



**KANNUR UNIVERSITY**  
**(Abstract)**

Bachelor of Business Administration (BBA) Programme- Scheme, Syllabus and Pattern of Question Papers of Core, Complementary Elective and Generic Elective Course under Choice Based Credit and Semester System (Outcome Based Education System-OBE) in Affiliated colleges with effect from 2019 Admission-Implemented-Orders issued.

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**ACADEMIC BRANCH**

No.Acad.C1/12392/2019

Dated, Civil Station P.O.,22 .06. 2019

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- Read:-
1. U.O.No.Acad.C2/429/2017 dated,10-10-2017
  2. The Minutes of the Meeting of the Curriculum Restructuring Committee held on 28-12-2018.
  3. U.O. No.Acad.C2/429/2017 Vol.II dated,03-06-2019.
  4. The Minutes of the Meeting of the Board of Studies in Management Studies (UG) held on 07.06.2019
  5. Syllabus of BBA Programme , Submitted by the Chairperson, Board of Studies in Management Studies (UG), dated , 13.06.2019

**ORDER**

1. A Curriculum Restructuring Committee was constituted in the University vide the paper read (1) above to co-ordinate the activities of the Syllabus Revision of UG programmes in Affiliated colleges of the University.
2. The meeting of the Members of the Curriculum Restructuring Committee and the Chairpersons of different Boards of Studies held, vide the paper read (2) above, proposed the different phases of Syllabus Revision processes such as conducting the meeting of various Boards of Studies ,Workshops, discussions etc.
3. The Revised Regulation for UG programmes in Affiliated colleges under Choice Based Credit and Semester System(in OBE-Outcome Based Education System) was implemented with effect from 2019 Admission as per paper read (3) above.
4. Subsequently, as per paper read (4) above, the Board of Studies in Management Studies (UG) finalized the Scheme, Syllabus & Pattern of Question Paper for Core,

Complementary Elective & Generic Elective Course of BBA Programme to be implemented with effect from 2019 Admission.

5. Further, as per paper read (5) above, the Chairperson, Board of Studies in Management Studies (UG) has submitted the finalized copy of the Scheme, Syllabus & Pattern of Question Papers of BBA Programme for implementation with effect from 2019 Admission.

6. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under Section 11(1) of Kannur University Act 1996 and all other enabling provisions read together with accorded sanction to implement the Scheme, Syllabus & Pattern of Question Papers (Core/Complementary Elective/Generic Elective Course) of BBA Programme under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in the Affiliated colleges under the University with effect from 2019 Admission, subject to reporting to the Academic Council.

7. The Scheme, Syllabus & Pattern of Question Papers of BBA Programme are uploaded in the University website ([www.kannuruniversity.ac.in](http://www.kannuruniversity.ac.in))

Orders are issued accordingly.

Sd/-  
DEPUTY REGISTRAR(ACADEMIC)  
For REGISTRAR

To  
The Principals of Colleges offering BBA Programme

- Copy to:-
1. The Examination Branch (through PA to CE)
  2. The Chairperson, Board of Studies in Management Studies (UG)
  3. PS to VC/PA to PVC/PA to Registrar
  4. DR/AR-I, Academic
  5. The Computer Programmer(for uploading in the website)
  6. SF/DF/FC



Forwarded/By Order

  
SECTION OFFICER



**KANNUR UNIVERSITY**

**BOARD OF STUDIES, Management Studies (UG)**

**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**

**(BBA)**

**CHOICE BASED CREDIT AND SEMESTER SYSTEM**

**(CBCSS)**

**Under**

**Outcome Based Education**

**(OBE)**

**(2019 ADMISSION ONWARDS)**

## **Kannur University**

### **Vision and Mission Statement\***

**Proposed Vision:** To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady taluk of Wayanad Revenue District.

### **Proposed Mission:**

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

**Kannur University**  
**Programme Outcomes**

**PO 1.Critical Thinking:**

1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

**PO 2.Effective Citizenship:**

1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
2. Develop and practice gender sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalisation.
3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.

**PO 3.Effective Communication:**

1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
2. Learn to articulate analysis, synthesis, and evaluation of situations and themes in a well-informed manner.
3. Generate hypothesis and articulate assent or dissent by employing both reason and creative thinking.

**PO 4.Interdisciplinarity:**

1. Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.



## **Preface**

The BBA Programme aims at equipping the students with new ideas and changes in the sphere of business and management. It is imperative to update the syllabus to impart the latest developments in business world and changing the view of our students about the global changes.

