

Bachelor of



Business  
Administration



## **SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE (Autonomous)**

[An Autonomous College Affiliated to Periyar University, Salem, Tamil Nadu]

[Accredited by NAAC with 'A' Grade with CGPA of 3.27]

[Recognized 2(f) & 12(B) Status under UGC Act of 1956]

Katteri – 636 902, Uthangarai (Tk), Krishnagiri (Dt), Tamil Nadu, India

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## **BACHELOR OF BUSINESS ADMINISTRATION (BBA) CHOICE BASED CREDIT SYSTEM (CBCS)**

### **REGULATIONS AND SYLLABUS FOR**

### **BBA PROGRAMME (SEMESTER PATTERN)**

(For Students Admitted in the College from the Academic Year 2023-2024  
Onwards)



### Programme Outcomes (POs)

<b>PO1</b>	Student can acquire comprehensive knowledge in Fundamentals of Management, Accounting, Business Laws, Business Organization, Human Resources Management, Marketing, Economics and Computer Skills.
<b>PO2</b>	Designed for capacity building to various avenues of employment, entrepreneurship and higher education.
<b>PO3</b>	Acquire the core competencies of business acumen, analytical & critical thinking and communication skills and employ empirical approach for effective team building, crisis management and business solutions.
<b>PO4</b>	Apply the knowledge and skills thrive on the evolving challenges of trade & industry.
<b>PO5</b>	Analyze the challenges of the dynamic world with a global outlook.
<b>PO6</b>	Sensitized to ethical and moral issues in business to be more socially responsible.

**Programme Specific Outcomes (PSOs)**

<b>PSO1</b>	Develop conceptual and practical knowledge in the field of business and management.
<b>PSO2</b>	Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.
<b>PSO3</b>	Demonstrate leadership qualities to take the business/firm to greater heights.
<b>PSO4</b>	Enhance the employability and professional skills to become successful manager/executives in reputed firms.
<b>PSO5</b>	Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups.
<b>PSO6</b>	Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience-moral, ethical and environmental values.



**REGULATIONS AND SCHEMES FOR BACHELOR DEGREE  
BBA PROGRAMMES  
(For the Candidates Admitted from 2023-2024 Onwards)**

**Choice Based Credit System (CBCS)**

Under Choice Based Credit System (CBCS), a set of Courses that facilitates flexible learning of students. Beside the Core Courses, which are totally related to the major subjects, the students have the advantage of studying supportive courses and non-major courses. This provides ample opportunity for the students to learn not only the major subjects but also inter disciplinary and application oriented subjects.

**1. Eligibility for Admission**

Candidates seeking admission to first year of the Bachelor Degree Programme shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereto by the Governing Body of the Sri Vidya Mandir Arts & Science College (Autonomous), Katteri, Uthangarai.

Provided that candidates for admission into the specific main subject of study shall also possess such other qualifying conditions as may be prescribed by the University/College in the regulations governing specific programme of study.

Admission is direct second year of the Bachelor Degree Programme under Lateral Entry System is permitted, provided there is a vacancy and it is subjected to the eligibility and specific permission of Periyar University. Lateral Entry admission is for those candidates who have successfully completed their three-year diploma course in subject in which the candidate seeks admission.

**2. Cancellation of Admission**

The Admission is at the candidate's risk and it is provisional, subject to the approval



of Periyar University. If for any reason, the admission is not approved, the candidate shall not hold the college responsible for it. If selected, in the event of leaving the college after admission, but any time before completing the course, fee for the residual period of the course should be paid by the candidate as per rules in force.

### 1. Eligibility for the Award of Degree

A candidate shall be eligible for the award of the Degree only if he has undergone the prescribed programme of study in this College for a period of three academic years and passes the examinations of all the Six Semesters prescribed, earning 148 credits and fulfilled such conditions as have been prescribed therefore.

### 2. Duration

The Programme for the Bachelor Degree shall consist of three academic years divided into six semesters. Each Semester consists of 90 working days comprising of 450 instruction hours.

### 3. Course of Study

The main courses of the Bachelor Degree Programme is divided into the following:

<b>Part I</b>	Tamil / Other Languages
<b>Part II</b>	English Language
<b>Part III</b>	Core Courses, Elective Courses and Allied Courses
<b>Part IV</b>	Skill Based Elective Courses and Non-Major Elective Course
<b>Part V</b>	Extension Activity
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- (a) **Language Courses:** The language courses are offered by the language (Tamil/English) Departments in a particular language.
- (b) **Core Courses:** The Core Courses are related to the Programme concerned including practicals and project offered under the Programme.
- (c) **Elective Courses:** The Elective Courses offered under the Programme concerned are related to the major or non-major that can be selected by the students.
- (d) **Allied Courses:** Allied Courses are upper division arts, science and commerce courses that have a background connection or relevance to the particular major



subject.

- (e) **Skill Based Elective Courses (SBEC):** This course aims to impart advanced and recent developments in the concerned discipline.
- (f) **Non-Major Elective Courses (NMEC):** Irrespective of the discipline, the student can select papers that are offered by other disciplines as non-major elective course.
- (g) **Extension Activity:** Participation in NSS/NCC/YRC/RRC/Sports or other co-circular activities are considered as Extension Activity.
- (h) **Extra Credit Courses:** The students are advised to complete one SWAYAM/MOOC course per year and submit the course completion certificate to the HOD during the even semester of each year. Credits will be given based on the certificate.

#### Extension Activities

All the students shall have to enroll for NCC/NSS/Sports and Games/Rotaract/Youth Red Cross or any other service organization and subject associations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31st March in a year.

#### 4. Credit System

The weightage of credits are spread over to six different semesters during the period of study and the cumulative credit point average shall be awarded based on the credits earned by the student. A total of 140 Credits are prescribed, which is the minimum Credit requirement for the three year Bachelor Degree BBA Programme.

#### 5. Project Work

It is considered as a special course involving application of knowledge in solving/analyzing/exploring real life situation/difficult problems. The CBCS provides an opportunity for the undergraduate students to learn some research components at this level. If the project work requires field work in the industry/national laboratories/any other reputed institute/data collection, the period for such work is assigned as two weeks. If the project work requires field work during the working days of the college, no separate hours to be earmarked in the final semester time-table.

#### 6. Examinations

The examinations consist of Continuous Internal Assessment (CIA) and end semester



examinations (ESE). The ESE shall be of Three Hours duration for each theory course at the end of every semester. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination. At the end of semester, practical examinations shall be conducted for 3 hours.

There shall be three tests, one seminar and one assignment for CIA and ESE during each semester. The distribution of marks for CIA and ESE shall be 25 marks and 75 marks, respectively. Further, the distribution of CIA is 15 marks for test, 5 marks for assignment and 5 marks for attendance. The average of the highest two test marks out of the three CIA tests will be taken for CIA.

### 3. Components of Continuous Internal Assessment (CIA)

Components		Marks	Total Marks
<b>Theory</b>			
CIA I	75	(75 + 75 = 150/10) 15	25
CIA II	75		
Assignment		05	
Attendance		05	

### Practical and Project

Internal marks are distributed as per the regulations of Periyar University.

### 4. Question Paper Pattern

Section	Marks	Description	Total Marks
A (Answer ALL) Q1–Q15	$15 \times 1 = 15$	Multiple Choice Questions (MCQ) (Three questions from each unit)	15



B (Answer any THREE out of FIVE) Q16–Q20	$3 \times 5 = 15$	Answer in Paragraph (One question from each unit)	15
C (Either or Pattern) Q20–Q25	$5 \times 9 = 45$	Descriptive/Detailed Answers (Two questions from each unit)	45
<b>Total Marks</b>			<b>75</b>

$$\begin{aligned} & \text{Passing Minimum (CIA) } 40\% \\ & = 10 \text{ Marks} \\ & \text{Passing Minimum (ESE)} \\ & \quad 40\% = 30 \text{ Marks} \\ & \quad \quad \quad \underline{40 \text{ Marks}} \end{aligned}$$

### Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.





- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

The candidate shall be declared to have passed the examination if the candidates secure not less than 30 marks out of 75 marks in the semester examination in each theory course and 10 marks out of 25 marks in the CIA and in total not less than 40 marks.

For the practical course, the candidates should secure 24 marks out of 60 marks in the semester examination and 16 marks out of 40 marks in the CIA and in total 40 marks.

Candidate who does not obtain the required minimum marks for a pass in a Course/Practical/ Project shall be declared Re-Appear (RA) and the candidate has to appear and pass the same at a subsequent appearance. The candidates having arrears in odd/even semester can appear for such papers in odd/even semester examination without any restrictions.

The Marks for the attendance component in the CIA will be calculated as follows:

Attendance Earned	Category	Marks to be Awarded
90% and Above	Highly regular	5
75% - 89%	Regular	4
65% - 74%	Shortage	3
55% - 64%	Detained	2



Below 55%	Redo	0
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### 1. Evaluation of the Project Work

Regarding the evaluation of the project work, the total mark is 100. It will into 100 marks for project evaluation for viva-voce examination. The marks for project work evaluation and viva-voce are to be awarded jointly by the internal examiner and the external examiner. The external examiner is to be invited from other related faculty from the affiliating University Departments/any affiliated Colleges.

### 2. Requirements to take ESE

The candidate will be permitted to write the ESE of any semester, if he secures at least 75% of attendance out of the 90 working days/450 instruction hours during the particular semester. The candidate, who has secured attendance less than 75% but 65% and above shall be permitted to write the ESE on the recommendation of the Head of the Department and approved by the Principal to condone the lack of attendance as well on the payment of the prescribed condonation fee to the College.

### 5. Maximum Duration for the Completion of the Undergraduate Degree Programme

The maximum duration for completion of the UG Program shall not exceed twelve semesters.

### 6. Grading

Once the marks of the cumulative CIA and ESE are available, they will be added. The marks thus obtained will then be graded as per details given below:

#### Marks and Grades

The following table gives the marks grade points, letter grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90–100	9.0–10.0	O	Outstanding



80–89	8.0–8.9	D+	Excellent
75–79	7.5–7.9	D	Distinction
70–74	7.0–7.4	A+	Very Good
60–69	6.0–6.9	A	Good
50–59	5.0–5.9	B	Average
00–49	0.0	RA	Re-appear
ABSENT	0.0	AAA	ABSENT

$C_i$  = Credits earned for course  $i$  in any semester

$G_i$  = Grade point obtained for course  $i$  in any semester  
 $n$  = Semester in which such course were credited

#### Grade point average (for a Semester):

Calculation of grade point average semester-wise and part-wise is as follows:

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points and credits earned}}{\text{Sum of the credits of the courses in a semester}}$$

Calculation of Cumulative Grade Point Average (CGPA) (for the entire programme):

The Cumulative Grade Point Average (CGPA) of a candidate who has passed all the examinations will be computed as follows;

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum \sum C_{ni} G_{ni}}{\sum \sum C_{ni}}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points and credits earned in the entire program}}{\text{Sum of the credits of the courses of the entire program}}$$

#### 15. Classification of Successful Candidates

A candidate who passes all the examinations and securing following CGPA and Grades shall be declared as follows:



CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5–10.0	O+	First Class with Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re-appear

#### 16. Medium of Instruction

The medium of instruction and question paper shall be English or particular Language for Language courses.

#### 17. Rank Holder

The student who secures highest marks in aggregate of all the subjects in first attempt of within the minimum period prescribed for the Programme from the date of admission to the Programme will be the Rank Holder. The Rank Holder will be awarded with a certificate and prize.

