wizard-Converting an Access Database.						

Unit:5	Contemporary Issues
Expert lectures, online seminars – webinars	
Text Book(s)	
1	Peter Weverka- MS office for dummies, Wiley & Sons
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/cec20_cs05/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low



PC SOFTWARE (MS-OFFICE) PRACTICAL
LIST OF PRACTICALS

MS Word:

- 1) Type a passage (A4 Page, Times New Roman Font Style, 12 Size Font). Save your document in a specified location. (Say, D:\BBA\MSOffice\docx). Save the same file with other name in different location using Save As dialogue box and also Open and View the document saved.
- 2) Type a simple matter, check spelling and grammar (use Auto Correct and Auto Text features), bullets and numbering list items, align the text to left, right, justify and centre.
- 3) Prepare a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.
- 4) Write any 10 Management Quotes and then change the font, style, color and size of each sentence. Make each one different than previous and next.
- 5) Prepare a job application letter enclosing your bio-data (with neat alignment and using tab setting).
- 6) Take a double column newspaper and design or create similar paragraph style in the word document
- 7) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.
- 8) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
- 9) Use smart art and create organization charts with at least 3 levels.
- 10) Make books content page or index page (first line indent, hanging indent and the perfect use of ruler bar)
- 11) Insert Image into the shape. Type a title for the page and apply Styles to the same.
- 12) Write at least dozen mathematical/ statistical formulae known to you and key in the same in MS word.
- 13) Take a double column newspaper and design or create similar paragraph style in the word document.
- 14) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, special characters (such as temp °C, rupee symbol ` , Etc.,).
- 15) Create a table in MS Excel with an address (list containing Designation, Name of the Company, Address, Place, PIN). Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word.

MS-PowerPoint:

- 1) Have a PowerPoint presentation for a seminar which you are handling for your classmates.
- 2) Design an advertisement campaign with minimum three slides.
- 3) Prepare a power point presentation with at least three slides for Department inaugural function

4) Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.

MS-Excel:

1) Create an excel worksheet containing monthly Sales Details of five companies.

2) Prepare a list of students with their marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60% and create a chart to depict clearly.

3) Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.

4) Create a table of your friends with their mobile number and mail id. Also add their date of birth. Find out the number of days left to celebrate their birthday and arrange their names in this order. Create a pie chart indicating the number of birth days in each month.

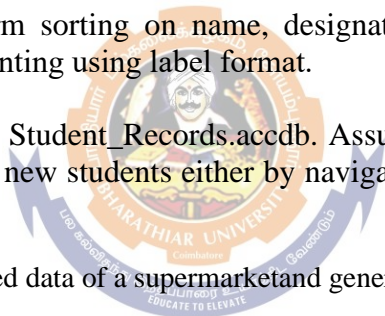
MS-Access:

1) Use simple commands to perform sorting on name, designation, department and mobile number of employee's database and Address printing using label format.

2) Create an Access database named Student_Records.accdb. Assume the required data. Open the Students table in datasheet view and enter the new students either by navigating to the empty field or using the 'New record' button.

3) Create a form to enter inventory related data of a supermarket and generate stock report at the end of the day.

4) Create an Address Database of the companies in your area. Design a form to enter new data into the database.



Course code	BUSINESS LAW <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C		
Allied-III					-	-			
Pre-requisite	Nil			Syllabus Version		First			
Course Objectives:									
The main objectives of this course are to:									
<ol style="list-style-type: none"> To enable the students to acquire knowledge of legal aspects of business To provide the brief idea about the frame work of Indian Business Laws To promote the understanding of various concepts relating to business 									
Expected Course Outcomes:									
On the successful completion of the course, student will be able to:									
1	Develop an understanding on business law in the global context						K1		
2	Knowing the relevant legal terms in business						K2		
3	To construct the relationship of ethics and law in business						K3		
4	Applying basic principles of law to business and business transactions						K4		
5	Implementing current law, rules and regulations related to settling business Disputes						K5		
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create									
Unit:1		BUSINESS ETHICS							
Ethics and Business Ethics – Ethical principles in Business - Concepts Values and Ethics – Ethical Corporate Behavior – Social Responsibility of Business - Corporate Governance – Need , Principles and Scope – Elements of good corporate governance.									
Unit:2		LAW OF CONTRACT							
Contracts - Essentials of contract - Agreements – Classification of contracts-Offer-Legal rules as to offer and lapse of offer – Acceptance and rules as to acceptance-Capacity of parties to create contract- Wagering agreements - Stranger to a Contract and exceptions.									
Unit:3		CONSIDERATION IN LAW							
Consideration - Legal rules as to Consideration – Contract without Consideration-Consent-Coercion-Undue influence–Misrepresentation- Fraud-Mistake of law and Mistake of fact. Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – Discharge of contract - Breach of contract – Remedies for breach of Contract.									
Unit:4		CONTRACT OF SALE							
Formation of contract of sale – Sale and agreement to sell– Hire-purchase agreement- Subject matter of contract of sale- Effect of destruction of goods - Documents of title to goods - Rules of Caveat - Emptor - Exceptions- Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale -Sale by non - owners - Right of resale – Right of stoppage in transit – Unpaid Vendor's rights.									
Unit:5		CONTRACT OF AGENCY							
Creation of agency- Classification of agents - Relations of principal and agent - Delegation of authority- Relation of principal with third parties- Personal liability of agent-Termination of Agency.									
Unit:6		Contemporary Issues							
Expert lectures, Online seminars & Webinars									
Text Book(s)									
1	Shukla M.B. – Business Ethics: Texts and Cases								
2	J.P.Sharma – Corporate Governance , Business Ethics & CSR, Ane Books Pvt. Ltd, New Delhi								
3	N.D.Kapoor- Elements of Mercantile Law								

4	Pillai & Bhagavathi- Business Law
Reference Books	
1	M.C.Shukla-A Manual of Mercantile Law
2	Pandia R.H.-Mercantile Law
3	K.P.Kandasami- Banking Law &Practice
Online Content	
https://onlinecourses.swyam2.ac.in/cec20_hs23/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low





***Fourth
Semester***

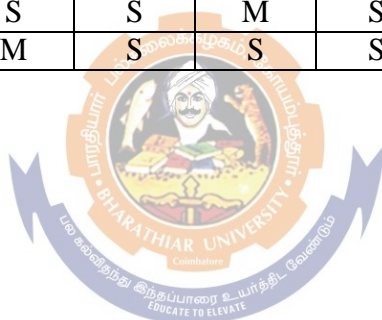
Course code	HUMAN RESOURCE MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>	L	T	P	C
Core-IX			-	-	
Pre-requisite	Principles of Management	Syllabus Version		First	
Course Objectives:					
<p>1. To provide the students with knowledge on concepts, theories, scope and development of Human Resource Management practice at both national and global level.</p> <p>2. To understand human relation skills of drafting a Job Description, Job Specification, Job Design.</p> <p>3. To produce information regarding the effectiveness of recruiting methods, selection procedures and make appropriate staffing decisions.</p> <p>4. To develop a training program using a useful frame work for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system.</p> <p>5. To gain knowledge HRM and its significance in business.</p>					
Expected Course Outcomes:					
On the successful completion of the course, students will be able to:					
1	Analyze the process of Job analysis and its importance as a foundation of Human resource management practice.				K3
2	Understand the Human resource planning				K4
3	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.				K3
4	Understand the importance of career planning and succession planning				K4
5	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation				K2
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create					
Unit-1	INTRODUCTION				
Human Resource Management -Meaning, nature, scope and objective –Functions of HRM - The Role & status of HR manager-Organization of HR department –Strategic HRM – Ethics in HRM.					
Unit-2	HUMAN RESOURCE PLANNING				
Human Resource Planning – Job Analysis – Importance & benefits - Job analysis process- –Job description – Role analysis-Job specification.					
Unit-3	RECRUITMENT AND SELECTION				
Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment –Alternative to Recruitment –Definition and Importance of Selection, Stages involved in Selection Process–Types of Selection Tests and Types of Interviews.					
Unit-4	TRAINING AND DEVELOPMENT				
Meaning and benefits of Induction, Content of an Induction Program–Training and Development.– Performance appraisal - Job evaluation and merit rating - Promotion –Transfer and demotion					
Unit-5	CAREER PLANNING AND DEVELOPMENT				
Career Planning & Development – Stages in Career Planning –Internal and External Mobility of Employees –Meaning and Sources of Employee Grievance – Grievance Handling Systems –Meaning & Process of Collective Bargaining–Indiscipline, Settlement Machinery of Industrial Conflicts.					
Unit-6	Contemporary Issues				
Expert lectures, online seminars –webinars					

Text Book(s)	
1	Subba Rao.P, Personnel and Human Resource Management (Text and Cases) Himalaya Publishing House 2010
2	C.B.Gupta Human resource Management Sultan Chand & Sons 2011
Reference Books	
1	Rao S. (2014). -essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
2	VSP. Rao- Human Resource Management
3	B. Nandhakumar- Industrial Relations Labour Welfare and Labour Laws-Vijay Nicole Imprints
Related Online Contents [MOOC,SWAYAM,NPTEL,Websitesetc.]	
1	NOC: Principles of Human Resource Management–NPTEL

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO2	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S–Strong; M-Medium; L-Low