In the light of UGC guidelines and Higher Education Council's directives, the programme curriculum has been revised to meet the requirements of the modern time. The present revision aims at familiarizing students with latest practices in management in the area of finance, human resource development and marketing. It also aims at acquiring skills in accounting and quantitative techniques in the areas of decision making and management, and building entrepreneurial spirit and competencies, and develops research aptitude.

**Dr. BINDU K**  
**Chairperson**  
**Board of Management Studies UG**

**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (BBA)**

**Programme Specific Outcome**  
**of**  
**Bachelor of Business Administration Programme**

**PSO 1:**

**Gain knowledge and skills in the areas of Management principles and practices, finance, human resource management and marketing**

**PSO 2:**

**Acquire knowledge in accounting principles and practices and its application in real business settings**

**PSO 3:**

**Apply concepts, theories, tools and techniques of statistics, information techniques, economics and numerical skills for decision making**

**PSO 4:**

**Build entrepreneurial spirit, develop research attitude and entrepreneurial competencies and managerial abilities**

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**KANNUR UNIVERSITY**

**BBA PROGRAMME**

<b>Credit and courses</b>			
Sl no	Category of course	Number of courses	Credits
1	English Common course(ECC)	2×4 =8 2×3=6	14
2	Additional Common course(ACC)	2×4=8	8
3	General Awareness Course Ability Enhancement Course (AEC) Skill Enhancement Course (SEC)	2×4=8 2×4=8	16
4	Core course(CC) Discipline Specific Elective course (DSEC)		64
5	Complementary elective Course(CEC)	4×4=16	16
6	Generic Elective Course(GEC)	1×2=2	2
<b>Total</b>			<b>120</b>

Semester	Course Title*	Type of Course	Credits	Hours per week	Total Credits	Total Hours
I	English Common Course I	ECC	4	5	22	25
	English Common Course II	ECC	3	4		
	Additional Common Course I	ACC	4	5		
	Core Course I. Principles and Practices of Management	CC	3	3		
	Complementary Elective Course 1 Statistics for business decisions	CEC	4	4		
	Complementary Elective Course 2 Managerial Economics	CEC	4	4		
II	English Common Course III	ECC	4	5	21	25
	English Common Course IV	ECC	3	4		
	Additional Common Course II	ACC	4	5		
	Core Course 2 Business Environment	CC	2	3		
	Core Course 3 Entrepreneurship Development	CC	4	4		
	Complementary Elective Course 3 Quantitative Technique for Business Decisions	CEC	4	4		

III	Skill Enhancement Course I Numerical skills	SEC	4	5	20	25
	Ability Enhancement Course I Personality development and communication skills	AEC	4	4		
	Core Course 4 Financial Accounting	CC	4	6		
	Core Course 5 Marketing Management	CC	4	5		
	Complementary Elective Course 4 Legal Aspects Business	CEC	4	5		
IV	Core Course 6 Human Resource Management	CC	4	6	21	25
	Core Course 7 Financial Management	CC	4	5		
	Core Course 8 Operations management	CC	4	5		
	Core Course 9 Industrial Visit and Report	DSEC	1	0		
	Skill Enhancement Course II IT Tools for business	SEC	4	5		
	Ability Enhancement Course II Environmental studies	AEC	4	4		
V	Core Course 10 Business Research Methods	CC	4	5	18	25
	Core Course 11 Accounting for management	CC	4	6		
	Core Course 12 Elective I	DSE	4	6		
	Core course 13 Elective II	DSE	4	6		
	Generic Elective Course	GEC	2	2		
VI	Core Course 14 Organisation Behaviour	CC	4	6	18	25
	Core Course 15 Banking Theory and Practice	CC	4	5		
	Core Course 16 Project Report and viva voce	CC	2	2		
	Core Course 17 Elective III	DSE	4	6		
	Core Course 18 Elective IV	DSE	4	6		
Total					120	150

**PART A:**  
**BBA CORE COURSES**  
**WORK AND CREDIT DISTRIBUTION**  
**( 2019 ADMISSION ONWARDS )**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
1B01BBA	Core Course I. Principles And Practice Of Management	I	3	3	3
2B02BBA	Core Course 2 Business Environment	II	3	2	3
2B03BBA	Core Course 3 Entrepreneurship Development	II	4	4	3
3B04BBA	Core Course 4 Financial Accounting	III	6	4	3
3B05BBA	Core Course 5 Marketing Management	III	5	4	3
4B06BBA	Core Course 6 Human Resource Management	IV	6	4	3
4B07BBA	Core Course 7 Financial Management	IV	5	4	3
4B08BBA	Core Course 8 Operations Management	IV	5	4	3
4B09BBA	Core Course 9 Industrial Visit And Report	IV	0	1	-
5B10BBA	Core Course 10 Business Research Methods	V	5	4	3
5B11BBA	Core Course 11 Accounting For Management	V	6	4	3
5B12BBA	Core 12 Elective I	V	6	4	3
5B13BBA	Core 13 Elective II	V	6	4	3
6B14 BBA	Core Course 14 Organisation Behaviour	VI	6	4	3
6B15BBA	Core Course 15 Banking Theory and Practice	VI	5	4	3
6B16BBA	Core Course 16 Project Report and Viva Voce Examination	VI	2	2	-
6B17BBA	Core Course 17 Elective III	VI	6	4	3
6B18BBA	Core Course 18 Elective IV	VI	6	4	3