#### 18. Conferment of the Degree

No candidate shall be eligible for conferment of the Degree unless he/she has undergone the prescribed Programme of study for a period of not less than six Semesters according to the rules and regulations of the Periyar University and has passed the Examinations as have been prescribed.

#### 19. Transitory Provision

Candidates who have undergone the Programme of Study prior to the Academic Year 2023-2024 will be permitted to take the Examinations under those Regulations for a period of six years i.e. up to and inclusive of the Examination of April 2026. Thereafter, they will be permitted to take the Examination only under the Regulations in force at that time.



## 20. Commencement of this Regulation

This regulation and syllabus shall take effect from the academic year 2023-2024 for students who are admitted to the first year of the Undergraduate Degree Programme during the academic year 2023-2024 and thereafter.

**CREDIT DISTRIBUTION FOR U.G.**

<b>3 – Year UG Programme Credits Distribution</b>			
		<b>No. of Papers</b>	<b>Credits</b>
<b>Part I</b>	Tamil (3 Credits)	4	12
<b>Part II</b>	English (3 Credits)	4	12
<b>Part III</b>	Core Courses (4 Credits)	15	60
	Elective Courses:Generic / Discipline Specific (3 Credits)	8	24
<b>Total</b>			<b>108</b>
<b>Part IV</b>	NME (2 Credits)	2	4
	Ability Enhancement Compulsory Courses Soft Skill (2 Credits)	4	8
	Skill Enhancement Courses (7 courses) Entrepreneurial Skill -1 Professional Competency Skill Enhancement Course	1	2
	EVS (2 Credits)	1	2
	Value Education (2 Credits)	1	2
	<b>Part IV Credits</b>		
<b>Part V</b>	Extension Activity (NSS / NCC / Physical Education)		1
<b>Total Credits for the UG Programme</b>			<b>140</b>



**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours**

**First Year – Semester-I**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		<b>23</b>	<b>30</b>

**Semester-II**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		<b>23</b>	<b>30</b>

**Second Year – Semester-III**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		<b>22</b>	<b>30</b>

**Semester-IV**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		<b>25</b>	<b>30</b>

**Third Year  
Semester-V**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
<b>Part-3</b>	Core Courses including Project / Elective Based	22	26
<b>Part-4</b>	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	2
		<b>26</b>	<b>30</b>

**Semester-VI**

<b>Part</b>	<b>List of Courses</b>	<b>Credit</b>	<b>No. of Hours</b>
<b>Part-3</b>	Core Courses including Project / Elective Based & LAB	18	28
<b>Part-4</b>	Extension Activity	1	-
	Professional Competency Skill	2	2
		<b>21</b>	<b>30</b>



### Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	11	11	11	11	22	18	84
Part IV	6	6	6	7	3	3	31
Part V	-	-	-	-	-	1	1
<b>Total</b>	23	23	23	24	25	22	<b>140</b>

**\*Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree**

Methods of Evaluation		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	



**SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE****(Autonomous)****Bachelor of Business Administration (BBA)****Course Pattern and Syllabus – CBCS****(For Students Admitted in the College from the Academic Year 2023-2024 Onwards)**

Sl. No	Part	Nature of Course	Course Code	Name of the Course	Hours / Week	Credits	Marks		
							CIA	ESE	Total
<b>SEMESTER I</b>									
1	I	Paper-I	23UTA1F01	Language – Tamil	6	3	25	75	100
2	II	Paper-I	23UEN1F01	Language – English	6	3	25	75	100
3	III	Core Paper-I	23UBA1C01	Principles of Management	5	5	25	75	100
4		Core Paper-II	23UBA1C02	Accounting for Managers I	5	5	25	75	100
5		Elective Paper – I	23UBA1E01	Managerial Economics	4	3	25	75	100
6	IV	SEC NME – I	23UBA1N01	Skill Enhancement Course - Basics of Event Management	2	2	25	75	100
7		FC – I	23UBA1FC01	Foundation Course – Managerial Communication	2	2	25	75	100
<b>Total</b>					<b>30</b>	<b>23</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER II</b>									
8	I	Paper-II	23UTA2F02	Language – Tamil	6	3	25	75	100
9	II	Paper-II	23UEN2F02	Language – English	6	3	25	75	100
10	III	Core Paper-III	23UBA2C03	Marketing Management	5	5	25	75	100
11		Core Paper-IV	23UBA2C04	Accounting for Managers II	5	5	25	75	100
12		Elective – II	23UBA2E02	International Business	4	3	25	75	100
13	IV	SEC NME – II	23UBA2N02	Skill Enhancement course - Managerial Skill Development	2	2	25	75	100
14		SEC -III	23UBA2S03	Business Etiquette	2	2	25	75	100



				and Corporate Grooming					
<b>Total</b>					<b>30</b>	<b>23</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER – III</b>									
15	I	Paper–III	23UTA3F03	Language – Tamil	6	3	25	75	100
16	II	Paper–III	23UEN3F03	Language – English	6	3	25	75	100
17	III	Core Paper–V	23UBA3C05	Organizational Behaviour	5	5	25	75	100
18		Core Paper–VI	23UBA3C06	Financial management	5	5	25	75	100
19		Elective – III	23UBA3E03	<b>Business Statistics</b>	4	3	25	75	100
20	IV	SEC – IV	23UBA3S04	Computer Applications in Business	2	2	25	75	100
21		SEC – V	23UBA3S05	Entrepreneurial Skill – New Venture Management	1	1	25	75	100
22		Environmental Studies			1	-	-	-	-
<b>Total</b>					<b>30</b>	<b>22</b>	<b>175</b>	<b>525</b>	<b>700</b>
<b>SEMESTER – IV</b>									
23	I	Paper–IV	23UTA4F04	Language – Tamil	6	3	25	75	100
24	II	Paper–IV	23UEN4E04	Language – English	6	3	25	75	100
25	III	Core Paper–VII	23UBA4C07	Business environment	5	5	25	75	100
26		Core Paper–VIII	23UBA4C08	Business Regulatory Framework	5	5	25	75	100
27		Elective Paper–IV	23UBA4E04	<b>Operation Research</b>	3	3	25	75	100
28	IV	SEC–VI	23UBA4S06	Tally	2	2	25	75	100
29		SEC–VII	23UBA4S07	Intellectual Property Rights	2	2	25	75	100
30				Environmental Studies	1	2	25	75	100
<b>Total</b>					<b>30</b>	<b>25</b>	<b>250</b>	<b>650</b>	<b>900</b>
Second year Vacation Internship - 45 hours					<b>2 Credits</b>				



## SEMESTER – V

31	III	Core Paper– IX	23UBA5C09	Human Resource Management	5	4	25	75	100
32		Core Paper– X	23UBA5C10	Research Methodology	5	4	25	75	100
33		Core Paper– XI	23UBA5C11	Business taxation	5	4	25	75	100
34		Core Paper– XII	23UBA5C12	Management Information Systems	4	4	25	75	100
35		Elective–V	23UBA5E05 Or 23UBX5E06 Or 23UBX5E07	<b>BBA – DSE 1A</b> <b>Digital marketing</b> Or <b>BBA-DSE 1B</b> Industrial relations Or <b>BBA–DSE 1C</b> Financial services	4	3	25	75	100
36	Project	23UBX5PR01	BBA DSE 2 Project with Viva –Voce	5	3	20	80	100	
37	IV	Value Education			2	2			
38		Summer Internship/ Industrial Training			-	2			
<b>Total</b>					<b>30</b>	<b>26</b>	<b>145</b>	<b>455</b>	<b>600</b>

## SEMESTER – VI

39	III	Core Paper– XIII	23UBA6C13	<b>Entrepreneurial Development</b>	6	4	25	75	100
40		Core Paper– XIV	23UBA6C14	Service marketing	5	4	25	75	100
41		Core Paper– XV	23UBA6C15	Production and material management	5	4	25	75	100
42		Elective–VI	23UBA6E08 Or 23UBA6E09 Or 23UBA6E10	<b>BBA-DSE3A:</b> Consumer behavior Or <b>BBA DSE3B:</b> Innovation Management Or <b>BBADSE 3C:</b> Security analysis & portfolio	5	3	25	75	100



				management					
43		Elective–VII	23UBA6E11 Or 23UBA6E12 Or 23UBA6E13	<b>BBA-DSE4A:</b> Fundamentals of logistics Or <b>BBA-DSE4B:</b> E- business Or <b>BBA-DSE4C:</b> Strategic management	5	3	25	75	100
44		Professional Competency Enhancement	23UBA6PCE01 and 23UBA6PCE02	Quantitative Aptitude I And Quantitative Aptitude II (2 hours each)	4	2	25	75	100
45	V	Extension Activities				1			
<b>Total</b>					<b>30</b>	<b>21</b>	<b>150</b>	<b>450</b>	<b>600</b>
<b>Grand Total</b>					<b>180</b>	<b>140</b>	<b>1,070</b>	<b>3,130</b>	<b>4500</b>

**Note:**

- CBCS – Choice Based Credit system  
 CIA – Continuous Internal Assessment  
 ESE – End of Semester Examinations  
 SWAYAM – Study Webs of Active-Learning for Young Aspiring Minds  
 NPTEL – National Programme on Technology Enhanced Learning

**Major Elective Courses**

1. Financial Accounting
2. Service Marketing
3. Retail Marketing Management

**Non-Major Elective Courses**

1. Principles of Management
2. Human Resources Management



### **List of Extension Activities**

1. National Cade Corps (NCC)
2. National Service Scheme (NSS)
3. Youth Red Cross (YRC)
4. Physical Education (PYE)
5. Eco Club (ECC)
6. Red Ribbon Club (RRC)
7. Women Empowerment Cell (WEC)



# PROGRAMME SYLLABUS

**Program: BBA**



<b>Core – I</b>		<b>Course Code: 23UBA1C01</b>		<b>Course Title: Principles of Management</b>	
<b>Semester I</b>	<b>Hours/Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 5	<b>Total Marks</b> 100	

### Course Objectives

1. To impart knowledge about evolution of management
2. To provide understanding on planning process and importance of decision making in organization
3. To learn the application of principles in organization
4. To study the process of effective controlling in organization
5. To familiarize students about significance of ethics in business and its implications.

### **UNIT – I**

Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.

### **UNIT – II**

Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

### **UNIT – III**

Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

### **UNIT – IV**

Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.

### **UNIT – V**

Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

### **Reading list**

1. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson



- Education, 2004
2. Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
  3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
  4. Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
  5. Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

### Reference Books

1. P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017
2. L.M. Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
4. Dr. C.B. Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.
5. Harold Koontz, Hienz Wehrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

### Web Resources

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to





CO Number	CO Statement	Knowledge Level
CO1	Describe nature, scope, role, levels, functions and approaches of management	K1 & K2
CO2	Apply planning and decision making in management	K2 & K3
CO3	Identify organization structure and various organizing techniques	K3 & K4
CO4	Understand Direction, Co-ordination & Control mechanisms	K5 & k6
CO5	Relate and infer ethical practices of organisation.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

#### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	L	S	S	S
CO2	M	S	S	S	M
CO3	M	S	S	M	S
CO4	S	M	S	S	S
CO5	M	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA				
Core – II		Course Code: 23UBA1C02		Course Title: Accounting for Managers I
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	5	75	5	100

### Course Objectives

1. To impart knowledge about basic concepts of accounting its applications
2. To analyze and interpret financial reports of a company
3. To understand the gross profit and net profit earned by organization
4. To foster knowledge on Hire Purchase system
5. To understand the procedures of Accounting under Single entry system.