Course Code	FINANCIAL MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)			L	T	P	C
Core- X					-	-	
Pre-requisite	Financial Accounting			Syllabus Version		First	
Course Objectives:							
The main objectives of this course are: To acquire the knowledge of Finance Functions. To learn different concepts of Capital Budgeting & Cost of Capital for Financing Decisions. To enable awareness on the Capital Structure in which Financial Management operate. To develop an understanding of Dividend Decisions. To provide knowledge using concepts, methods & procedures involved in Working Capital Management.							
Expected Course Outcomes:							
On the successful completion of the course, students will be able to:							
1	Use business finance terms and concepts while communicating.						K3
2	Explain the financial concepts used in making financial management decision.						K4
3	Use effective methods to promote respect and relationship for financial deals.						K3
4	Utilize information to maximize and manage finance.						K4
5	Demonstrate a basic understanding of Working Capital Management.						K2
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6- Create							
Unit:1	FINANCEFUNCTIONS (THEORY ONLY)						
FinanceFunctions:DefinitionandScopeofFinanceFunctions-ObjectivesofFinancial Management - Profit Maximization and Wealth Maximization. Sources of Finance - Short-term-Bank sources-Long-term-Shares -Debentures -Preferred Stock -Debt.							
Unit:2	INVESTMENTANDFINANCINGDECISIONS(PROBLEM ONLY)						
Capital budgeting: Meaning, objectives & techniques -Payback -ARR -NPV- IRR- Profitability Index (SIMPLE PROBLEM ONLY).Financing Decisions: Cost of Capital-Cost of Specific Sources of Capital-Equity-Preferred Stock Debt-Reserves -Weighted Average Cost of Capital.(SIMPLE PROBLEM ONLY)							
Unit:3	CAPITAL STRUCTURE THEORIES LEVERAGE (THEORY ONLY)						
Capital Structure: Meaning, objectives and Importance -Optimal Capital Structure-Theory of Capital structure- Operating Leverage and Financial Leverage.							
Unit:4	DIVIDENDDECISIONS (THEORY ONLY)						
Dividend and Dividend policy: Meaning-Sources available for Dividends-Dividend Policy -Determinants of Dividend Policy- Models: Gordon &Walter's Model							
Unit:5	WORKINGCAPITAL MANAGEMENT (THEORY ONLY)						
Working Capital Management: Working Capital Management- concepts - importance-Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of Cash Management. Receivables Management: Objectives-Credit policies.							
Unit:6	Contemporary Issues						
Expert lectures, Online seminars & Webinars							
THEORY carries 80% Marks, PROBLEMS carry 20% Marks							
Text Book(s)							
1	I. M. Pandey - Financial Management						
2	P.V. Kulkarni - Financial Management						

Reference Books	
1	S.N. Maheswari - Management Accounting
2	Khan and Jain - Financial Management
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	NOC: Financial Management For Managers - NPTEL

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

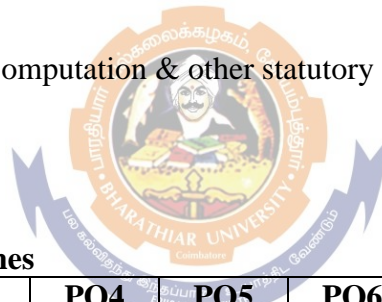
S – Strong; M-Medium; L-Low



Course Code	FINANCIAL ACCOUNTING PACKAGE TALLY – PRACTICAL <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core: XI					-		
Pre-requisite	Financial Accounting			Syllabus Version		First	
Course Objectives:							
The main objectives of this course are: To acquire the knowledge of Financial Management. To learn different concepts of Financing Decisions. To enable awareness on the Capital Structure in which Financial Management operate. To develop an understanding of tools on Working Capital Management. To provide knowledge using concepts, methods & procedures involved in Budgeting.							
Expected Course Outcomes:							
On the successful completion of the course, students will be able to:							
1	Understand basic Accounting concepts and principles						K3
2	Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally						K4
3	Understand Advanced Accounting and Inventory in Tally. ERP 9						K3
4	Have an understanding of Advanced Accounting and Inventory in Tally.ERP 9						K4
5	Understand basic concepts and practical application of VAT, CST, TDS and Service Tax						K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION						
Introduction to TALLY ERP 9- Salient features – Accounting Features – Enhancements – Hardware Requirement- Components of TALLY ERP 9 – Creation and Alteration of Company.							
Unit:2	STOCK GROUPS						
Introduction to Stock Groups- Stock Categories – Stock Items- Godowns – Units of Measurement.							
Unit:3	GROUPS						
Introduction to Groups – Ledgers – Voucher Type – Purchase Orders- Sales Orders – Invoices.							
Unit:4	REPORTS						
Reports in TALLY ERP 9 –Working with Balance Sheet- Profit & Loss Account- Stock Summary Report – Ratio Analysis – Trial Balance – Day Book. Introduction to Payroll – Employee Categories – Employee Groups – Employees- Attendance Production types- Pay Heads- Payroll Vouchers Entry/ Transactions – Payroll reports.							
Unit:5	SERVICE TAX						
Introduction to Service Tax – Tax Collected at Source- Tax Deducted at Source- Value Added Tax –Goods and Service Tax- Activating GST for your company- Deactivating VAT, Excise and Service Tax Features – Creating Tax Ledger-Expense Ledger- Party Ledger.							
Unit 6: Contemporary Issues							
Expert lectures, Online seminars & Webinars							
Text Book(s)							
1	Tally Education Pvt. Ltd., Official Guide to Financial Accounting Using Tally.ERP 9 with GST						
2	SoumyaRanjanBehera, Learn Tally.ERP 9 with GST, BK Publications Private Ltd, Bhubaneswar, 2017						
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	https://onlinecourses.swayam2.ac.in/cec19_cm03/preview						

LIST OF TALLY PRACTICAL PROGRAMMES

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification off error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
15. Integrate pay-roll system



Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low

Course Code	TAXATION LAW AND PRACTICE <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Allied - IV					-	-	
Pre-requisite	Business Law			Syllabus Version	First		
Course Objectives:							
The main objectives of this course are:							
On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes.							
Students will acquire knowledge on Calculation of Tax Procedures.							
Provide students with knowledge on tax Procedures and Tax Authorities.							
To provide knowledge on the administration of Indirect taxes and constitutional framework of GST							
Acquire knowledge on the procedural compliance of tax.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through legislation, for both individuals and business entities.						K2
2	Analyse, generate and transmit solutions to complex problems in relation to taxation matters.						K5
3	To efficiently compute tax for Business and Profession and knowledge on tax authorities.						K3
4	To efficiently handle indirect taxes and GST.						K3
5	To be a potential person on the procedural compliance of tax.						K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create							
Unit:1	DIRECT TAXES						
Direct Taxes at a Glance: Basic concepts of Income Tax —General Principles of Taxation, Distinction between direct and Indirect taxes-Important definitions under Income Tax Act, 1961– Residential Status & Basis of Charge–Income exempted from income tax–Heads of Income.							
Unit:2	COMPUTATION OF INCOME						
Computation of Income under Salary and House Property. (Problems to be included).							
Unit:3	INCOME TAX AUTHORITIES						
Computation of Income under Profits and Gains of Business or Profession (Problems to be included). Income tax Authorities – Duties and their Powers.							
Unit:4	INDIRECT TAXES						
Indirect taxes – Goods and Service Tax – Concept of Indirect Taxes at a glance: Background; Constitutional powers of taxation; Indirect taxes in India – An overview; Pre-GST tax structure and deficiencies; Administration of Indirect Taxation in India; Existing tax structure — Basics of Goods and Services Tax _GST’: Basics concept and overview of GST; Constitutional Framework of GST; GST Model – CGST / IGST / SGST / UTGST.							
Unit:5	PROCEDURAL COMPLIANCE						
Basic concepts of Time and Value of Taxable Supply; Basics concept of Place of Taxable Supply - Input Tax Credit & Computation of GST Liability-Overview-Procedural Compliance under GST: Registration; Tax Invoice, Debit & Credit Note, Account and Record, Electronic way Bill; Return, Payment of Tax, Refund Procedures; Audit — Basic overview on Integrated Goods and Service Tax (IGST)-GST Council-Guiding principle of the GST Council-Functions of the GST Council.							
Unit 6: Contemporary Issues							
Expert lectures, Online seminars & Webinars							
Note: THEORY and PROBLEMS shall be distributed at 60% & 40% respectively.							
Text Book(s)							

1	Bhagwati Prasad - Income Tax Law & Practice
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Practical Approach to Direct & Indirect Taxes
3	Dingare Pagare - Business Taxation
4	Balasubramanian - Business Taxation
Reference Books	
1	V. S. Datey – Indirect Taxes - Law and Practice (Taxman's)
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Systematic Approach to Taxation
3	S.R. Myneni – Principles of Taxation & Tax Law Part 1
Online Content	
https://onlinecourses.swayam2.ac.in/ugc19_hs27/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low





***Fifth
Semester***

Course Code	COST AND MANAGEMENT ACCOUNTING <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C	
Core - XII								
Pre-requisite	FINANCIAL ACCOUNTING			Syllabus Version		First		
Course Objectives:								
The main objectives of this course are to: This course is to enable the students to acquire knowledge of cost and management accounting which will provide understanding for the students and apply in the business organization in order to effectively demonstrate in managerial decisions in functional areas like finance and costing.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Understanding the concept of cost accounting, Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts.						K1	
2	Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues.						K2	
3	Measure the financial statements through comparative and common size by using various financial ratios.						K5	
4	Simplify the fund flow and cash flow statements by calculating funds and cash from operations.						K4	
5	Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit.						K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create								
Unit:1	INTRODUCTION TO COST ACCOUNTING							
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost - cost concepts and costs classification. (Theory and Problems).								
Unit:2	COST SHEETS & STORES CONTROL							
Preparation of cost sheet-stores control- EOQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO, LIFO, AVERAGE COST, STANDARD PRICE-methods -labour cost- remuneration and incentives. (Problems and theory questions)								
Unit:3	FINANCIAL STATEMENT ANALYSIS							
Financial statement Analysis - preparation of comparative and common size statements -analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison. (Theory and Problems)								
Unit:4	FUND FLOW & CASH FLOW STATEMENT							
Fund flow analysis-cash flow analysis (problems only)								
Unit:5	MARGINAL COSTING AND STANDARD COSTING							
Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. (Theory and Problems), Budgetary Controls								
Unit:6	Contemporary Issues							
Expert lectures, Online seminars & Webinars								
Text Book(s)								
1	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Ltd.,							
2	Jain S.P and Narang, 2016. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi, 5 th Edition.							
Reference Books								
1	Saxena and Vashisth: Cost and Management Accounting, Sultan Chand and Sons, New Delhi, 2008.							