#### **UNIT-I**

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance

#### **UNIT-II**

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

#### **UNIT-III**

Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.

#### **UNIT- IV**

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

#### **UNIT-V**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

#### **Reading List**

1. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2. Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition



3. Rakesh Shankar. R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4. Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5. Tulsian P.C., 2006, Financial Accounting, Pearson Education

### References Books

1. Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
2. TS Reddy & A.Murthy; Financial Accounting - Margham Publications, 6th Edition, 2019
3. David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017
4. M N Arora; Accounting for Management- Himalaya Publications House 2019.
5. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
6. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

### Web Resources

1. [https://ebooks.lpude.in/management/mba/term\\_1/DMGT403\\_ACCOUNTING\\_FOR MANAGERS.pdf](https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf)
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. [https://en.wikipedia.org/wiki/Single-entry\\_bookkeeping\\_system](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)
5. <https://www.profitbooks.net/what-is-depreciation>

### Course Outcomes (COs)



On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Prepare Journal, ledger, trial balance and cash book	K2
CO2	Classify errors and making rectification entries	K1 & K2
CO3	Prepare final accounts with adjustments	K4
CO4	To understand Hire Purchase system	K3
CO5	Prepare single and double entry system of accounting.	K5

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	M	M
CO5	S	M	M	M	M

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**



<b>Elective – I</b>		<b>Course Code: 20UBA1E01</b>		<b>Course Title: Managerial Economics</b>	
<b>Semester</b> I	<b>Hours/Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 3	<b>Total Marks</b> 100	

### Course Objectives

1. To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario
2. To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.
3. To Understand the optimal point of cost analysis and production factors of the firm
4. To describe the pricing methods and strategies that are consistent with evolving marketing needs
5. To Provide insights to the various market structures in an economy.

#### **UNIT – I**

Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm

#### **UNIT – II**

Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.

#### **UNIT – III**

Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.

#### **UNIT – IV**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

#### **UNIT – V**

Market classification – Perfect competition – Monopoly – Monopolistic competition –



Duopoly – Oligopoly.

### Reading List

1. Journal of Economic Literature – American Economic Association
2. Arthasastra Indian Journal of Economics & Research
3. Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
4. Indian Economic Journal/Sage Publications
5. Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

### References Books

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
4. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

### Web Resources

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
4. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
5. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.	K1 & K2
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K3
CO3	Employ production, cost and supply analysis for business decision making	K3 & K4
CO4	Identify pricing strategies	K5
CO5	Classify market structures under competitive scenarios.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

#### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	M
CO2	S	L	M	M	S
CO3	S	S	M	M	M
CO4	S	S	M	M	S
CO5	S	S	M	M	S

S – Strong

M – Medium

L – Low

**Program: BBA**

**SEC NME -I**

**Course Code: 23UBA1N01**

**Course Title: Basics of Event**



		Management		
Semester I	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To know the basic of event management its concepts
2. To make an event design
3. To make feasibility analysis for event.
4. To understand the 5 Ps of Event Marketing
5. To know the financial aspects of event management and its promotion

#### **UNIT – I**

Introduction: Event Management – Definition, Need, Importance, Activities.

#### **UNIT – II**

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

#### **UNIT – III**

Event Feasibility: Resources – Feasibility, SWOT Analysis

#### **UNIT – IV**

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

#### **UNIT – V**

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

#### **Reading List**

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House
4. Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
5. Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

#### **References Books**

1. Event Management By Chaudhary, Krishna, Bio-Green Publishers
2. Successful Event Management By Anton Shone & Bryn Parry





3. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen, Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Genadinik CreateSpace Independent Publishing Platform, 2015

### Web Resources

1. [https://ebooks.lpude.in/management/bba/term\\_5/DMGT304\\_EVENT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf)
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>
3. International Journal of Hospitality & Event Management
4. <https://www.emeraldgroupublishing.com/journal/ijefm>
5. International Journal of Event and Festival Management
6. <https://www.eventbrite.com/blog/?s=roundup>
7. <https://www.eventindustrynews.com/>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand basics of event management	K1 & K2
CO2	Design events	K2 & K3
CO3	Study feasibility of organising an event	K3 & K4
CO4	Gain Familiarity with marketing & promotion of event	K5
CO5	Develop event budget	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO	PO1	PO2	PO3	PO4	PO5



<b>CO</b>					
<b>CO1</b>	M	S	S	S	M
<b>CO2</b>	M	S	S	S	M
<b>CO3</b>	S	M	S	S	S
<b>CO4</b>	S	M	S	S	S
<b>CO5</b>	M	S	S	S	M

**S – Strong****M – Medium****L – Low****Program: BBA****FC - I****Course Code: 23UBA1FC01****Course Title: Managerial**



		Communication		
Semester I	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To educate students role & importance of communication skills
2. To build their listening, reading, writing & speaking communication skills.
3. To introduce the modern communication for managers.
4. To understand the skills required for facing interview
5. To facilitate the students to understand the concept of Communication.

#### **UNIT – I**

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.

#### **UNIT – II**

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances

#### **UNIT – III**

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

#### **UNIT – IV**

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

#### **UNIT – V**

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites.

#### **Reading List**

1. Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
2. Mallika Nawal –Business Communication – CENGAGE
3. Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi



4. Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5. Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

### References Books

1. Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

### Web Resources

1. [https://www.managementstudyguide.com/business\\_communication.html](https://www.managementstudyguide.com/business_communication.html)
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Understand communication process and its barriers.	K1 & K6
CO2	Develop business letters in different scenarios	K3 & K4
CO3	Develop oral communication skills & conducting interviews	K5
CO4	Use managerial writing for business communication	K2 & K4
CO5	Identify usage of modern communication tools & its significance for managers	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	S	S	S
CO3	M	S	S	S	S
CO4	S	S	M	S	S
CO5	M	M	S	S	S

S – Strong

M – Medium

L – Low

Program: BBA



<b>Core – III</b>		<b>Course Code: 23UBA2C03</b>		<b>Course Title: Marketing Management</b>	
<b>Semester II</b>	<b>Hours/Week</b> 4	<b>Total Hours</b> 75	<b>Credits</b> 5	<b>Total Marks</b> 100	

### Course Objectives

1. To understand the marketplace.
2. To identify the market segmentation and the Product mix
3. To select the different pricing methods and channels of distribution.
4. To know the communication mix and sales promotion tools
5. To prepare according to the latest trends in market.

#### **UNIT – I**

Fundamentals of Marketing – Role of Marketing – Relationship of Marketing with Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

#### **UNIT – II**

Segmentation – Need And Basis of Segmentation -Targeting – Positioning, Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.

#### **UNIT – III**

Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

#### **UNIT – IV**

A Brief Overview of Communication Mix- Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

#### **UNIT – V**

Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–Digital Marketing: Introduction- Applications & Benefits.

**Reading List**

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
3. L.Natarajan, Marketing, Margham Publications, 2017.
4. J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
5. K Karunakaran, Marketing Management, Himalaya Publishing House, 2017.

**References Books**

1. C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020
2. V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016

**Web Resources**

1. [http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip\\_Kotler%5D\\_Marketing\\_Management\\_14th\\_Edition%28BookFi%29.pdf](http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf)
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

**Course Outcomes (COs):**



On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	List and identify the core concepts of Marketing and its mix.	K1 & K2
CO2	Sketch the market segmentation, nature of product, PLC	K2 & K3
CO3	Analyze the appropriate pricing methods	K4
CO4	Determine the importance of various media	K5
CO5	Assess the sales force and applications of digital marketing	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

#### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	S	M
CO3	S	S	M	M	M
CO4	S	S	M	M	M
CO5	S	S	M	M	M

**S – Strong**

**M – Medium**

**L – Low**





Program: BBA				
Core – IV		Course Code: 23UBA2C04		Course Title: accounting for Managers II
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	5	75	5	100

### Course Objectives

1. To provide basic understanding of cost concepts and classification.
2. To develop skills in tools & techniques and critically evaluate decision making in business.
3. To understand various ratios and cash flow related to finance
4. To recognize the role of budgets and variance as a tool of planning and control.
5. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

#### **UNIT - I**

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations-  
Cost concepts and classification – Cost sheets – Tenders & Quotation

#### **UNIT –II**

Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

#### **UNIT- III**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

#### **UNIT -IV**

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

#### **UNIT- V**

Marginal Costing – CVP analysis – Break even analysis

#### **Reading List**

1. Gupta , R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.



2. T. S. and A .Murthy.ManagementAccounting.Chennai: Margham
3. Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani
4. Maheshwari S.N
5. Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan

### References Books

1. Dr.K.Ganesan & S. Ushena Begam
2. T. S. Reddy and Hari Prasad Reddy- Management Accounting Margham Publication, 2016
3. Antony Atkinson Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4. Horngren Sunderu Stratton Introduction to Management Accounting, Pearson Education,2013.
5. Rajiv Kumar Goel Ishaan Goel, Concept Building Approach to Management Accounting ,2019
6. Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.

### Web Resources

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning- limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>
5. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

### Mapping with program outcomes



	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	M	M	M	M	M
CO 2	S	M	M	M	M
CO 3	S	M	M	M	M
CO 4	S	M	M	M	M
CO 5	S	M	M	M	M

S-Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes (Course Articulation Matrix)

**Course Outcomes (COs)**

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Interpret cost sheet & write comments.	PO1, PO2, PO4
CO2	Compare cost, management & financial accounting	PO6
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
CO4	Estimate budget and use budgetary control	PO1, PO2, PO8
CO5	Evaluate marginal costing and its components	PO2, PO6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Program: BBA



<b>Elective - II</b>		<b>Course Code: 23UBA2E02</b>		<b>Course Title: International Business</b>	
<b>Semester II</b>	<b>Hours/Week</b>	<b>Total Hours</b>	<b>Credits</b>	<b>Total Marks</b>	
	4	60	3	100	

### Course Objectives

1. To familiarize students with basic concepts of International Business
2. To impart knowledge about theories of international trade
3. To know the concepts of foreign exchange market and foreign direct investment
4. To understand the global environment
5. To gain knowledge on the Contemporary Issues of International Business

#### **UNIT – I**

Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

#### **UNIT – II**

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

#### **UNIT- III**

Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.

#### **UNIT – IV**

Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.

#### **UNIT – V**

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.



### Reading List

1. Gupta CB, International Business, S Chand & Co. Ltd, 2014
2. . Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
3. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
4. Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
5. Paul, J., International Business, 5th Edition, PHI Learning, 2010

### References Books

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
3. Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
4. Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
5. Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

### Web Resources

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. [https://saylordotorg.github.io/text\\_international-business](https://saylordotorg.github.io/text_international-business)
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Discuss the modes of entry to International Business	K1 & K2
CO2	Explain international trade theories	K3
CO3	Understand Foreign exchange market and FDI	K3 & K4
CO4	Outline the Global Business Environment	K5
CO5	Identify the relevance of international institutions and trading blocs.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	M	M	S	S	S
CO3	S	S	M	M	M
CO4	S	S	M	S	S
CO5	M	M	M	M	M

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**

**SEC NME - II**

**Course Code: 23UBA2N02**

**Course Title: Managerial**



		Skill Development		
Semester	Hours/Week	Total Hours	Credits	Total Marks
II	2	30	2	100

### Course Objectives

1. To improve the self-confidence, groom the personality and build emotional competence
2. To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
3. To assess the Emotional intelligence
4. To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
5. To improve professional etiquettes

#### **UNIT – I**

Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills.