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Mooc: https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-and-analysis-coursera
2	E Books: https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	S	S	M	M	S	S	S
CO3	M	S	M	S	S	M	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	M	S	S	S	S	M	S	S

*S-Strong; M-Medium; L-Low



Course Code	RESEARCH METHODS FOR MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core- XIII					-	-	
Pre-requisite	Quantitative Techniques for Management			Syllabus Version		First	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Introduce the basic concepts of research and apply the fundamentals of sampling and scaling techniques along with methods of data collection. 2. Learn the process of analyzing the collected data, interpretation, report writing and application of computers in research and documentation. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand fundamental concepts of research, types and research process.					K2	
2	Summarize the sampling design and scaling techniques.					K2	
3	Construct a method for data collection and able to edit, code, classify and tabulate the collected data.					K3	
4	Analyze the collected data to prove or disprove the hypothesis.					K4	
5	Interpret the data and prepare a research report.					K5	
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create							
Unit:1	INTRODUCTION TO RESEARCH METHODOLOGY						
Research - Definition - Significance - Criteria of Good Research - Types - Growing importance of online research - Research Process - Selecting the Research Problem - Techniques Involved in Defining a Problem - Research Design: Features of a Good Design - Important Concepts Relating to Research Design - Different Research Designs.							
Unit:2	SAMPLING AND SCALING						
Sampling Design - Steps - Types - Sampling Errors and Non-Sampling Errors - Factors Influencing the Size of the Sample - Scaling - Classification of Measurement Scales - Scaling Techniques.							
Unit:3	DATA COLLECTION AND PREPARATION						
Collection of Primary Data: Observation Method - Interview Method - Questionnaire Method - Schedule Method - Online data collection methods - Collection of Secondary Data - Case Study Method - Data Preparation: Editing - Coding - Classification - Tabulation - Graphical Representation.							
Unit:4	PROCESSING AND ANALYZING OF DATA						
Hypothesis - Basic Concepts Concerning Testing of Hypothesis - Procedure for Hypothesis Testing - Z Test - T Test - Chi-Square Test - ANOVA - Application of SPSS (Simple Problems Only).							
Unit:5	INTERPRETATION AND REPORT WRITING						
Interpretation: Techniques - Precautions - Report Writing - Steps in Writing Report - Layout of the Research Report - Types of Reports - Mechanics of Writing a Research Report - Precautions for Writing Research Reports - Plagiarism - Research Ethics.							
Unit:6	CONTEMPORARY ISSUES						
Expert lectures, Online seminars & Webinars							
Text Book(s)							

1	<i>C.R.Kothari, Gaurav Garg. 2019. Research Methodology (Methods & Techniques). New Age International Publishers, New Delhi. 4th Edition.</i>
2	<i>S.P. Gupta. 2017. Statistical Methods. Sultan Chand & Sons, New Delhi. 44th Edition.</i>
Reference Books	
1	Boyd and Westfall: Marketing Research
2	Gown M.C. Marketing Research
3	Green Paul and Tall: Marketing Research
Online Content	
	https://onlinecourses.swayam2.ac.in/cec20_hs17/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



Course Code	ADVERTISING AND SALES PROMOTION <i>For BBA/BBA(CA)</i>			L	T	P	C
Core: XIV							
Pre-requisite	Knowledge on management concepts			Syllabus Version		First	
Course Objectives:							
1 The major objective of this course is to develop students' understanding of the communication strategy of a firm, particularly with advertising and sales promotions.							
2. To explain use of advertising and sales promotion as a marketing tool.							
3 To Explore how companies use advertising and marketing to sell products;							
4. Evaluate different strategies for selling products							
Expected Course Outcomes:							
1 To Identify advertising mediums, both traditional, new and experimental						K1	
2 To understand the function of Advertising Agencies						K1	
3 To understand the principles of advertising layout and campaign						K2	
4. To Learn to use sales promotions to push sales and attract buyers.						K3	
5. To Identify advertising mediums, both traditional, new and experimental						K1	
K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze, K5 – Evaluate; K6 – Create							
Unit: 1	INTRODUCTION TO ADVERTISING						
Advertising: Meaning-importance-objectives-media-forms of media-press Newspaper trade Journal-Magazines-Outdoor advertising-Poster-Banners - Neon signs, Publicity literature Booklets, Folders, House organs-Direct mail advertising-Cinema and Theatre programme-Radio and Television advertising-Exhibition-Trade fair-Transportation advertising.							
Unit: 2	ADVERTISING AGENCIES						
Advertising agencies-Advertising budget-Advertising appeals - Advertising organisation- social effects of advertising-Advertising copy - Objectives-Essentials - Types-Elements of copy. Writing: Headlines, Body copy - Illustration-Catch phrases and slogans-Identification marks.							
Unit: 3	ADVERTISING LAYOUT						
Advertising layout- Functions-Design of layout. Layout, Qualities of a good layout, Layout principles. Size of advertising-repeat advertising campaign- Steps in campaign planning.							
Unit: 4	SALES FORCE MANAGEMENT						
Sales force Management-Importance-sales force decision-sales force size-recruitment & Selection-training-methods-motivating salesman, Controlling - compensation & incentives fixing sales territories-quota - Evaluation.							
Unit: 5	SALES PROMOTION						
Sales promotion: Meaning-Methods-Promotional strategy-Marketing communication and persuasion-Promotional instruments: advertising -Techniques of sale promotion-Consumer and Dealers promotion. After sales service-packing – Guarantee - Personal selling- Objectives -Salesmanship-Process of personal selling-Types of salesman.							
Unit: 6	CONTEMPORARY ISSUES						
Expert lectures, Online seminars – Webinars							
Text Book (s)							
Advertising And Sales Promotion by S H H Kami, Satish K Batra, Excel Books India,							
Reference Books							
1	Bolen J.H – Advertising						
2.	Advertising And Sales Management by SONTAKKI C.N						
3	Davar. S.K – Salesmanship and advertising						
Online Content							

https://onlinecourses.swayam.ac.in/cec20_ge02/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



Course code	BUSINESS CORRESPONDENCE For BBA/BBA(CA)/BBA(IB)/BBA(RM)			L	T	P	C	
Core – XV					-	-		
Pre-requisite	English			Syllabus Version		First		
Course Objectives:								
The main objectives of this course are:								
<ol style="list-style-type: none"> 1. On successful completion of this course, the students should have understood the Communication Methods, Types and Barriers. 2. Students will demonstrate competency in communication and critical thinking skills. 3. Students will compose, produce, and present effective business documents. 4. Students will learn the appropriate ways to meet industry standards; apply critical evaluation techniques to business documents. 5. Acquire knowledge to demonstrate the importance of coherent, Ethical Communication Principles in Business and Industry. 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Learn and apply effective written communication techniques.						K3	
2	Review and refine communications skills.						K4	
3	Developing and delivering effective presentations.						K6	
4	Determine and use proper psychological approach in writing situations.						K4	
5	Skills that maximize team effectiveness in the world of work.						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	INDIVIDUAL COMMUNICATION							
Individual Communication: Resume Preparation – General and Job-Specific; Cover letter preparing; Soft-Copy forms with neat formatting; Scanning and placing of Photo; Modern e-forms of Communication: Fax – E-mail – Video Conferencing – Websites and their uses in business – language for email letters – Social Media Communications (blogs & twitter—posting tweets, face-book, LinkedIn Groups (platform specific best practices)								
Unit:2	TRADE LETTERS							
Trade Letters: Letters of Inquiry – Placement of Orders – Delivery and its status – Letters of Complaints, Claims – Adjustments –Credit and Status Enquiry – Collection letter - Inter-office Correspondence – Memorandum – Office Orders – Circulars								
Unit:3	REPORT WRITING							
Report Writing: Meaning – Need –Formatting the report elements such as title, abstract, summary, introduction, body, conclusion, recommendations, references and appendices – Report writing for Business purposes - Types of Report – Features of a well-written report. Effective Writing: Business Vocabulary - Bringing learners up to date with the language they need for Business Today, Provides Practice in using the new language, and also reflects recent Developments in Technology and Business practice. Review basic grammar, punctuation, capitalization, number usage.								
Unit:4	CORRESPONDENCE OF A COMPANY SECRETARY							
Correspondence of a Company Secretary: Secretary Notice, Agenda and Minutes— types—contents— guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders. Internal								

Communications Strategy: Company Newsletters – Circulars – Appreciation Memos – letters of Reprimand - Strictures – Empowering employees – Employee engagement.	
Unit:5	GENERAL CORRESPONDENCE
General Correspondence: Letters under Right to Information (RTI) Act – General complaints and petitions for public utilities – Letters to the editor of newspapers – Other general aspects related to practical letter writing.	
Unit: 6 Contemporary Issues	
Expert lectures, online seminars – webinars	
Note: [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However, students should not be tested on the theory. They should, instead, be tested by giving situations in order to write the appropriate letter by comprehending the given situation]	
Text Book(s)	
1	Rajendra Pal and J. S. Korlahalli. —Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2006.
2	Ms. Ramesh, C. C Pattanshetti&Madhumati M. Kulkarni - Business Communication, R.Chand& Co, New Delhi, 2003.
3	M. V. Rodriguez, - Effective Business Communication, Concept Publishing company Pvt. Ltd.,
Reference Books	
1	Ashley, A – A Handbook of Commercial Correspondence, Oxford University Press (2003).
2	Brian M. H. Robinson, Vidya S. Netrakanti& Dr. Hari V. Shintre, Communicative Competence in Business English. Orient Longman, 2007.
3	K. K. Ramachandran, K. K. Lakshmi, K. K. Karthick& M. Krishnakumar, Business Communication. Macmillan, 2007.
Online Content	
https://onlinecourses.swayam2.ac.in/imb19_mg14/preview	
Course Designed By: Dr. V. Savitha	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



***Sixth
Semester***

Course code	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
Core- XVI					-	-	
Pre-requisite	Nil			Syllabus Version	First		
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> To energize the students to acquire the knowledge of Entrepreneurship, Entrepreneurial Development Programmes, Project management, Institutional support to entrepreneurial development. To make the students aware of the importance of entrepreneurship opportunities available in the society and to acquaint them with the challenges faced by the entrepreneur 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.						K1
2	Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes.						K2
3	Project management is a powerful discipline in the core areas of project lifecycle and to know about the roles and responsibilities of a project manager.						K3
4	Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.						K5
5	Classify the various sources of business finance and identify the different institutions that support entrepreneurs.						K4
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create							
Unit:1	CONCEPT OF ENTREPRENEURSHIP						
Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Green Entrepreneurs – Digital Entrepreneurs – Entrepreneurial Motivation – Need for Achievement Theory – Risk-taking Behaviour – Innovation and Entrepreneur – Role of entrepreneurship in economic development.							
Unit:2	POLICY & INSTITUTIONAL ECOSYSTEM FOR ENTREPRENEURSHIP						
Factors affecting entrepreneurial growth - Economic – Non-economic. Entrepreneurship Development Programmes- Need - Objectives - Course contents – Phases - Evaluation. - Institutional support to entrepreneurs.							
Unit:3	BUSINESS PLAN						
Introduction to Small Business: Evolution & Development – Meaning – Concepts – Categories – Characteristics of small business – Role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation							
Unit:4	PROJECT IMPLEMENTATION						
Business Plan – Outline – Components – Marketing strategy for small business – Market Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing plan – Marketing Assistance through governmental channels – Risk Analysis – Break even analysis							

Unit:5	ENTREPRENEURIALFINANCE
Start-up costs – The financial Plan – Source of finance for new ventures – small business –Institutional finance supporting SSIs –Bountie sto SSIs –Venture Capital –basic start-up Problems – Need for Angel investors.	
Unit:6	ContemporaryIssues
Expertlectures,Onlineseminars –Webinars	
TextBook(s)	
1	KhanM.A-EntrepreneurshipDevelopment ProgrammesinIndia,Delhi,KanishkaPublishing House.
2	GuptaC.B,andSrinivasanN.P,1992,EntrepreneurshipDevelopment,NewDelhi,SultanChand andSons.
ReferenceBooks	
1	MishraD.N.,1990,Entrepreneurship,Entrepreneur DevelopmentandPlanninginIndia, Allahabad,ChughPublishers.
2	Mead,D.C.& Liedholm,C.The dynamicsofmicroandsmall enterprisesindeveloping countries.(1998).
RelatedOnlineContents[MOOC,SWAYAM,NPTEL,Websitesetc.]	
1	http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf
2	https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	INVESTMENT MANAGEMENT FOR BBA			L	T	P	C
Core - XVII					-	-	
Pre-requisite	Financial Management			Syllabus Version		First	
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. To enable the students to acquire knowledge of Investment management 2. Acquire broad knowledge on investment instruments 3. To enable them to analyze stock movements 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the fundamental concepts of investment.						K1
2	Design an investment model in order to analyze its sustainability.						K3
3	Utilize the management tools and techniques to take appropriate investment decisions.						K3
4	Develop skills in trading.						K4
5	Evaluating investment theories.						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	FUNDAMENTAL CONCEPTS OF INVESTMENT						
Concept of investment - importance. Features of Investment, Speculation - Forms of investment -Bank deposits, Post office schemes, Government Securities, Mutual fund schemes, Provident funds, Company deposits - Real estate, Gold & silver.							
Unit:2	INSTRUMENTS OF INVESTMENT						
Investment Instruments-Capital market instruments, Money market instruments, Derivatives-Futures & Options. Shares –types & features. Debentures - nature & types. Primary market - Role of NIM, methods of floating new issues.							
Unit:3	SECONDARY MARKET						
Secondary market-functions, Bombay Stock Exchange, National Stock Exchange –trading practices, security market indicators. Return - Risk – kinds. Role of SEBI.							
Unit:4	INVESTMENT ANALYSIS						
Security analysis- Fundamental analysis: economic, industry and company analysis. Technical Analysis, Dow Theory, types of Charts, important chart patterns.							
Unit:5	INVESTMENT THEORIES						
Efficient Market theory. Random Walk Theory, weak form, semi strong form & strong form. Portfolio Analysis: Markowitz theory –Portfolio management.							
Unit:6	Contemporary Issues						
Expert lectures, online seminars – webinars							
Text Book(s)							
1	Punidhavathi Pandiyan - Security Analysis & Portfolio Management						
2	Bhalla G.S-. Investment Management						
Reference Books							
1	Francis Cherunilam- Investment Management						

2	Dr. Avadhani-Investment Management
3	Preethi Singh- Investment Management
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/imb19_mg09/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	S	M
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low



Course code	SERVICES MARKETING FOR BBA/ BBA (CA)		L	T	P	C
Core XVIII				-	-	
Pre-requisite	MARKETING MANAGEMENT	Syllabus Version	First			
Course Objectives:						
The main objectives of this course are to:						
1. It focuses on targeting and position of services.						
2. It helps the students to know the consumer behaviour in service						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examine the nature of services, and distinguish between products and services					K1
2	Identify the major elements needed to improve the marketing of services					K3
3	Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service					K3
4	Appraise the nature and development of a services marketing strategy					K4
5	Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Services					
Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services						
Unit:2	Service Marketing					
Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.						
Unit:3	SERVICE QUALITY					
Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services						
Unit:4	CLASSIFICATION OF SERVICES					
Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services						
Unit:5	FINANCIAL SERVICES					
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.						
Unit:6	Contemporary Issues					
Case Study, Expert Lectures, Online Seminars - Webinars						
Textbook(s)						
1	Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH					
2	Services Marketing – Rampal Gupta - Galgotia Publications.					
Reference Books						


1	Services Marketing - Christopher Lovelock – Pearson Publications
2	Adrian Payne- The Essence of Service Marketing, Prentice- Hall of India,
3	Hellen Woodruffe - Service Marketing, Macmillan India Ltd. Delhi, 1997
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Service marketing (Web) – NPTEL

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	S	S	M	M	M
CO2	S	S	M	M	M	S	S	M	M	M
CO3	S	S	M	M	M	S	S	M	M	M
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	M	S	S	S	M	M	S

*S-Strong; M-Medium; L-Low





***Skill
Based
Subjects***

Bachelor of Business Administration (BBA) ALL streams
Skill Based Subjects 5 and 6
Curriculum Framework

Need for the course

In order to effectively deploy the graduates for productive purposes of the society at large, it is imperative that the learners should equip themselves with effective communication skills. The lack of which could be a serious concern to all concerned. Developing explicitly this skill-set will definitely help in all other aspects such as learning the subjects, getting employment, excelling in higher studies. The need of the hour, therefore, is ensure adequate communicative power to empower the youth in all their spheres. The newly introduced subjects are communicative skill-set builders. Only with the whole-hearted support of the teaching fraternity, these practices-driven and exercises-oriented subjects can achieve the stated objectives.



Course Content: Skill Based Subject 3&4

Course code	CAMPUS TO CORPORATE <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C
	Skill Based Subject - 3				-		
Pre-requisite	Communication Skills			Syllabus Version		First	
Course Objectives:							
The main objectives of this course are to:							
1. Enable the students to present him as an employable candidate							
2. Understand industry requirement.							
3. Improve the business etiquette and attire.							
4. Develop aptitude and logical abilities							
5. Set up a right attitude							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Remember the industry expectations						K1
2	Understand the importance of etiquette in organizational culture						K2
3	Able to develop a confidence level and facing interviews						K3
4	Demonstrate a good command in responding to any queries						K4
5	Achieve the desired result thro proper evaluation of competencies and be creative						K5, K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Organisational Culture						
Culture, Cultural traits, personality and behaviour, socialization - Exercises							
Unit:2	Business etiquette and netiquette						
Etiquette, business attire, requirements, confidence building, pleasing mannerisms, greetings and salutations, netiquette – Exercises							
Unit:3	Building aptitude skills Quantitative aptitude						
Quantitative aptitude, percentage, ratio and proportion, partnership, profit and loss, simple and compound interest, average, time and distance, permutation and combination, probability –Exercises							
Unit:4	Verbal ability						
Sentence improvement, reading comprehension, sentence rearrangement, cloze test, analogy, synonyms, grammar, noun and pronoun - Exercises							
Unit:5	Logical ability						
Coding and decoding, data sequence, calendars, blood relations, statements and arguments, syllogism, alphabet test – Exercises							
Unit:6	CONTEMPORARY ISSUES						
International business culture, cultural variations and cultural adaptability, multi-cultural environment.							
Text Book(s)							
1	Ramachandran K.K., and K.K. Karthik, Pearson Education, 2016						
2	Gangadhar Joshi, Campus to Corporate – Your road map to employability, Sage publications, 2015						
Reference Books							
1	Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher Education, 2012						
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	https://services.india.gov.in/service/detail/career-information--assessment-tests						

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



Course Content: Skill Based Subject

Course code	SOFT SKILLS FOR BUSINESS <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C	
	Skill Based Subject-4				-			
Pre-requisite				Syllabus Version		First		
Course Objectives:								
The main objectives of this course are to:								
1. Enable the students to understand the importance of soft-skills.								
2. Acquire different soft skills to be an employable person.								
3. Improving the competitive edge and increasing the chances of recruitment and selection.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Remember the various organizational entry level skill requirements						K1	
2	Understand the need for different skill requirement at different occasions						K2	
3	Able to appropriately respond to the situation during recruitment and selection						K3	
4	Demonstrate a good command in work environment						K4	
5	Achieve the desired result of a good employability						K5, K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	Emotional Intelligence							
Emotional intelligence, emotional quotient, ability to understand, use manage own emotions, positive ways to relieve stress, empathy and resolving conflict – Exercises								
Unit:2	Team Spirit and Growth							
Team spirit, growth mindset, high performing teams, trust and mind alignment, focus, target achievement and time compliance.								
Unit:3	Openness to Feedback							
Feedback, accepting negative feedback, improving self-awareness, criticism-types and overcoming the shortfalls								
Unit:4	Adaptability							
Adaptability, meaning and nature, change in thought process, willingness to take risk, encouraging others towards open mindedness, continuous learning								
Unit:5	Work Ethics							
Wok ethics skills, reliability, dedication, discipline, productivity, cooperation, integrity, responsibility, professionalism.								
Unit:6	CONTEMPORARY ISSUES							
Interaction with executives, success stories of professional and business people.								
Text Book(s)								
1	Meenakshi Raman, Shalini Upadyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1 st Edition 2017							
Reference Books								
1	Barun K. Mitra, Personality Development & Soft Skills, Oxford Higher Education, 2012							
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://learnenglish.britishcouncil.org/skills							

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



SKILL BASED SUBJECTS EVALUATION METHOD

Evaluation Method

There shall be a university-approved comprehensive viva-voce examination at the end of each semester to orally and individually test the learner's extent of attainment in the various metrics specified for each subject of the curriculum.