#### **UNIT – II**

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

#### **UNIT – III**

Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.

#### **UNIT – IV**

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.

Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

#### **UNIT – V**

Communication related to course: How to make oral presentations, conducting meetings,



reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing, Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

### Reading List

1. Managerial Skill Articles
2. The Management Skills of SALL Managers - SiSAL Journal
3. Managerial Skills by Dr.K.Alex S.CHAND
4. Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
5. Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

### References Books

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney, A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

### Web Resources

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. [https://www.academia.edu/4358901/managerial\\_skill\\_development\\_pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

### Course Outcomes (COs)

On successful completion of the course, the students will be able to





CO Number	CO Statement	Knowledge Level
CO1	Identify the personal qualities that are needed to sustain in the world of work.	K2
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K3
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K4
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K1
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K5

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	M	M	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	M	M	S	S	S

**S – Strong**

**M – Medium**

**L – Low**

Program: BBA		
SEC -III	Course Code: 23UBA2SE03	Course Title: Business Etiquette and Corporate



		Grooming		
Semester II	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To impart knowledge about basic etiquettes in professional conduct
2. To provide understanding about the workplace courtesy and ethical issues involved
3. To suggest on guidelines in managing rude and impatient clients
4. To familiarize students about significance of cultural sensitivity and the relative business attire
5. To stress on the importance of attire

#### **UNIT – I**

Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.

#### **UNIT – II**

Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment-real life workplace scenarios –company policy for business etiquette.

#### **UNIT – III**

Telephone Etiquette, email etiquette and Disability Etiquette

Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices.

#### **UNIT – IV**

Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication.

#### **UNIT – V**

Business Attire and Professionalism Business style and professional image - dress code-guidelines for appropriate business attire- grooming for success.



### Reading List

1. Journal of Computer Mediated Communication By ICA
2. Business and Professional Communication by Sage Journals
3. Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse.
4. Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5. Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012)

### References Books

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers
2. Nina Kochhar, "At Ease with Etiquette", B. Jain Publisher, 2011
3. Nimeran Sahukar, Prem P. Bhalla, "The Book of Etiquette and manners", Pustak Mahipublishers, 2004
4. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
5. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education.

### Web Resources

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
4. [https://www.tutorialspoint.com/business\\_etiquette/grooming\\_etiquettes.htm](https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm)
5. [https://wikieducator.org/Business\\_etiquette\\_and\\_grooming](https://wikieducator.org/Business_etiquette_and_grooming)

### Course Outcomes (COs)

On completion of the course, students should be able to

CO	CO Statement	Knowledge
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Number		Level
CO1	Describe basic concepts of business etiquette and corporate grooming.	K1 & K2
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	K2 & K3
CO3	Create cultural awareness and moral practices in real life workplace scenarios	K4
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	K5
CO5	Apply the professionalism in the workplace considering diversity and courtesy	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	M	M	S	S	S
CO3	M	M	S	S	S
CO4	M	M	S	S	S
CO5	M	M	M	S	S

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**

**Core - V**

**Course Code: 23UBA3C05**

**Course Title:  
Organizational Behaviour**



Semester	Hours/Week	Total Hours	Credits	Total Marks
III	5	75	5	100

### Course Objectives

1. To have extensive knowledge on OB and the scope of OB.
2. To create awareness of Individual Behaviour.
3. To enhance the understanding of Group Behaviour
4. To know the basics of Organisational Culture and Organisational Structure
5. To understand Organisational Change, Conflict and Power

### **UNIT – I**

INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)

### **UNIT – II**

INDIVIDUAL BEHAVIOUR:

1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.
2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,
3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)
4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:

### **UNIT – III**

GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

### **UNIT – IV**



ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options

#### UNIT – V

ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics..

#### Reading List

1. Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.
2. Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
3. Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
4. Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)
5. Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29 November 2018).

#### References Books

1. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5. John Newstrom, Organizational Behaviour: Huma Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

#### Web Resources

- 1 <https://www.iedunote.com/organizational-behavior>
- 2 <https://www.london.edu/faculty-and-research/organisational-behaviour>
- 3 Journal of Organizational Behavior on JSTOR



- 4 International Journal of Organization Theory & Behavior | Emerald Publishing  
 5 <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define Organisational Behaviour, Understand the opportunity through OB.	K1 & K2
CO2	Apply self-awareness, motivation, leadership and learning theories at workplace.	K2 & K3
CO3	Analyze the complexities and solutions of group behaviour.	K3 & K4
CO4	Impact and bring positive change in the culture of the organisation.	K5
CO5	Create a congenial climate in the organization.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	S
CO2	S	S	M	S	S
CO3	S	M	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

**S – Strong**

**M – Medium**

**L – Low**

Program: BBA				
Core – VI		Course Code: 23UBA3C06		Course Title: Financial Management
Semester II	Hours/Week 5	Total Hours 75	Credits 5	Total Marks 100



### Course Objectives

1. To understand the basics of finance and roles of finance manager
2. To evaluate capital structure & Cost of capital
3. To evaluate capital budgeting
4. To assess dividends
5. To appraise working Capital

#### **UNIT – I**

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

#### **UNIT – II**

Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.

Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)

#### **UNIT – III**

Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

#### **UNIT – IV**

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment – Various Dividend Models (Walter's Gordon's–M.M. Hypothesis)

#### **UNIT – V**

Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

#### **Reading List**

1. Dr. Kulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
2. Advanced Financial Management kohok, M A, Everest Publishing House
3. Financial Management Kishore R M, Taxman Allied Service
4. Strategic Financial Management Jakhotiya
5. Financial Management & Policy Srivastava, R M Himalaya

#### **References Books**





1. Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai
2. Financial Management - I.M.Pandey, 2009 Vikas Publishing
3. Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi
4. Financial Management – S.N.Maheswari
5. Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
6. Financial Management – A. Murthy

### Web Resources

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. [https://images.topperlearning.com/topper/revisionnotes/8006\\_Topper\\_21\\_101\\_504\\_553\\_10201\\_Financial\\_Management\\_up201904181129\\_1555567170\\_5654.pdf](https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf)
3. Journal of Financial Management (esciencepress.net)
4. Financial Management on JSTOR
5. Financial Management Wiley online library

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basics of finance and roles of finance manager	K1 & K2
CO2	Evaluate Capital structure & Cost of capital	K3
CO3	Evaluate Capital budgeting	K3 & K4
CO4	Assessing dividends	K5
CO5	Appraise Working Capital	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5



<b>CO1</b>	S	M	M	M	M
<b>CO2</b>	S	S	M	M	M
<b>CO3</b>	S	S	M	M	M
<b>CO4</b>	S	S	M	M	M
<b>CO5</b>	S	S	M	M	M

S – Strong

M – Medium

L – Low

Program: BBA

Elective - III

Course Code: 23UBA3E03

Course Title: Business  
Statistics



Semester	Hours/Week	Total Hours	Credits	Total Marks
III	4	60	3	100

### Course Objectives

1. To apply the Measures of Central Tendency in business
2. To Understand the Measures of Variation
3. To analyze the Time Series
4. To understand Index Numbers
5. Testing of hypothesis

#### **UNIT – I**

Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.

#### **UNIT – II**

Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.

#### **UNIT – III**

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations.

#### **UNIT – IV**

Index Numbers – Consumer Price Index – And Cost of Living Indices.

#### **UNIT – V**

Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

#### **Reading List**

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

#### **References Books**

1. David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7th edition
2. Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation



3. Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications
4. Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021
5. Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017

### Web Resources

- 1 <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
- 2 <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- 3 <http://www.statisticshowto.com>
- 4 <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
- 5 <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Analyze the Central Tendency	K1 & K2
CO2	<b>Analyze the Variation</b>	K2 & K3
CO3	Analyze the Time Series	K3 & K4
CO4	Analyze the Index Numbers	K5
CO5	Analyze the Hypothesis	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO	PO1	PO2	PO3	PO4	PO5



<b>CO</b>					
<b>CO1</b>	S	S	M	S	S
<b>CO2</b>	S	S	M	M	M
<b>CO3</b>	S	S	M	M	S
<b>CO4</b>	S	S	M	M	M
<b>CO5</b>	S	S	M	S	S

**S – Strong****M – Medium****L – Low****Program: BBA****SEC-IV****Course Code: 23UBA3SE04****Course Title: Computer**



		Application in Business		
Semester III	Hours/Week 2	Total Hours 30	Credits 2	Total Marks 100

### Course Objectives

1. To build skills in Ms-Word
2. To build skills in Ms-Excel,
3. To build skills in Ms- Power Point
4. To understand the basics of tally
5. To familiarize students with google forms for students with relevance in business scenario and its applications.

#### **UNIT – I**

Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .

#### **UNIT – II**

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types-Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization

#### **UNIT – III**

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient



fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.

#### **UNIT – IV**

company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet

#### **UNIT – V**

Use Google forms to develop & share questionnaire.

#### **Reading List**

1. International Journal of Computer Applications in Technology
2. International Journal of Computer Applications – IJCA
3. P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4. Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
5. Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited.

#### **References Books**

1. P. Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
2. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
3. Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
4. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
5. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.

#### **Web Resources**

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer->



applications-syllabus/18

- 3 <https://byjus.com/govt-exams/microsoft-word/>
- 4 <https://edu.gcfglobal.org/en/google-forms/>
- 5 <https://www.tutorialkart.com/tally/tally-tutorial/>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate hands on experience with MS-Word for business activities	K1 & K2
CO2	Demonstrate hands on experience with MS-Excel for business activities	K2 & K3
CO3	Demonstrate hands on experience with MS-Power point for business activities	K3 & K4
CO4	Demonstrate hands on experience with Tally for business activities	K5
CO5	Demonstrate hands on experience with Tally for reporting in business	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	M
CO2	S	M	M	M	M
CO3	M	M	M	S	M
CO4	S	S	M	M	M
CO5	S	S	M	S	M

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**

**SEC -V**

**Course Code: 23UBA3SE05**

**Course Title: New Venture**





		Development		
Semester III	Hours/Week 1	Total Hours 15	Credits 1	Total Marks 100

### Course Objectives

1. To learn to generate and evaluate new business ideas
2. To learn about a business model that generates money
3. To understand how to find, evaluate and buy a business
4. To evaluate the feasibility of idea into a Venture
5. To understand sources who lend for new ventures

#### UNIT – I

**Concept of Entrepreneurship** – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

#### UNIT – II

##### **Developing Successful Business Ideas:**

Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.

#### UNIT – III

**Feasibility Analysis:** Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability.

#### UNIT – IV

##### **Moving from an Idea to a New Venture:**

Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.

#### UNIT – V

##### **Financing the New Venture:**

Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.



### Reading List

1. Journal of Business Venturing – Elsevier
2. Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3. Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4. Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5. Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill

### References Books

1. New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
2. Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
3. Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
4. The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
5. Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

### Web Resources

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmooocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. [https://www.tutorialspoint.com/entrepreneurship\\_development/starting\\_a\\_business.htm](https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm)
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	K1 & K2
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	K2 & K3
CO3	Develop a credible business plan for real life situations.	K3 & K4
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	K5
CO5	Evaluate different sources for financing new venture	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

#### Mapping of COs with POs

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	M	S	M	S	M

S – Strong

M – Medium

L – Low

<b>Program: BBA</b>		
<b>Core – VII</b>	<b>Course Code: 23UBA4C07</b>	<b>Course Title: Business</b>



		Environment		
Semester	Hours/Week	Total Hours	Credits	Total Marks
IV	5	75	5	100

### Course Objectives

1. To impart knowledge on the concept of business environment & its significance
2. To know the political environmental factors and its impact on business.
3. To know the Economic environmental factors and its impact on business
4. To throw light on importance of the types of Social Organization.
5. To create awareness of industrial-technological advancements.