Students shall maintain a Skill Development Record Note (SDRN) individually for the purpose of these oral examinations separately for each semester; and the institution may design a uniform SDRN for this purpose.

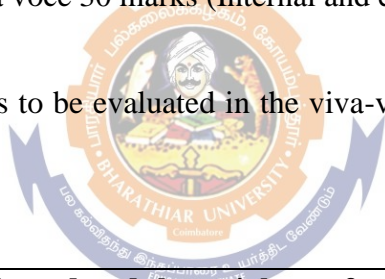
Maintenance grades shall be awarded by the internal faculty for the SDRNs on a continuous and comprehensive way.

SDRN shall also be evaluated jointly with an external examiner during the viva-voce examination.

The viva-voce examination with University-appointed external examiner contains a group-administered paper-pencil test and an individualized face-to-face oral examination for about 5-7 minutes per candidate. Hence, in a three-hour session, limit the maximum number of candidates to twenty per session.

- ✓ Skill Based Subject: (Campus to Corporate & Soft Skills for Business) 3 & 4: CIA= 30 marks, Record Note =15 marks, Viva voce 30 marks (Internal and external examiner)

The following table gives the metrics to be evaluated in the viva-voce exam with the weightage [in marks] to be assigned for each criterion.



Course Title	Metrics to be evaluated and the weightage for each component
Campus to Corporate	Etiquettes': Exhibition of various aspects (dressing, on the viva-voce exam table, etc.)
	Use of ICT in daily life – frequency and extent of usage (Validate the same) Dress codes and attire aspects
	Quantitative Aptitude developed (Time bound test – question paper in consultation with the internal)
	SDRN's originality and maintenance
Soft Skills for Business	Presentation, Negotiation and Team-working skills
	Job-specific Resume preparation, mock interview / group discussion Presentation of the on the chosen general study (vox-pop) with evidences
	Career-related: SWOT analysis and its presentation, [job-offering] Industry-related awareness, so on
	SDRN's originality and maintenance

A note

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

SUGGESTED BOOKS FOR REFERENCE

Study Guides Basic Business Communication: Skills for Empowering the Internet Generation by Lesikar&Flatley.

Business Communication: The Real World and Your Career. By Seguin

Business Communication: Process and Product by Mary Ellen Gaffe and Dana Loewy

Contemporary English Grammar, Structure and composition By David Green - Macmillan

Creative English communication by N. Krishna swami and T. Shiroma

Good English in Business A P H Publishers.

Getting from College to Career: Your Essential Guide to Succeeding in the Real World by Lindsey Pollack

Soft Skills Enhancing Employability: Connecting Campus With Corporate by M.S. Rao. I.K. International

Effective Communication and Soft Skills by Bhavnagar

Spoken English – A self-learning Guide to Conversation Practice (Audio) by V. Sasikumar, P.V. Dhamija.

Sparkplug to Creative Communication (eBook) by Littleton, John

Let's Talk: Negotiation & Communication at the Workplace by MuktaMahajani

The Power of Focus for College Students by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)

The Power of Focus for College Students by Trump Donald (Westland - 2006)

Enhancing Employability @ Soft Skills by Varma

Personality Development and Soft Skills by Barun K Mitra

INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal and External evaluation for 50 marks (2 Credits) for ALL streams of BBA.

Aims: The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process: Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral-bound form/pre-printed record designed for this purpose].

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital &

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Evaluation Method:

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester. Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.

ITR shall also be evaluated jointly internal with an external examiner during the viva-voce examination.

- ✓ For Institutional Training, CIA = 25 Marks, Viva-Voce = 25 marks (Internal and External examiner)



***Elective
Course I***

Course code	INTELLECTUAL PROPERTY RIGHTS FOR BBA, BBA CA ,BBA RM AND BBA IB			L	T	P	C
Elective- I (A)					-	-	
Pre-requisite	Business Law			Syllabus Version		First	
Course Objectives:							
<p>The main objectives of this course are to:</p> <p>To aspects of Intellectual Property Rights to students who are going to play a major role in development and management of innovative projects in industries.</p> <p>To disseminate knowledge on patents, patent regime in India and abroad and registration aspects</p> <p>To disseminate knowledge on copyrights and its related rights and registration aspects</p> <p>To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects</p> <p>To aware about current trends in IPR and Govt. steps in fostering IPR</p>							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works						K2
2	During their research career, information in patent documents provides useful insight on novelty of their idea from state-of-the art search. This provide further way for developing their idea or innovations						K2
3	Pave the way for the students to catch up Intellectual Property(IP) as an career option R&D IP Counsel, Government Jobs – Patent Examiner, Private Jobs, Patent agent and Trademark agent, and Entrepreneur						K3
4	Develop knowledge on trademarks and registration aspects						K4
5	Have a simple and basic comprehension of the Indian scenario with regard to IPR act						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	OVERVIEW OF INTELLECTUAL PROPERTY						
Introduction and the need for intellectual property right – IPR in India – Genesis and Development IPR in abroad Some important examples of IPR – Different Classifications – Important Principles Of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.							
Unit:2	PATENTS						
Introduction – Classification –Importance – Types Of Patent Applications In India – Patentable Invention – Inventions Not Patentable.							
Unit:3	TRADE MARKS						
Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines For Registration of Trade Mark – Kinds of TM – Protection – Non Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs – Procedure for obtaining Design Protection.							
Unit:4	COPY RIGHT						
Introduction to Copyright – Conceptual Basis – Copy Right And Related Rights – Author &Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.							
Unit:5	Geographical Indications and Plant Varieties & Farmers Right						

GEOGRAPHICAL INDICATIONS: Concept of Appellations of Origin, Indication of Source and Geographical Indication – What is a geographical indication? How is a geographical indication protected? Why protect geographical indications? Classical examples and its case study NEW PLANT VARIETIES: Protection of Plant Varieties and Farmers' Rights, Authority and Registry – Why protect new varieties of plants? How can new plants be protected? What protection does the breeder get? How long do the breeder's rights last? How extensive is plant variety protection?	
Unit:6	Contemporary Issues
Expert lectures, online seminars – webinars	
Text Book(s)	
1	INTELLECTUAL PROPERTY RIGHTS Text and Cases: Dr. R. Radhakrishnan, Dr. S. Balasubramanian
Reference Books	
1	Intellectual Property Patents, Trade Marks, & Copy Rights - Richardstim
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://nptel.ac.in/courses/110/105/110105139/

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	MODERN OFFICE MANAGEMENT FOR BBA			L	T	P	C
Elective- I (B)					-	-	
Pre-requisite	Basic Computer Knowledge			Syllabus Version		First	
Course Objectives:							
To enable the students, learn about the Office management and its functions and make them to apply in the practical manner in the company. To understand how to organize their office and maintain it. To train students in the theoretical and practice skills of using and maintaining office equipment's. To make the students aware of the importance of organization, management, procedure→ and practice in an office							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Outline the different categories of chart against tabulated data in an electronic spreadsheet package.						K1
2	Become efficient Computer Operators and Front Office Representatives						K2
3	Apply the need of the industrial houses and organizations in term of commercial correspondence, book keeping, preparation of reports and records by operating and handling both typewriter and computer.						K3
4	Practice modern office procedures in business administration and solve problems to make the service or products more competitive.						K4
5	Design a desk top publishing page which contains text, chart and graphics						K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	OFFICE MANAGEMENT AND ORGANIZATION						
Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.							
Unit:2	OFFICE ENVIRONMENT & COMMUNICATION						
Office location – characteristics / Qualities of office building – Environment – Physical –hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.							
Unit:3	OFFICE CORRESPONDENCE & RECORD MANAGEMENT						
Centralized Vs Departmental correspondence – depart mental typing and typing pools –classification of records – principles of record keeping – filling – methods.							
Unit:4	OFFICE SYSTEMS & PROCEDURES						
Systems – procedure – Advantages – Characteristics of sound office system& procedures– work simplification – principles – kinds of reports.							
Unit:5	OFFICE PERSONNEL RELATIONS						
Personnel management – definitions – functions –office committees- employee morale –productivity – Employee welfare – grievances – work measurement – control of office work.							
Unit:6	CONTEMPORARY ISSUES						
Expert lectures, online seminars – webinars							
Text Book(s)							

1	S.P.Arrora -Office organization and management- Vikas publishing housenov,2009
2	Chopra-Office management-Vikas publishing house 2nd revised edition,2015
Reference Books	
1	M.E. Thukaram Rao –Office Management and Organization-Atlantic Publishers.
2	RanjanNangia -Office management- - Neha Publishers.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/cec19_mg35/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low