#### **UNIT – I**

The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions

#### **UNIT – II**

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

#### **UNIT – III**

Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization

#### **UNIT – IV**

Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organization

#### **UNIT – V**

Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

#### **Reading List**

1. Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition



2. Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition
3. K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
4. Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

### References Books

1. Business Environment: A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan
2. Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019
3. Business Environment,Fourth Edition,By Pearson
4. Business Environment Indian and Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning

### Web Resources

1. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macropolitical-legal-social-environment/>
2. <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>
3. Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition,India.
4. <https://pestleanalysis.com/political-factors-affecting-business/>
5. <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgchapter2.pdf>

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
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CO 1	S	S	M	S	S	M	M	S
CO 2	S	S	M	S	S	M	M	S
CO 3	S	S	M	S	S	M	M	S
CO 4	S	S	M	S	S	M	M	S
CO 5	S	S	M	S	S	M	M	S
	<b>S-Strong</b>		<b>M-Medium</b>			<b>L-Low</b>		

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the concepts of Business Environment.	K1 & K2
CO2	To apply knowledge in the business and strategic decisions.	K2 & K3
CO3	To analyze the importance of business in various social groups.	K3 & K4
CO4	To evaluate the types of economic environment and its impact on business.	K5
CO5	To construct and assess the environment for real-time business	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Program: BBA**



<b>Core – VIII</b>		<b>Course Code: 23UBA4C08</b>		<b>Course Title: Business Regulatory Frame Work</b>	
<b>Semester</b> IV	<b>Hours/Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 5	<b>Total Marks</b> 100	

### Course Objectives

1. Explain Indian Contracts Act
2. Understand the Sales of goods act& contract of agency
3. Understand Indian Companies Act 1956
4. Understand Consumer Protection Act – RTI
5. Understand Cyber law

#### **UNIT – I**

Brief outline of Indian Contracts Act - Special contracts Act

#### **UNIT – II**

Sale of goods Act - Contract of Agency

#### **UNIT – III**

Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up.

#### **UNIT – IV**

Consumer Protection Act – RTI

#### **UNIT – V**

Brief outline of Cyber laws – IT Act 2000 & 2008

### **Reading List**

1. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
2. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3. N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
4. Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5. Business Law (Commercial Law) – Dr. M.R. Sreenivasan

### **References Books**

1. Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
2. Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013.



3. Business Regulatory Framework, Pearson Education India, 2011.
4. Bare Acts- RTI, Consumer Protection Act
5. Business Regulatory Framework, Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

### Web Resources

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. International Journal of Law (lawjournals.org)
5. [https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book\\_TitleM=%20Business%20Regulatory%20Framework](https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework)

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Know Indian Contracts Act	K1 & K2
CO2	Understand Sales of goods act and Contract of Agency	K2 & K3
CO3	Understand Indian Companies Act 1956	K3 & K4
CO4	Understand Consumer Protection Act – RTI	K5
CO5	Understand Cyber law	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO	PO1	PO2	PO3	PO4	PO5
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<b>CO</b>					
<b>CO1</b>	S	M	M	M	S
<b>CO2</b>	S	M	M	M	S
<b>CO3</b>	S	M	M	M	S
<b>CO4</b>	S	M	M	M	S
<b>CO5</b>	S	M	M	M	S

**S – Strong****M – Medium****L – Low****Program: BBA****Elective - IV****Course Code: 23UBA4E04****Course Title: Operation**



		Research		
Semester	Hours/Week	Total Hours	Credits	Total Marks
IV	4	60	3	100

### Course Objectives

1. Introduction to Operations Research definition and concept Essential features of LPP.
2. Formulation of Transportation problem and finding an initial basic feasible solution.
3. Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.
4. Analyse Network models and constructing network- critical path, various floats.
5. Analyse Game Theory and Decision Theory

#### **UNIT – I**

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

#### **UNIT – II**

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.

#### **UNIT – III**

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.

#### **UNIT – IV**

Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT .

#### **UNIT – V**

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving  $2 \times n$  and  $m \times 2$  game. Decision Theory –statement of Baye's theorem application - decision trees.

#### **Reading List**



1. Operational Research | Research.com
2. Operations Research | PubsOnLine (informs.org)
3. Prabandhan: Journal of Management
4. International Journal of Operations research
5. DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019.

### References Books

1. P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.
2. P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
3. V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
4. Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
5. P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

### Web Resources

1. chromeextension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf
2. chromeextension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf
3. https://www.onlinemathlearning.com › linear-programming-example
4. https://www.kellogg.northwestern.edu › weber › Notes\_6\_Decision\_trees
5. www.pondiuni.edu.in › sites › default › files

### Course Outcomes (COs)

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Analyse Linear Programming	K1 & K2
CO2	Analyse Transportation problem	K3 & K6
CO3	Analyse Assignment problem	K5
CO4	Analyse Network models	K3
CO5	Analyse Game Theory and Decision Theory	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	S
CO3	S	S	M	M	S
CO4	S	S	M	M	M
CO5	S	S	M	M	M

S – Strong

M – Medium

L – Low

**Program: BBA**

**SEC – VI**

**Course Code: 23UBA4SE06**

**Course Title: Tally**



Semester	Hours/Week	Total Hours	Credits	Total Marks
IV	2	30	2	100

### Course Objectives

1. To impart knowledge about basic use of Tally and its functions
2. To understand the creation of groups and Ledgers
3. To provide understanding about Data Management in Tally
4. To understand the process of GST, EPF etc.
5. To familiarize students about significance of Tally in implications in the Organizations

#### **UNIT – I**

**Basic of Accounting & Fundamentals of Tally. ERP 9:** Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.

#### **UNIT – II**

**Accounting Master in Tally. ERP 9: Groups & Ledgers Creation** Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.

#### **UNIT – III**

**Vouchers Entries & Advance Accounting in Tally. ERP 9:** Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.

#### **UNIT – IV**

**Advance Inventory & Taxes in Tally. ERP 9:** Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.

#### **UNIT – V**

Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9.

#### **Reading List**

1. Journal of Emerging Technologies and Innovative Research
2. Global Journal for Research Analysis
3. Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dream tech Press
4. Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017
5. Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications

#### **References Books**

1. Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated



Edition, BPB Publications

3. Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education
4. Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition
5. Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

### Web Resources

1. <https://tallysolutions.com/learning-hub/>
2. <https://www.tutorialkart.com/tally/tally-tutorial/>
3. <https://sscstudy.com/tally-erp-9-book-pdf-free-download/>
4. <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
5. <https://www.javatpoint.com/tally>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand about the basic accounting and Tally. ERP 9	K1 & K2
CO2	Identify the maintained of Ledger and inventory system	K2 & K3
CO3	Creation of various vouchers and bill wise details	K3 & K4
CO4	Understand various taxes returns and filing	K5
CO5	Relate and infer various reports generated in Tally. ERP 9	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

### Mapping of COs with POs

PO	PO1	PO2	PO3	PO4	PO5
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<b>CO</b>					
<b>CO1</b>	S	M	M	M	M
<b>CO2</b>	S	M	M	M	M
<b>CO3</b>	S	M	M	M	M
<b>CO4</b>	M	M	M	M	M
<b>CO5</b>	M	S	M	M	S

**S – Strong****M – Medium****L – Low****Program: BBA****SEC – VII****Course Code: 23UBA4SE07****Course Title: Intellectual**



		Property Rights		
Semester	Hours/Week	Total Hours	Credits	Total Marks
IV	2	30	2	100

### Course Objectives

1. To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.
2. To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
3. To evaluate the copyright law
4. To disseminate knowledge on copyrights and its related rights and registration aspects
5. To understand about Geographical Indicators

#### **UNIT – I**

IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –Important Principles of IP Management –Commercialization of Intellectual Property Rights By Licensing–Intellectual Property Rights in the Cyber World.

#### **UNIT – II**

Introduction–Classification–Importance–Types of Patent Applications in India – Patentable Invention– Inventions Not Patentable.

#### **UNIT – III**

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.

#### **UNIT – IV**

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 – V**

GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance.

#### **Reading List**

1. Journal of Intellectual Property Rights
2. Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan,





3. DR.S. Balasubramanian
4. Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim
5. Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
6. Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS

### **References Books**

1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3. Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4. Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh
5. Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain.

### **Web Resources**

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. [https://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_450\\_2020.pdf](https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf)
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. [https://www.icsi.edu/media/webmodules/FINAL\\_IPR&LP\\_BOOK\\_10022020.pdf](https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf)

### **Course Outcomes (COs)**

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Imbibe the knowledge of IPR through various laws	K1 & K2
CO2	Apply the knowledge of patents	K2 & K3
CO3	Understand the process of acquiring a trademark	K3 & K4
CO4	Create an awareness about copyrights	K5
CO5	Understand geographical indicators	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	M	S	M	M	S
CO3	M	S	S	S	M
CO4	M	M	M	M	M
CO5	M	M	M	M	S

S – Strong

M – Medium

L – Low

(INSTITUTIONAL TRAINING \* ) - Second year Vacation Internship - 45 hours

Curricular note on Skill enhancing core paper with Internal evaluation for the award of



## 2 Credits

**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.

**Outcome:** Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.

**Program: BBA**



<b>Core - IX</b>		<b>Course Code: 20UBA5C09</b>		<b>Course Title: Human Resource Management</b>	
<b>Semester</b> V	<b>Hours/Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 4	<b>Total Marks</b> 100	

### Course Objectives

1. Explain the concepts, functions and process of HRM
2. Examine the selection and placement process
3. Evaluate the training and performance
4. Understand the importance of employee engagement and compensation
5. Understand the recent trends in HR

### **UNIT – I**

Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM – Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) - HRM as a competitive advantage in the VUCA world.

### **UNIT – II**

Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement.

### **UNIT – III**

Training and Development, Training Process, Methods, Training Need Assessment , Career Development . Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.

### **UNIT – IV**

Employee Engagement- Meaning- Importance- evaluation- measuring employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures.

### **UNIT – V**

Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM.



### Reading List

1. Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
2. Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
3. Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018
4. Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
5. Srinivas R Kandula, , Competency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013

### References Books

1. V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010
2. K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
3. Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4. L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014
5. Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

### Web Resources

1. <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
3. <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
4. <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
5. <http://14.139.185.6/website/SDE/SLMIII%20Sem%20BBA%20Human%20Resource%20Management.pdf>

### Course outcomes (COs)

On completion of the course, students should be able to



CO Number	CO Statement	Knowledge Level
CO1	Explain the concepts, functions and process of HRM	K1 & K2
CO2	Examine the selection and placement process	K2 & K3
CO3	Evaluate the training and performance appraisal	K4
CO4	Understand the employee engagement and compensation	K5
CO5	Understand the recent trends in HR	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	S	M	M	M
CO4	S	S	M	M	S
CO5	S	S	M	M	M

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**

**Core - X**

**Course Code: 23UBA5C10**

**Course Title: Research**



		Methodology		
Semester	Hours/Week	Total Hours	Credits	Total Marks
V	5	75	4	100

### Course Objectives

1. To familiarize the students to the basic concepts of Research and operationalize research problem
2. To provide insights on research design and scaling
3. To throw light on data collection and presentation
4. To elucidate on Hypothesis Testing and other statistical Test
5. To summarize and present research results with focus on ethics and plagiarism

#### **UNIT – I**

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

#### **UNIT – II**

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process- techniques.

#### **UNIT – III**

Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.

#### **UNIT – IV**

Data Analysis and Preparation- Data entry, Data coding, editing, classification and tabulation & cross tabulation- presentation of data.

#### **UNIT – V**

Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.

#### **Reading List**

1. W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
2. Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5th Edition Pearson India 2011



3. John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014
4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022
5. Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019

### Reference Books

1. C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
3. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5. Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

### Web Resources

1. [https://mrcet.com/downloads/digital\\_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf](https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf)
2. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
3. [https://prog.lmu.edu.ng/colleges\\_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf](https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf)
4. [https://gurukpo.com/Content/BBA/ResearchMethod\\_in\\_Mngg.pdf](https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf)
5. [https://ebooks.lpude.in/commerce/mcom/term\\_2/DCOM408\\_DMGT404\\_RESEARH\\_METHODODOLOGY.pdf](https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARH_METHODODOLOGY.pdf)

### Course Outcomes (COs)

On successful completion of the course, the students will be able to





CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts and principles of Research	K1 & K2
CO2	Comprehend and decide the usage of design and formulate hypothesis	K2 & K3
CO3	Analyze data collection sources and tools	K3 & K4
CO4	Summarize and establish solutions through data analysis	K5
CO5	Compare and justify the process of writing and organizing a research report.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

#### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	M
CO2	S	S	M	M	M
CO3	S	S	M	M	M
CO4	S	S	M	M	M
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low

**Program: BBA**

**Core - XI**

**Course Code: 23UBA5C11**

**Course Title: Business**



		Taxation		
Semester	Hours/Week	Total Hours	Credits	Total Marks
V	5	75	4	100

### Course Objectives

1. To understand the basic concepts of Taxes.
2. To provide insights on the Income Tax Act.
3. To evaluate the procedure for assessment and methods of valuation for customs.
4. To analyze and apply the returns, Tax payment and Penalties under GST
5. To discuss on GST.

#### **UNIT – I**

Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

#### **UNIT – II**

Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure

#### **UNIT – III**

Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.

#### **UNIT – IV**

Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration-VAT.

#### **UNIT –V**

Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment



and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.

### **Text Books**

1. V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.Thomson Learning, 2000
2. Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition2019.
3. Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013
4. Pagaredinkar, Business Taxation, Sultan Chand and Sons,2012.
5. VISION: Journal of Indian Taxation

### **References Books**

1. Senthil and Senthil, Business Taxation, Himalaya Publication, 4thEdition.
2. Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
3. Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020
4. DR. VandhanaBangar ,YogendraBangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018.
5. T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018.

### **Web Resources**

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>
4. <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901>
5. <https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained>

### **Mapping with program outcomes**



	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	S	M	M	M	M
CO3	S	M	M	M	S
CO4	S	M	M	M	S
CO5	M	M	M	M	S

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To define and understand the basic concepts of tax.	K1 & K2
CO2	To Examine and apply GST rules in real-time business situations.	K2 & K3
CO3	To analyze the elements of GST mechanism in India.	K3 & K4
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	K5
CO5	To prepare the needed documents under GST Compliance.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Program: BBA**



<b>Core – XII</b>		<b>Course Code: 23UBA5C12</b>		<b>Course Title: Management Information System</b>	
<b>Semester</b> V	<b>Hours/Week</b> 4	<b>Total Hours</b> 60	<b>Credits</b> 4	<b>Total Marks</b> 100	

### Course Objectives

1. Understand MIS in decision making
2. Explain MIS, its structure and role in management functions
3. Classify & discuss information system categories, Database Management systems
4. Discuss SDLC and functional information system categories
5. Outline functions of BPO, Data mining and the recent trends in information management

#### **UNIT – I**

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues.

#### **UNIT – II**

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage.

#### **UNIT – III**

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

#### **UNIT – IV**

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

#### **UNIT – V**

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.

#### **Reading List**

1. Management Information Systems: Conceptual Foundations, Structure & Development by



- Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India.
2. Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.
  3. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition
  4. Management Information System by Ozz Effy
  5. Sadagopan, "Management Information Systems" - Prentice- Hall of India

### **References Books**

1. Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2. Management Information System by Concise study by Kelkhar S A
3. CSV Murthy -"Management Information Systems" Himalaya publishing House.
4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5. Management Information System by Oka MM

### **Web Resources**

1. [https://www.tutorialspoint.com/management\\_information\\_system/management\\_information\\_system.htm](https://www.tutorialspoint.com/management_information_system/management_information_system.htm)
2. [http://tumkuruniversity.ac.in/oc\\_ug/comm/notes/MIS.pdf](http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf)
3. JMIS - Journal of Management Information Systems (jmis-web.org)
4. Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

### **Course outcomes (COs)**

On completion of the course, students should be able to



CO Number	CO Statement	Knowledge Level
CO1	Understand MIS in decision making	K1 & K2
CO2	Explain MIS, its structure and role in management functions	K2 & K3
CO3	Classify & discuss information system categories, Database Management systems	K4
CO4	Discuss SDLC and functional information system categories	K5
CO5	Outline functions of BPO, Data mining and the recent trends in information management	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	S	M	M	M	S
CO3	M	M	M	M	M
CO4	S	S	M	M	M
CO5	S	M	M	M	S

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**

**Elective – V (A)**

**Course Code: 23UBA5E05**

**Course Title: Digital**



		Marketing		
Semester	Hours/Week	Total Hours	Credits	Total Marks
V	5	75	3	100

### Course Objectives

1. To provide basic knowledge about digital marketing.
2. To understand and develop various digital marketing tools used for business.
3. To know the digital analytics and measurement tools used for digital marketing.
4. To familiarise online and Social media marketing
5. To Understand various data analytics and measurement tools in digital marketing

#### **UNIT – I**

Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework

#### **UNIT – II**

Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing

#### **UNIT – III**

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.

#### **UNIT – IV**

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing – Influencer Marketing.l.

#### **UNIT – V**

Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)





### Reading List

1. Journal of Digital & Social Media Marketing
2. International Journal of Internet Marketing and Advertising
3. Understanding Digital Marketing, Damian ryan, 4th Edition 2017 publisher: Korgan page limited USA
4. Digital Marketing current trends , vandanahuja, 7th edition 2015 Oxford University press , Chennai
5. Digital Marketing essentials you always wanted to know, 7th edition 2012, Vibrant publishers USA

### References Books

1. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2. Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
3. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.)
4. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5. Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

### Web Resources

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes>
5. <https://digitalmarketinginstitute.com/resources/ebooks>

### Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	S	S	M



<b>CO2</b>	M	M	S	M	S	M	S	M
<b>CO3</b>	M	M	S	M	S	M	S	M
<b>CO4</b>	M	M	S	S	S	M	S	M
<b>CO5</b>	M	M	S	S	S	M	S	M

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Discuss digital marketing and its framework	K1 & K2
<b>CO2</b>	Identify, use appropriately and explain digital marketing tools	K2 & K3
<b>CO3</b>	Explain social media marketing and crowdsourcing	K3 & K4
<b>CO4</b>	Discuss online reputation management and its influence	K5
<b>CO5</b>	Identify the various data analytics and measurement tools in digital marketing	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

<b>Program: BBA</b>		
<b>Elective – V (B)</b>	<b>Course Code: 23UBA5E06</b>	<b>Course Title: Industrial Relations</b>



Semester	Hours/Week	Total Hours	Credits	Total Marks
V	5	75	3	100

### Course Objectives

1. To educate about the Industrial legislation in India.
2. To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
3. To provide knowledge about the Councils and Collective Bargaining
4. To educate about Trade Unions
5. To know about Labor Legislation

#### **UNIT – I**

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.

#### **UNIT - II**

Industrial Dispute: Causes and Consequences, Strikes – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders

#### **UNIT – III**

Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923 ,Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972

#### **UNIT – IV**

Workers' participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance.

#### **UNIT – V**

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures, Types and Functions, Social

#### **References Books**

1. Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath



- and Company, 2018
2. Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
  3. Chris Hall; Trade Union and its State, Princeton University, 2017
  4. S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing, 2022
  5. R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016

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1. Dr.CB Mamoria, Satish Mamoria, P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house, 16 e, 2022
2. Arun Monappa, Industrial Relations & Labour laws, Tata McGraw Hill, 2012
3. C S Venkata Ratnam, Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition
4. A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
5. P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 3e

### Web Resources

1. <https://labour.gov.in/industrial-relations>
2. [https://www.sccc.edu/e-resources?field\\_e\\_resources\\_tid=447](https://www.sccc.edu/e-resources?field_e_resources_tid=447)
3. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
4. <https://theintactone.com/2022/08/17/joint-management-councils/>
5. <https://labourlawreporter.com/>

### Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5



<b>CO1</b>	S	S	M	M	M
<b>CO2</b>	S	S	M	M	S
<b>CO3</b>	M	M	S	M	M
<b>CO4</b>	S	S	S	M	S
<b>CO5</b>	S	M	M	M	S

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

**Course Outcomes (COs)**

On successful completion of the course, the students will be able to

<b>CO Number</b>	<b>CO Statement</b>	<b>Knowledge Level</b>
<b>CO1</b>	Understand the role and importance of Industrial Relations	K1 & K2
<b>CO2</b>	Understanding the concepts of industrial Disputes and settlement.	K2 & K3
<b>CO3</b>	Understanding the concepts of Labour legislation.	K3 & K4
<b>CO4</b>	Identifying the concepts of Workers Participation in Management	K5
<b>CO5</b>	Understanding the concepts of Trade Union	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

<b>Program: BBA</b>		
<b>Elective – V (C)</b>	<b>Course Code: 23UBA5E06</b>	<b>Course Title: Financial</b>



		Services		
Semester	Hours/Week	Total Hours	Credits	Total Marks
V	5	75	3	100

### Course Objectives

1. Understand the types of financial services and its environment
2. Recognize role and functions of merchant banker and capital market
3. Compare and contrast factoring, leasing, hire purchase and consumer Finance
4. Understand Consumer Finance, Venture capital and credit rating
5. Understand mutual funds and its functions

#### **UNIT – I**

Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)

#### **UNIT – II**

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

**UNIT – III**  
Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

#### **UNIT – IV**

Venture Capital – Credit Rating – Consumer Finance

#### **UNIT – V**

Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments-crypto currency.

### **Reading List**

1. Management of Banking and financial services by Padmalatha suresh and Justin Paul
2. Financial Services By Thmmuluri Siddaiah
3. Financial Services By Kevin D Peterson
4. Financial markets and services By E.Gordon and K.Natarajan
5. Financial services and Markets By Dr Punithavathy pandian

### **References Books**



1. Financial Services –M.Y.Khan.
2. Financial Services –B.Santhanam
3. Law of Insurance – Dr.M.N.Mishra
4. Indian Financial System – H.r.Machiraju
5. A Review of current Banking Theory and Practice – S.K.Basu.