Course code	COMPANY LAW AND SECRETARIAL PRACTICE FOR BBA			L	T	P	C
Elective- I (C)					-	-	
Pre-requisite	Business Law			Syllabus Version		First	
Course Objectives:							
<p>The main objectives of this course are:</p> <p>To enlighten students' knowledge on Companies Act.</p> <p>To develop an understanding of the regulation of registered companies.</p> <p>To provide thorough understanding of the various provisions of the Indian Company Law</p> <p>To provide conceptual understanding of the memorandum of association and article of association, prospectus and contents of prospectus.</p> <p>To provide the knowledge of the role of Directors and Secretary, Meetings and Proceedings and Winding up Procedures of the Company.</p>							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To know the concept of Company, Memorandum of Association and Article of Association, Shares and Debentures.						K2
2	To know the qualification of Directors, Powers and Duties.						K3
3	To know the Position of a Secretary of the Company.						K3
4	Understand the Kinds of Meeting and Drafting Correspondence						K6
5	Understand the Meeting and Winding Up Procedures.						K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	FORMATION OF COMPANIES						
Formation of Companies: Promotion – Meaning – Promoters – their functions – Duties of Promoters – Incorporation – Certificate of Incorporation – Memorandum of Association – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Forms – Contents – Alteration of Article – Relationship between Articles and Memorandum – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Management – Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in Prospectus – Kinds of Shares and Debentures.							
Unit:2	APPOINTMENT OF DIRECTORS						
Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors.							
Unit:3	ROLE OF COMPANY SECRETARY						
Company Secretary – Who is a Secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company Secretary – Role of a Company Secretary – (1) As a Statutory Officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.							
Unit:4	MEETINGS AND PROCEEDINGS						
Kinds of Company Meetings – Board of Directors Meeting – Statutory meeting – Annual General Meeting – Extra Ordinary General Meeting - Duties of a Company Secretary to all the Company Meetings – Drafting of Correspondence – Relating to the Meetings – Notices – Agenda – Chairman's Speech – Writing of Minutes.							
Unit:5	WINDING UP PROCEDURES						

Winding up – Modes of Winding up – Compulsory Winding up by the Court – Voluntary Winding up – Types of Voluntary Winding Up – Members Voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).	
Unit:6 Contemporary Issues	
Expert lectures, online seminars – webinars	
Text Book(s)	
1	Kapoor N.D., Elements of Company Law, Sultan Chand Publications, 2014.
2	Ghosh P.K & Balachandran .V, Company Law and Practice, Sultan Chand and Sons, 2014.
Reference Books	
1	M. C. Shukla and S. S. Gulshan, Principles of Company Law, S.Chand& Co.,
2	SangeethKedia, Advanced Company Law and Practice, Pooja Law Publishing co, 2017.
3	M. C. Kuchhal, Secretarial Practice, Vikas Publications.
Online Content	
https://onlinecourses.swayam2.ac.in/cec20_hs23/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	CUSTOMER RELATIONSHIP MANAGEMENT FOR BBA ,BBA(IB), AND BBA (RM)			L	T	P	C
Elective- I (D)					-	-	
Pre-requisite	Marketing Management			Syllabus Revision		First	
Course Objectives: : To enable the students to learn the basics of Customer Relationship Management							
Objectives: On successful completion of the course the students should have:							
1. Understood Relationship Marketing							
2. Learnt Sales Force Automation							
3. Learnt Database Marketing							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the Basics of Relationship Marketing					K2	
2	Understand CRM					K2	
3	Understand Sales Force Automation					K2	
4	Understand Value chain					K2	
5	Understand Marketing Database					K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Basics of Relationship Marketing						
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle							
Unit:2	Introduction to CRM						
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM							
Unit:3	Sales Force Automation						
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India							
Unit:4	Value chain and Vendor selection						
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection							
Unit:5	Marketing Database						
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.							
Contemporary Issues							
Expert lectures, online seminars – webinars							
Reference Books							
1	S. Shajahan – Relationship Marketing – McGraw Hill, 1997						
2.	Paul Green Berg – CRM – Tata McGraw Hill, 2002 Philip Kotler marketing management						
Online content							
https://onlinecourses.swayam2.ac.in/imb19_mg10/preview							

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low



Course code	APPLICATION OF IT IN BUSINESS FOR BBA ,BBA(IB), AND BBA (RM)			L	T	P	C
Elective- I (E)							
Pre-requisite	Nil			Syllabus Version		First	
Course Objectives:							
At the end of completing this course, students will have knowledge on Industry 4.0, need for digital transformation and the following Industry 4.0 tools:							
<ol style="list-style-type: none"> 1. Artificial Intelligence 2. Big Data and DataAnalytics 3. Internet ofThings 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the drivers and enablers of Industry 4.0						K2
2	Appreciate the smartness in Smart Factories, Smart cities, smart products and smart services						K2
3	Able to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world						K3
4	Appreciate the power of Cloud Computing in a networked economy						K4
5	Understand the opportunities, challenges brought about by Industry 4.0 and how organisations and individuals should prepare to reap the benefits						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Industry 4.0						
Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality							
Unit:2	Artificial Intelligence						
Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI - The AI - environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI							
Unit:3	Big Data and IoT						
Big Data: Evolution - Data Evolution - Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components: Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack: Big Data in Data Science - Big Data in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases. Big Data in Social Causes - Big Data for Industry -Big Data Roles and Skills -Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security inIoT							
Unit:4	Applications and Tools of Industry 4.0						
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportations and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics							
Unit:5	Jobs 2030						
Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with							

Industry 4.0	
Unit:6	Contemporary Issues
Expert lectures, online seminars – webinars	
Text Book(s)	
1	P. Kaliraj,T.Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020
Reference Books	
1	Alasdair Gilchrist, Industry 4.0: The Industrial Internet of Things, APRESS
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.nptel.ac.in/noc20_cs69/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low





***Elective
Course II***

Course code	CONSUMER BEHAVIOUR FOR BBA ,BBA(IB), AND BBA (RM)			L	T	P	C	
Elective- II (A)					-	-		
Pre-requisite	Marketing Management			Syllabus Version		First		
Course Objectives:								
1. Present material relating to the topics both verbally and in written form. 2. By completing this course, students will: Appreciate the challenges facing in consumer behaviour; 3. Appreciate the various variables contributing to consumer behaviour 4. Recognise the approaches towards consumer satisfaction. 5. Define and illustrate the main components of consumer behaviour theory.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Identify the major influences in consumer behaviour						K2	
2	Distinguish between different consumer behaviour influences and their relationships						K2	
3	Establish the relevance of consumer behaviour theories and concepts to marketing decisions						K3	
4	Implement appropriate combinations of theories and concepts						K4	
5	Recognise social and ethical implications of marketing actions on consumer behaviour						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	INTRODUCTION							
Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.								
Unit:2	CONSUMER RESEARCH							
Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception								
Unit:3	CONSUMER LEARNING							
Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change								
Unit:4	SOCIAL CLASS CONSUMER BEHAVIOUR							
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.								
Unit:5	CONSUMER DECISION MAKING							
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making								
Unit:6	CONTEMPORARY ISSUES							
Expert lectures, online seminars – webinars								
Text Book(s)								
1	Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice -Hall of India, Sixth Edition, 1998.							
Reference Books								
1	Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2002							
2	Barry Berman and Joel R Evans — Retail Management — A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006							

3	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.nptel.ac.in/noc20_mg14/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low



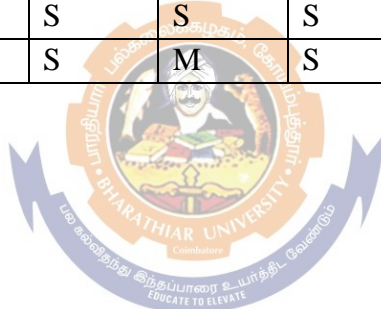
Course Code	INDUSTRIAL RELATIONS AND LABOUR LAW FOR BBA, BB(CA), BBA(IB)&BBA(RM)			L	T	P	C	
Elective- II (B)					-	-		
Pre-requisite	Human Resource Management			Syllabus Version		First		
Course Objectives:								
The main objectives of this course are to:								
1. To impart knowledge on industrial relation, determines of industrial relation and industrial relation scenario in India								
2. To enable the students to acquire knowledge of trade unions, legislation related to trade union and IR management								
3. To promote the understanding of various Industrial Disputes Act, The Payment of Wages Act and Factories Act								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Develop an understanding on industrial relation determinates of IR and IR scenario in India.						K1	
2	Develop skill in negotiation with unions and conflict resolution.						K2	
3	Handle grievances.						K3	
4	Develop skill in collective bargaining.						K4	
5	Know the application of Industrial dispute Act 1947 and The Employee's State Insurance Act, 1948.						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	INTRODUCTION TO INDUSTRIAL RELATIONS							
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.								
Unit:2	COLLECTIVE BARGAINING AND WORKER'S PARTICIPATION							
Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure -conditions for effective collective bargaining - worker's Participation in management.								
Unit:3	FACTORIES ACT AND THE WORKMAN'S COMPENSATION ACT							
Factories Act 1948 - The Workman's Compensation Act, 1923.								
Unit:4	THE INDUSTRIAL DISPUTES ACT AND THE TRADE UNION ACT							
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.								
Unit:5	THE PAYMENT OF WAGES ACT AND THE EMPLOYEE'S STATE INSURANCE ACT							
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948								
Unit:6	Contemporary Issues							
Expert lectures, online seminars – webinars								
Text Book(s)								
1	P.C.Tripathi - Personnel Management & Industrial Relation							

2	B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws –Vijay Nicole Imprints
3	N.D Kapoor – Industrial Law.
Reference Books	
1	R. Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation - Aditya Publishers.
2	Srivastava - Industrial Relations and Labour Laws, Vikas 4th Edition, 2008.
3	P.Subbarao - Essentials of Human Resource Management and Industrial Relations –Himalaya Publishers
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/nou20_mg02/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	M	S	S	S	S
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low



Course Code	INSURANCE PRINCIPLES&PRACTICE FOR BBA/BBA (CA)			L	T	P	C	
Elective- II (C)					-	-		
Pre-requisite	Financial Management			Syllabus Version		First		
Course Objectives:								
The main objectives of this course are to:								
1. This course intends to provide a basic understanding of the insurance mechanism, risk insurance, insurance market operations, and insurance contracts.								
2. An overview of major life insurance and general insurance products are discussed.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Examine the risk and relevance involved in insurance industry and to suggest the importance of insurance.						K1	
2	Explain the importance of life insurance, terms and conditions of insurance, contract and products.						K2	
3	Insight the knowledge of general insurance practice, laws, terms and conditions, claim and procedure of insurance.						K3	
4	Differentiate the fire and marine insurance, general insurance, loss and recover. To study the terms and conditions of insurance.						K4	
5	To Evaluate other business insurances and practices of Health insurance in Indian climate.						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	CONCEPT OF RISK IN INSURANCE & IRDA							
Defining Risk and Uncertainty - Classification of risk - Management of risk – loss minimization techniques. Insurance - Meaning, nature and significance of Insurance, Insurance market, principles of insurance; Evaluation insurance business in India; Insurance Regulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.								
Unit:2	LIFE INSURANCE							
Life Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract - different products offered by life insurers- Premiums and bonuses - Assignment, Nomination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC - Role and functions.								
Unit:3	GENERAL INSURANCE							
General Insurance - Law relating to general insurance; different types of general insurance; general insurance Vs life insurance; Proposal form- Cover notes – Endorsement. Underwriting policy; Role of Actuary; Renewal procedure; Claims – Surveyors and loss assessors. Reinsurance - Function of General Insurance Corporation of India.								
Unit:4	FIRE & MARINE INSURANCE CLAIMS							
Fire insurance - various types of fire policy; coverage's; subrogation; double insurance; contribution; proximate cause; claims of recovery. Marine Insurance - Law relating to marine insurance; scope and nature; types of policy; insurable interest; disclosure and representation; insured perils; proximity cause; voyage; warranties; measurement; subrogation; contribution; under insurance.								

Unit:5	MISCELLANEOUS INSURANCE	
Miscellaneous Coverages - Motor Insurance - Liability only policy - Package policy. Nature, terms and conditions of Health Insurance - Personal Accident insurance - Burglary insurance - Legal Liability insurance- Engineering insurance - Rural insurances - Micro insurance.		
Unit:6	CONTEMPORARY ISSUES	
Expert lectures, online seminars – webinars		
Text Book(s)		
1	M. N., Mishra, “Insurance Principles and Practice”, S. Chand and Company Limited, New Delhi (2004).	
2	Periasamy P., “Principles and Practices of Insurance”, Himalaya Publishing House, Mumbai (2005).	
Reference Books		
1	Gupta, P.K., “Insurance and Risk Management”, Himalaya Publishing House, Mumbai (2004).	
2	Insurance Institute of India – Study Materials IC 01, 02 & 11.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Fundamental of Insurance: CEC and Madurai Kamaraj University, Madurai, Tamil Nadu via Swayam,	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	M	S	M	S	S	M	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	M	S	S	M	S	M	S
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course Code	BANKING LAW AND PRACTICE FOR BBA			L	T	P	C
Elective- II (D)					-	-	
Pre-requisite	Business Law and Taxation Law			Syllabus Version		First	
Course Objectives:							
To enlighten the student's knowledge on Banking Regulation Acts. Understand the features of Indian Banking System To Know the significant contribution of different types of banks Appreciate how important banking services for the economy							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Demonstrate knowledge among the students with theoretical structures about banking.						K2
2	Train and equip the students with the skills of modern banking.						K1
3	Identify the students will be taken for trainings to banks and insurance companies.						K2
4	Develop and inculcate the traits of professionalism amongst the students						K3
5	Professional attire, professional communication skills and professional discipline will be inculcated						K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Banker and Customer						
Definition of banker and customer – Relationships between banker and customer – special feature of RBI, Banking regulation Act 1949. RBI credit control Measure – Secrecy of customer Account..							
Unit:2	Banker Operations						
Opening of account – special types of customer – types of deposit – Bank Pass book – collection of banker – banker lien - KYC Norms							
Unit:3	Cheque and Legal Implications						
Cheque – features essentials of valid cheque – crossing – making and endorsement – payment of cheques statutory protection duties to paying banker and collective banker - refusal of payment cheques Duties holder & holder id due course.							
Unit:4	Loans and Advances						
Loan and advances by commercial bank lending policies of commercial bank - Forms of securities – lien pledge hypothecation and advance against the documents of title to goods – mortgage.							
Unit:5	Title of the Unit (Capitalize each Word)						
Position of surety – Letter of credit – Bills and supply bill. Purchase and discounting bill Traveling cheque, credit card, Teller system.							
Unit:6	Contemporary Issues						
Expert lectures, online seminars – webinars							
Text Book(s)							
1	A.B. Srivastava and : Seth's Banking Law, Law Publisher's India (P) Limited K. Elumalai						
2	R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Publications						
Reference Books							
1	Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.						

2	Reddy & Appanniah : Banking Theory and Practice
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://nptel.ac.in/courses/110/106/110106040/
2	https://alison.com/course/introduction-to-banking

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low



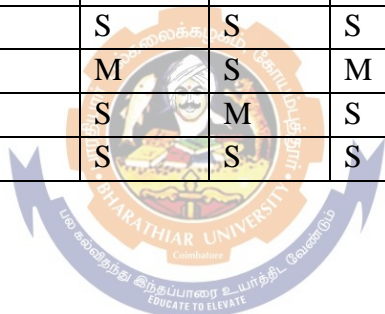
Course code	BIG DATA ANALYTICS <i>FOR BBA, BBA CA ,BBA IB AND BBA RM</i>			L	T	P	C	
Elective- II (E)					-	-		
Pre-requisite	Quantitative techniques for Management			Syllabus Version		First		
Course Objectives:								
The main goal of this course is to help students learn, understand, and practice big data analytics and machine learning approaches, which include the study of modern computing big data technologies and scaling up machine learning techniques focusing on industry applications. Mainly the course objectives are: conceptualization and summarization of bigdata and machine learning, trivial data versus big data, big data computing technologies, machine learning techniques, and scaling up machine learning approaches.								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Identify and distinguish big data analytics applications						K2	
2	Describe big data analytics tools						K2	
3	Explain big data analytics techniques						K3	
4	Present cases involving big data analytics in solving practical problems						K4	
5	Conduct big data analytics using system tools and Suggest appropriate solutions to big data analytics problems						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	INTRODUCTION							
Introduction – Data – Information – Data Terminologies – Database – Data Mining – Data Warehouse – Data Evolution Roadmap – Big Data – Definition – Type of Data - Numeric – Categorical – Graphical – High Dimensional Data — Data Classification – Hot Data – Cold Data – Warm Data – Thick Data – Thin Data - Classification of digital Data: Structured, Semi-Structured and Un-Structured- Data Sources - Time Series – Transactional Data – Biological Data – Spatial Data – Social Network Data								
Unit:2	DATA SCIENCE							
Data Science-A Discipline – Data Science vs Statistics, Data Science vs Mathematics, Data Science vs Programming Language, Data Science vs Database, Data Science vs Machine Learning. Data Analytics - – Relation: Data Science, Analytics, Big Data Analytics. Data Science Components: Data Engineering, Data Analytics-Methods and Algorithm, Data Visualization								
Unit:3	BIG DATA							
Digital Data-an Imprint: Evolution of Big Data – What is Big Data – Sources of Big Data. Characteristics of Big Data 6Vs – Big Data Myths - Data Discovery-Traditional Approach, Big Data Technology: Big Data Technology Process – Big Data Exploration - Data Augmentation – Operational Analysis – 360 View of Customers – Security and Intelligence								
Unit:4	BIG DATA TECHNOLOGY							
Big Data Technology Potentials – AI – Machine Learning – Cloud Computing – Mobile Communication – IoT – Big Data in Industry 4.0- Big Data Platforms – HADOOP – SPARK – No SQL Databases - Types - Big Data Challenges								

Unit:5	BIG DATA USE CASES	
Big Data Roles Data Scientist , Data Architect, Data Analyst – Skills – Case Study : Big Data – Customer Insights – Behavioural Analysis – Big Data Industry Applications - Marketing – Retails – Insurance – Risk and Security – Health care		
Unit:6	CONTEMPORARY ISSUES	
Expert lectures, online seminars – webinars		
Text Book(s)		
1	Minelli, M. (2013), Big Data, Big Analytics, New Delhi: Wiley India.	
Reference Books		
1	V. Bhuvaneshwari T. Devi, “Big Data Analytics: Scitech Publisher ,2018	
2	Han Hu, Yonggang Wen, Tat-Seng, Chua, XuelongLi, “Toward Scalable Systems for Big Data Analytics: A Technology Tutorial”, IEEE,2014.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.nptel.ac.in/noc20_cs92/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low



***Elective
Course
III***

Course code	E-COMMERCE <i>FOR BBA ,BBA(IB), AND BBA (RM)</i>			L	T	P	C	
Elective- III (A)					-	-		
Pre-requisite	Nil			Syllabus Revision		First		
Course Objectives:								
The main objectives of this course are to:								
<ol style="list-style-type: none"> 1. To know about e-commerce models and its practical applications 2. To understand customer buying behaviour in e-commerce and ways to retain them through effective web advertising. 3. To know the role of Government in securing the rights of customers 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	To Understand e-commerce models -its benefits and limitations						K2	
2	To use of market research tools in analyzing customer buying behavior						K3	
3	To analyze the web advertising modes						K4	
4	To understand the application of B2B e-commerce model						K2	
5	To critically evaluate public policy on privacy and security						K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit:1	INTRODUCTION TO E-COMMERCE							
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of EC – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.								
Unit:2	MARKET RESEARCH							
Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.								
Unit:3	WEB ADVERTISING							
Advertisement in EC: - Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet								
Unit:4	B2B EC MODEL							
Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.								
Unit:5	PUBLIC POLICY							
Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.								
Unit:6	CONTEMPORARY ISSUES							
Expert lectures, online seminars – webinars								

Text Books:	
1	Kalakotta, Elements of E Commerce
Reference books	
1	EfrainTurbun, Jae Lee, David King, H. Michael Chung —Electronic Commerce – A Managerial Perspective , Pearson Education Asia – 2000.
Online Content	
https://onlinecourses.swayam2.ac.in/cec19_cm01/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	M	S

*S-Strong; M-Medium; L-Low



Course Code	FINANCIAL SERVICES For BBA/BBA(CA)/BBA(IB)		L	T	P	C
Elective- III (C)				-	-	
Pre-requisite	Financial Management		Syllabus Version		First	
Course Objectives:						
On successful completion of the course the students should have: To learn the various financial services provided by NBFCs. To understand the modes of raising capital from domestic and foreign market. To evaluate feasibility of projects on hire purchase and leasing. To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify and distinguish big data analytics applications					K2
2	Describe big data analytics tools					K2
3	Explain big data analytics techniques					K3
4	Present cases involving big data analytics in solving practical problems					K4
5	Conduct big data analytics using system tools and Suggest appropriate solutions to big data analytics problems					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1						
Financial Services –Introduction, Fee Based and Fund Based Financial Services, NBFC's in India-types						
Unit:2						
Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases						
Unit:3						
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.						
Unit:4						
Other financial services. Venture Capital - Factoring - credit rating - Depositories.						
Unit:5						
Merchant Banking - Functions – Pre Issues and Post Issue Management - SEBI guidelines on merchant banking in India.- FinTech and recent developments in India						
Unit:6	CONTEMPORARY ISSUES					
Expert lectures, online seminars – webinars						
Text Book(s)						
1	M.Y.Khan, Indian Financial Systems.					
2	K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.					
Reference Books						
1	R.M.Srivastava, Indian Financial System.					
2	Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T.SundarRajan, Merchant Banking.					
3	R.M.Srivastava, Indian Financial System.					