### Web Resources

1. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
3. <https://academyfinancial.org/journal>
4. Financial Remedies Journal
5. [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA1403.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf)

### Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	S	S	M	M
CO 2	M	M	M	M	M	S	M	S
CO 3	S	S	M	M	M	M	M	S
CO 4	S	S	M	M	S	M	M	M
CO 5	S	S	M	M	M	M	M	M

S-Strong M-Medium L-Low

### Course Outcomes (COs)

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	List types of financial services and their role	K1 & K2
CO2	Recognize role and functions of merchant banker and capital market	K2 & K3
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	K3 & K4
CO4	Understand Consumer Finance, Venture capital and credit rating	K5
CO5	Understand mutual funds and its functions	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Program: BBA**

<b>Project</b>	<b>Course Code: 23UBA5PR1</b>	<b>Course Title: Project With Viva-Voce</b>
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Semester	Hours/Week	Total Hours	Credits	Total Marks
VI	5	75	3	100

**Specimen-I****TITLE**

A project report submitted to the Sri Vidya Mandir Arts & Science College (Autonomous) in partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
COMPUTER APPLICATIONS**

By

Name of the student

Reg. No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission

**Specimen – II****CERTIFICATE**



This is to certify that the project entitled, “Title”, is a bonafide work carried out by.....Reg. No under my supervision and guidance during the academic year ..... in partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration With Computer Applications and the work is an original one and has not formed basis for the award of any degree, diploma, associate ship, fellowship of any other similar title.

**GUIDE SIGNATURE****HOD SIGNATURE**

Project work evaluation viva – voce examination conducted on .....

**INTERNAL EXAMINER****EXTERNAL EXAMINER****Specimen – III****DECLARATION**

I hereby declare that this project work entitled “Title” submitted to Sri Vidya Mandir



Arts & Science College (Autonomous), Katteri, Uthangarai in partial fulfillment of the requirements for the award of Bachelor of Business Administration With Computer Applications is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

**Date:**  
**Place:**

**Candidate Signature**



Program: BBA				
Core – XIII		Course Code: 23UBA6C13		Course Title: Entrepreneurship Development
Semester VI	Hours/Week 6	Total Hours 75	Credits 4	Total Marks 100

### Course Objectives

1. To impart knowledge on the concept of Entrepreneur and Entrepreneurship.
2. To know the various ideas and implementation of business plan.
3. To throw light on importance of the Business analysis and evaluation.
4. To discuss the role of Government in developing entrepreneurship.
5. To understand the problems and remedies of Entrepreneurial failure.

#### **UNIT – I**

Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.

#### **UNIT – II**

Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.

#### **UNIT – III**

Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models- Dealing with basic and initial problems of setting up of enterprises.

#### **UNIT – IV**

Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, ‘Make in India’ Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI,



SIDO, EDI and MDI.

## UNIT – V

Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.

### Reading List

1. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
2. Kuratko Rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
3. Leach/Melicher, Entrepreneurial Finance – Cengage.
4. K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.
5. Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.

### References Books

1. Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
2. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
3. Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
4. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
5. Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010

### Web Resources

1. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_Entrepreneurial\\_Development\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf)
2. <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
3. <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf>
4. [http://sdeuoc.ac.in/sites/default/files/sde\\_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf](http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf)

### Course Outcomes (COs)

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts of Entrepreneurship development.	K1 & K2
CO2	Apply knowledge in the business plans and implementation.	K2 & K3
CO3	Analyze the various analyses of business in setting up of enterprises.	K3 & K4
CO4	Create the awareness about various schemes and subsidies of government for entrepreneurial development.	K5
CO5	Evaluate and assess the various problems and remedies of entrepreneurship	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

#### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	M	S	M	S	M

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**



<b>Core – XIV</b>		<b>Course Code: 23UBA6C14</b>		<b>Course Title: Services Marketing</b>	
<b>Semester</b> VI	<b>Hours/Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 3	<b>Total Marks</b> 100	

### Course Objective

1. To recall the basic concepts of Services Marketing.
2. To know the Marketing Mix in Service Marketing.
3. To examine effectiveness of Service Marketing.
4. To discuss on delivering Quality Service.
5. To analyze the Marketing of Services.

#### **UNIT – I**

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

#### **UNIT – II**

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

#### **UNIT – III**

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.

#### **UNIT – IV**

Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.

#### **UNIT – V**

Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility



service, 6. Educational services and e-services.

### Reading List

1. Reddy P.N. (2011)– Services Marketing – Himalaya Publication
2. Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
3. The Journal Of Services Marketing
4. Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
5. C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi

### References Books

1. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2. S.M. Jha, Services marketing, Himalaya Publishers, India
3. Baron, Services Marketing, Second Edition. Palgrave Macmillan
4. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
5. Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

### Web Resources

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>
5. <https://www.marketing91.com/service-marketing-mix/>

### Course Outcomes (COs)





On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Define and understand the concepts of Services Marketing.	K1 & K2
CO2	Examine and apply Marketing Mix in Service Marketing.	K2 & K3
CO3	Analyze and design various strategies in the field of Services Marketing.	K4
CO4	Evaluate the role of delivering Quality Service.	K5
CO5	Design the tools of Marketing	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

#### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	M	S
CO2	S	M	S	M	S
CO3	S	S	S	M	M
CO4	S	M	S	S	S
CO5	M	S	M	S	M

**S – Strong**

**M – Medium**

**L – Low**

**Program: BBA**



<b>Core - XV</b>		<b>Course Code: 23UBA5C15</b>		<b>Course Title: Production &amp; Materials Management</b>	
<b>Semester</b> V	<b>Hours/Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 4	<b>Total Marks</b> 100	

### Course Objectives

1. To provide comprehensive outlook on basic concepts and practices of production.
2. To understand types of layout facilities
3. To analyse work study methods and quality control
4. To enable the students to gain knowledge on Inventory control and Vendor rating
5. To give an insight to Purchase management

#### **UNIT – I**

Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.

#### **UNIT – II**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.

#### **UNIT – III**

Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.

#### **UNIT – IV**

Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items - EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions.

#### **UNIT – V**

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution- Vendor rating and Management.

**Reading List**

1. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020
2. R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015
3. Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010
4. Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018
5. William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022

**References Books**

1. P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2. M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
3. P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4. P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5. S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI

**Web Resources**

1. [https://mrcet.com/downloads/digital\\_notes/ME/III%20year/POM%20NOTES.pdf](https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf)
2. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_OM\\_NOTES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf)
3. [https://www.vssut.ac.in/lecture\\_notes/lecture1429900757.pdf](https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf)
4. [https://ebooks.lpude.in/management/mba/term\\_4/DMGT525\\_MATERIALS\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf)
5. <https://examupdates.in/materials-management-notes/>

**Course Outcomes (COs)**

On successful completion of the course, the students will be able to



CO Number	CO Statement	Knowledge Level
CO1	Provide comprehensive outlook on basic concepts, and practices of production	K1 & K2
CO2	Identify right plant location and plant layout of factory	K2 & K3
CO3	Know work study & method study, its procedure & quality control techniques in production.	K3 & K4
CO4	Outline inventory control concepts and its replenishment to manage inventory	K5
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

#### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	S	M	M	S
CO3	S	S	M	M	M
CO4	S	S	M	M	M
CO5	S	S	M	M	M

**S – Strong**

**M – Medium**

**L – Low**

Program: BBA		
Elective – VI (A)	Course Code: 23UBA6E08	Course Title: Consumer Behavior



Semester	Hours/Week	Total Hours	Credits	Total Marks
VI	5	75	3	100

### Course Objectives

1. Understand the different concepts relating to nature, scope and application of consumer behavior
2. Understand the various internal influences on consumer behavior
3. Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.
4. Learn about the various external influences on consumer behavior
5. Understand the process of human decision making in a marketing context.

#### **UNIT – I**

Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying

#### **UNIT – II**

Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.

#### **UNIT – III**

Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process-selection, organization & interpretation. Learning & Consumer Involvement: learning theories-classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model

#### **UNIT – IV**

External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family



life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.

### UNIT – V

Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation

### Text books

1. Consumer Behaviour – Satish K Batra, S H H Kazmi
2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
3. Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006
4. Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
5. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

### References Books

1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India..
2. Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited
3. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002..

### Web Resources

1. <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
2. [https://issuu.com/thenappanganesen/docs/ebook\\_\\_\\_consumer\\_behaviour\\_11th\\_edition](https://issuu.com/thenappanganesen/docs/ebook___consumer_behaviour_11th_edition)
3. <https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT->



zAqQhjQ3NAgn9jcA18W5hPFeeuDr

4. [https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba\\_4321/Unit-01.pdf](https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf)
5. <https://www.iedunote.com/attitude-and-consumer-behavior>

### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6
CO3	Analyze the consumer decision process	P06, PO8, PO2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour	PO6,PO8
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	M	S	S	S	M
CO3	M	S	M	M	M
CO4	M	M	M	M	M
CO5	S	S	S	M	M

S – Strong

M – Medium

L – Low

Program: BBA		
Elective – VI (B)	Course Code: 23UBA6E09	Course Title: Innovation Management



Semester	Hours/Week	Total Hours	Credits	Total Marks
VI	5	75	3	100

### Course Objectives

1. To have a broad understanding on the concept innovation management.
2. To familiarize the students about the creativity and innovation in product development.
3. To have a broad understanding of the innovation strategy and its competitive advantage.
4. To provide the knowledge about the technical innovation and its need and importance.
5. To understand the business strategy and objectives in current scenario.

#### **UNIT I**

Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.

#### **UNIT II**

Tools for Innovation - Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.

#### **UNIT III**

Areas of Innovation Product Innovation :Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering.

#### **UNIT IV**

Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.

#### **UNIT V**

Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.

#### **Reading List**

1. Innovation and Entrepreneurship, Peter F. Drucker
2. The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen





3. "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
4. "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
5. Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons

### References Books

1. Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
2. James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
3. Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
4. Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001
5. Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

### Web Resources

1. <https://www.coursera.org/learn/innovation-management>
2. <https://sloanreview.mit.edu/tag/innovation-management/>
3. <https://www.worldscientific.com/worldscinet/ijim>
4. <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>
5. <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials>

### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
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<b>CO1</b>	Understand the concepts of Innovation management.	K2
<b>CO2</b>	Apply knowledge new business plans and strategy.	K1
<b>CO3</b>	Demonstrate the value of customers in increasing the profitability ratio.	K4
<b>CO4</b>	Impart knowledge about the need and importance of technical innovation	K2
<b>CO5</b>	Understand the current state of your business.	K4

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

<b>PO</b> <b>CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	M	M
<b>CO2</b>	S	S	M	M	S
<b>CO3</b>	S	S	S	M	S
<b>CO4</b>	S	S	M	M	S
<b>CO5</b>	S	S	M	M	M

**S – Strong**

**M – Medium**

**L – Low**

<b>Program: BBA</b>				
<b>Elective – VI (A)</b>		<b>Course Code: 23UBA6E10</b>		<b>Course Title: Security Analysis and Portfolio Management</b>
<b>Semester</b> VI	<b>Hours/Week</b> 5	<b>Total Hours</b> 75	<b>Credits</b> 3	<b>Total Marks</b> 100



### Course Objectives

1. Understand the basic concepts and terminologies relating to stock market
2. Evaluate the value of different equity and debt instruments
3. Comprehend the different methods of performing fundamental and technical analysis
4. Evaluate portfolio based on different portfolio theories
5. Possess a basic knowledge of derivatives, its types and characteristics