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/cec20_mg10/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low`



Course code	DESIGN THINKING <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>			L	T	P	C	
Elective- III (D)					-	-		
Pre-requisite	Knowledge on Business Operations			Syllabus Version		First		
Course Objectives:								
The main objectives of this course are to: To impart knowledge on adopting principles of design thinking To bring innovations by transforming organisations culture and To solve complex problems which are difficult to decipher To mainly understand on the core concepts of design thinking which includes (a) Empathy (b) Brainstorming (e) Prototyping (d) Storytelling								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
1	Gain Knowledge on the principles of design thinking						K2	
2	Frame design and design thinking strategies						K6	
3	Solve problems by exploring tools						K4	
4	Generate ideas and develop concepts						K6	
5	Understand design thinking integration in organisations						K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create								
Unit: 1	DEFINITION AND THE PERSPECTIVE ON DESIGN THINKING PROCESS							
Introduction: Definition - The role of design thinking and designers - The modes of thinking - Design process (Double Diamond) -Design principles and other methods.								
Unit:2	FORMATION OF COMPLEXITIES AND BUILDING STRATEGY FOR ORGANIZATIONS							
A powerful way to use data (data collection) - Frame design and generate design Thinking strategy to reframe the complexities with capability: Formation of the problem for the organizations - creation of design thinking strategy and capability (structure, culture, skills, process) - to reduce risk and enable performance.								
Unit:3	PROBLEM SOLVING BY EXPLORING TOOLS							
Explore: Discover challenges - interpret through empathy study- Empathy study tools - perform risk assessment.								
Unit: 4	IDEA GENERATION AND DEVELOPMENT OF CONCEPTS							
Ideate: Generate ideas - shortlist a workable solution - perform risk assessment. Create: Develop prototypes of a big idea - get feedback - perform financial analysis of the solution and risk assessment.								
Unit: 5	DESIGN THINKING SETUP WITHIN FIRM AND DEVELOPMENT SERVICE							
Evolve: Design thinking integration in organizations - Success factor and measure the solution. Design for effective services: Developed Product vs. Development services - service development - experience lifecycle.								
Unit:6	CONTEMPORARY ISSUES							
Expert lectures, online seminars – webinars								
Text Book(s)								
1	Vianna, M., Vianna, Y., K. Adler, I., Lucena, B. and Russo, B., 2012. Design Thinking Business Innovation. 1st ed. Rio de Janeiro: MJV Press, pp. 1-85. 2. Ling, D., 2015							
Reference Books								
1	Complete Design Thinking Guide For Successful Professionals. 1st ed. Singapore: Create Space Independent Publishing Platform, pp.1-183							
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://onlinecourses.nptel.ac.in/noc20_cs92/preview							

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low



Course code	ARTIFICIAL INTELLIGENCE For BBA/BBA(CA)/BBA(IB)/BBA(RM)			L	T	P	C
Elective- III (E)					-	-	
Pre-requisite		Basic Computer Knowledge		Syllabus Version		First	
Course Objectives:							
This course will give an opportunity to gain expertise in one of the most fascinating and fastest growing areas of Computer Science through classroom program that covers fascinating and compelling topics related to human intelligence and its applications in industry, defense, healthcare, agriculture and many other areas. This course will give the students a rigorous, advanced and professional graduate-level foundation in Artificial Intelligence.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Define the concept and pros & cons of franchisee option						K1
2	Identify legal formalities & process of franchisee						K1
3	Develop relationship between Franchisor & franchisee; Resolve the conflict between franchisor & franchisee.						K2
4	Develop Franchisee marketing plan						K2
5	Analyse the way to enter into International Market entry strategies						K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Introduction						
Introduction to Artificial Intelligence, Foundations and History of Artificial Intelligence, Applications of Artificial Intelligence, Intelligent Agents, Structure of Intelligent Agents. Computer vision, Natural Language Possessing.							
Unit:2	Introduction to Search						
Searching for solutions, Uniformed search strategies, Informed search strategies, Local search algorithms and optimistic problems, Adversarial Search, Search for games, Alpha – Beta pruning.							
Unit:3	Knowledge Representation & Reasoning						
Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.							
Unit:4	Machine Learning						
Supervised and unsupervised learning, Decision trees, Statistical learning models, Learning with complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.							
Unit:5	Pattern Recognition						
Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.							
Unit:6	CONTEMPORARY ISSUES						
Expert lectures, online seminars – webinars							
Text Book(s)							
1	Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.						
2	Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill						

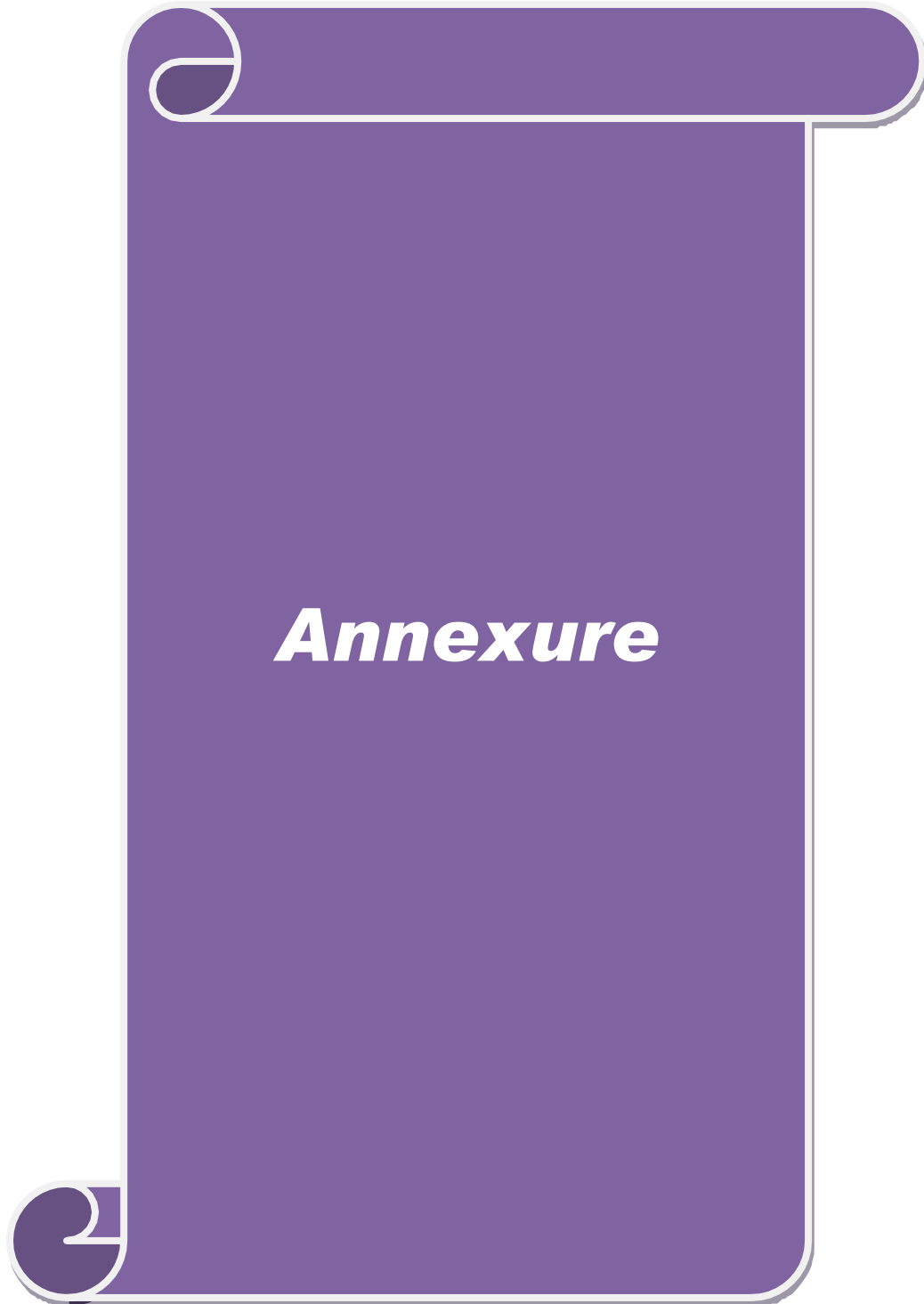
Reference Books	
1	Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education
2	Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/cec20_cs10/preview

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	M	S	M	S	S	M	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low





BACHELOR OF BUSINESS ADMINISTRATION

(BBA) -General

Syllabus

(With effect from 2022 to 2023)

Program Code: 21F



DEPARTMENT OF BUSINESS ADMINISTRATION

Bharathiar University

(A State University, Accredited with "A" Grade by NAAC and

13th Rank among Indian Universities by MHRD-NIRF)

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