#### **UNIT – I**

**Theory:** Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.

**Problem:** Measurement of risk and return

#### **UNIT – II**

Equity and bond valuation

**Theory :** Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity

**Problem:** Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return

#### **UNIT – III**

##### **Security analysis**

**Theory:** Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels

**Problems :** Relative Strength Analysis, Moving Averages, breadth of market

#### **UNIT – IV**

##### **Portfolio management**

**Theory:** steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory

**Problems:** Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model

#### **UNIT – V**



## Derivatives

**Theory:** characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.

## Text books

1. Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
2. Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition
3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
4. S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition
5. L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai

## References Books

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2. Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
3. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
4. V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
5. Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press

## Web Resources

1. [www.stock-trading-infocentre.com](http://www.stock-trading-infocentre.com)
2. [www.sebi.gov.in](http://www.sebi.gov.in)
3. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>

## Course Outcomes (COs)

On completion of the course, students should be able to



CO Number	CO Statement	Knowledge Level
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1
CO2	Explain and infer the final worth of various investment processes	PO2, PO6, PO7
CO3	Solve problems relating to various investment decisions	PO2, PO4, PO8
CO4	Analyze theories and problems relating to stock market	PO8, PO6
CO5	Interpret the various investment models that aid in investment decision making	PO6, PO2

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

#### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	M	S	M	M	M
CO3	M	S	M	S	M
CO4	M	M	M	M	M
CO5	M	S	M	M	M

**S – Strong**

**M – Medium**

**L – Low**

Program: BBA				
Elective – VII (A)		Course Code: 23UBA6E11		Course Title: Fundamentals of Logistics Management
Semester VI	Hours/Week 5	Total Hours 75	Credits 3	Total Marks 100



### Course Objectives

1. Understand the various basic concepts and terms relating to Logistics
2. Comprehend the importance of customer service and outsourcing relevant to logistics
3. Evaluate the importance and issues in global logistics
4. Possess an overall knowledge about the services and factors allied to logistics
5. Understand the technological impact of logistics

#### **UNIT – I**

Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy.

#### **UNIT – II**

Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing.

#### **UNIT – III**

Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics - Role of 3PL&4PL. Brief overview of EXIM.

#### **UNIT – IV**

Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits.

Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.

#### **UNIT – V**

Technology & Logistics: Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types- benefits.

**Text books**

1. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Pvt Limited
2. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
3. Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
4. Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
5. Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012

**References Books**

1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
3. Fundamentals of Logistics Management (TheIrwin/Mcgraw-Hill Series in Marketing),Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition,1998
4. Fundamentals of Logistics Management, David Grant, Douglas M.Lambert, JamesR.Stock,LisaM.Ellram, McGraw Hill Higher Education,1997.
5. Logistics Management, Ismail Reji, Excel Book, First Edition,2008.

**Web Resources**

1. <https://www.techtarget.com/searcherp/definition/logistics-management>
2. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
3. <https://www.track-pod.com/blog/functions-of-logistics/>
4. <https://www.projectmanager.com/blog/logistics-management-101>
5. <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

**Course Outcomes (COs)**

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
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CO1	Explain the basic concepts relating to logistics	K1 & K2
CO2	Analyze the role of outsourcing and customer service in logistics	K2 & K3
CO3	Appraise the needs, modes and issues relating to global logistics	K4
CO4	Describe about the different activities allied to logistics	K5
CO5	Identify the various areas of logistics where technology can be applied	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	S	M	M	M	M
CO3	S	S	M	S	M
CO4	M	M	M	S	M
CO5	M	M	M	M	M

**S – Strong**

**M – Medium**

**L – Low**

Program: BBA				
Elective – VII (B)	Course Code: 23UBA6E12		Course Title: E-Business	
Semester	Hours/Week	Total Hours	Credits	Total Marks
VI	5	75	3	100

### Course Objectives





1. To understand the basic concepts of electronic business.
2. To identify web-based tools.
3. To examine the security threats to e-business.
4. To discuss the strategies on marketing.
5. To analyze the business plan for e-business.

#### **UNIT – I**

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business.

#### **UNIT – II**

Web based tools for e - business - e - business software - overview of packages

#### **UNIT – III**

Security threats to e - business - implementing security for e - commerce and electronic payment systems..

#### **UNIT – IV**

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals

#### **UNIT – V**

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

#### **Text books**

1. Garry P Schneider and James T Perry - Electronic Commerce, Course technology,
2. Thomson Learning, 2000
3. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
4. Kosivr, David - Understanding E-Commerce
5. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
6. C S Rayudu, E Commerce E Business, HPH

#### **References Books**

1. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.



4. David Whitely, E Commerce Strategy, Technology and Applications, TMH
5. J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press

### Web Resources

1. [https://www.tutorialspoint.com/e\\_commerce/e\\_commerce\\_tutorial.pdf](https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf)
2. <https://www.techtarget.com/searchcio/definition/e-business>
3. <https://www.britannica.com/technology/e-commerce>
4. <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>
5. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	To define and understand the basic concepts of business done through web	K1 & K2
CO2	To Examine and apply web tools in real-time business situations.	K2 & K3
CO3	To analyze the security threats in e-business.	K4
CO4	To evaluate strategies for marketing.	K5
CO5	To prepare the environment for e-business.	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	M	S
CO2	M	S	S	M	S
CO3	M	S	S	M	M
CO4	M	M	S	S	M
CO5	M	M	S	M	S

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Elective – VII (C)		Course Code: 23UBA6E13		Course Title: Strategic Management
Semester	Hours/Week	Total Hours	Credits	Total Marks
VI	5	75	3	100

### Course Objectives

1. To understand the concept of strategy and strategic management process.
2. To create awareness of evolving business environment.
3. To understand strategic alternatives and make appropriate strategic choice
4. To know the basics of strategic implementation
5. To understand recent trends for competitive advantage

#### **UNIT – I**

Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition

#### **UNIT – II**

External Environment Appraisal using PESTEL -Competitor Analysis using Porter's 5-Forces model -Environmental Threat and Opportunity Profile (ETOP)

Value chain Analysis

Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis

#### **UNIT – III**

Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix, Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies

#### **UNIT – IV**

Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards

Structural Implementation: an overview of Structural Considerations Behavioural

Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework

Establishing Strategic Control

**UNIT – V**

Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability

**Text books**

1. Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
2. Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)
3. Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
4. Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
5. Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)

**References Books**

1. Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2. N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
3. Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
4. Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
5. Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)

**Web Resources**

1. Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
2. <https://str.aom.org/teaching/all-levels>
3. <https://online.hbs.edu/courses/business-strategy/>
4. <https://study.sagepub.com/parnell4e>
5. <https://www.strategicmanagement.net/>



### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4, PO5, PO8
CO5	To familiarize with current developments	PO1, PO3, PO4, PO8

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	S	S	M	S
CO3	M	S	M	M	S
CO4	S	S	M	M	S
CO5	M	M	S	M	M

**S – Strong**

**M – Medium**

**L – Low**



Program: BBA				
Professional Competency Enhancement		Course Code: 23UBA6PCE01	Course Title: Quantitative Aptitude I	
Semester	Hours/Week	Total Hours	Credits	Total Marks
VI	2	30	1	100

### Course Objectives

1. To categorize, apply and use thought process to distinguish between concepts of Quantitative methods.
2. To prepare and explain the fundamentals related to various possibilities and probabilities related to time
3. To be able to solve questions relating to percentages, Profit and loss
4. To analyze data in Charts
5. To understand the application Geometry and mensuration

#### **UNIT – I**

Numerical computation:

Applications based on Numbers, Chain Rule, Ratio Proportion.

#### **UNIT – II**

##### **Numerical estimation–I**

Applications Based on Time and work, Time and Distance.

#### **UNIT – III**

##### **Numerical estimation–II**

Applications based on percentages, Profit Loss and Discount, Simple interest and Compound Interest Partnerships, Shares and dividends.

#### **UNIT – IV**

##### **Data interpretation**

Data interpretation related to Averages, Mixtures And allegations, Bar charts, Pie charts, Venn diagrams.

#### **UNIT – V**

Application to industry in Geometry and Mensuration.



### Reading List

1. Quantitative aptitude by RS Agarwal, S Chand Publication
2. Fast Track Objective Airthmetic by Rajesh Verma , Arihant
3. Quantitative Aptitude and Reasoning by R V Praveen, PHI
4. Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain , Disha Publications
5. Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications

### References Books

1. Barron"s by Sharon Welner Greenand IraK Wolf (Galgotia Publications pvt. Ltd.)
2. Quantitative Aptitude by U Mohan Rao Scitech publications
3. Quantitative Aptitude by Arun Sharma Mc Grawhill publications
4. Quantitative Aptitude by Abhijit Guha
5. Quantitative Aptitude by Pearson publications

### Course Outcomes (COs)

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	K1 & K2
CO2	Solve questions related to time and distance and time and work	K2 & K3
CO3	Apply concept of percentages, Profit and loss, discount	K4
CO4	Interpret data using bar charts and diagrams	K5
CO5	Solve questions relating to Geometry and Mensuration	K6

**K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create**

**Mapping of COs with POs**

<b>PO CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	M	S
<b>CO2</b>	S	M	M	M	M
<b>CO3</b>	S	S	M	M	M
<b>CO4</b>	S	S	M	M	S
<b>CO5</b>	S	M	M	M	M

**S – Strong****M – Medium****L – Low**





Program: BBA				
Professional Competency Enhancement		Course Code: 23UBA6PCE02		Course Title: Quantitative Aptitude II
Semester VI	Hours/Week 2	Total Hours 30	Credits 1	Total Marks 100

### Course Objectives

1. To categorize, apply and use thought process to distinguish between concepts of reasoning
2. To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude.
3. To explain and interpret data sufficiency
4. To analyze the applications of Base system
5. To critically evaluate numerous possibilities related to puzzles.

#### **UNIT – I**

Numerical Reasoning:

Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, Blood relations and puzzle test.

#### **UNIT – II**

Combinatorics:

Counting techniques, Permutations, Combinations and Probability.

#### **UNIT – III**

Syllogisms and data sufficiency.

#### **UNIT – IV**

Application of Base system:

Clocks(Base24),Calendars(Base7),Cutting of Cubes and cuboids.

#### **UNIT – V**

Puzzle Solving & Time Management using various problems solving tools and techniques.



### Reading List

1. Quantitative Aptitude by RS Agarwal,S Chand Publication.
2. Puzzles to puzzle you by Shakunataladevi, Orient paperback publication
3. Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA
4. A Modern Approach To Logical Reasoning (2 Colour Edition) by RS Agarwal,S Chand Publications.
5. General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications

### References Books

1. Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications Pvt.Ltd.)
2. Quantitative Aptitude by U Mohan Rao Scitech Publications
3. Quantitative Aptitude by Arun Sharma McGraw-Hill Publications
4. Quantitative Aptitude by Abhijit Guha
5. Quantitative Aptitude by Pearson Publications

### Web Resources

1. [www.m4maths.com](http://www.m4maths.com)
2. [www.Indiabix.com](http://www.Indiabix.com)
3. <https://www.123test.com/numerical-reasoning-test/>
4. <https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html>
5. <https://playquiz2win.com/reasoning.html>



### Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Use their logical thinking and analytical abilities to solve reasoning questions	K1 & K2
CO2	Solve questions related to combinations	K2 & K3
CO3	Solve questions based on syllogisms	K3 & K4
CO4	Solve questions based on clocks, calendars	K5
CO5	Solve puzzles	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

### Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	M	M	M	M
CO3	S	S	M	M	M
CO4	S	S	M	M	S
CO5	S	M	M	M	M

S – Strong

M – Medium

L – Low