**DISCIPLINE SPECIFIC ELECTIVE COURSES****I FINANCE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
5B12BBA	Advanced Financial Management	V	6	4	3
5B13BBA	Income tax law and Practice	V	6	4	3
6B17BBA	Insurance and Risk management	VI	6	4	3
6B18BBA	Stock And Commodity Markets	VI	6	4	3

**II HUMAN RESOURCE MANAGEMENT**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
5B12BBA	Human Resource Development	V	6	4	3
5B13BBA	Performance and Compensation Management	V	6	4	3
6B17BBA	Counselling and negotiation skills for managers	VI	6	4	3
6B18BBA	Organisational Change and Development	VI	6	4	3

**III MARKETING**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
5B12BBA	Consumer Behaviour	V	6	4	3
5B13BBA	Advertising and Brand Management	V	6	4	3
6B17BBA	Logistics Management	VI	6	4	3
6B18BBA	Retail Management	VI	6	4	3

**PART B**  
**GENERAL AWARENESS COURSE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
3A11BBA	Skill Enhancement Course I Numerical Skills	III	5	4	3
3A12BBA	Ability Enhancement Course I Personality Development and Communication Skills	III	4	4	3
4A13BBA	Skill Enhancement Course II IT Tools For Business	IV	Theory 3 Practical 2	4	2
4A14BBA	Ability Enhancement Course II Environmental Studies	IV	4	4	3

**PART C**  
**COMPLEMENTARY ELECTIVE COURSE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
1C01BBA	Statistics for business decisions	I	4	4	3
1C02BBA	Managerial Economics	I	4	4	3
2C03BBA	Quantitative Techniques For Business Decisions	II	4	4	3
3C04BBA	Legal Aspects Of Business	III	5	4	3

**GENERIC ELECTIVE COURSE**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
5D01BBA	Customer Relationship Management	V	2	2	2
5D02BBA	Service Marketing	V	2	2	2
5D03BBA	E- Commerce	V	2	2	2
5D04BBA	Event Management	V	2	2	2
5D05BBA	Disaster Management	V	2	2	2

**EVALUATION**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4 (40 MARKS)
INTERNAL	1(10 MARKS)

\*20 marks for theory and 20 marks for practical for courses having practical (IT in business)

**CONTINUOUS INTERNAL ASSESSMENT**

<b>COMPONENT*</b>	<b>WEIGHTAGE**</b>	<b>REMARKS</b>
COMPONENT1 INTERNAL TEST	2	TWO TESTS (6 MARKS)
COMPONENT 2 ASSINGMENT/SEMINAR/VIVA	1	INDIVIDUAL OR GROUP (4 MARKS)

**EVALUATION FOR GENERIC ELECTIVE**

<b>ASSESSMENT</b>	<b>WEIGHTAGE</b>
EXTERNAL	4 (20 MARKS)
INTERNAL	1(5 MARKS)

**CORE COURSE I : PRINCIPLES AND PRACTICES OF MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>I</b>	<b>1B01BBA</b>	<b>3</b>	<b>3</b>	<b>3</b>

**COURSE OUTCOME**

CO 1: Acquaint with the basics of management.

CO2: Understand the process and functions of management.

CO3: Familiarize the students with the current management practices.

Co4: Develops administrative skills

**Module I: Management:** Definition, Nature, Purpose, Scope, Features, levels and functions- Evolution of Management Thoughts- classical, neo classical and modern, Contributions made by Taylor, Fayol , and Maslow.

**(20 Hrs)**

**Module II: Planning and organising:** Planning-Meaning, Nature, characteristics, types, steps in Planning - Decision making Process – types of Decisions. Organising - Meaning, Principles, Delegation of Authority- centralisation and decentralisation-meaning and differences

**(20 Hrs)**

**Module III: Staffing and directing:** Staffing- meaning, process. Directing – Meaning, Nature, Principles, Importance, Elements .Controlling- meaning, process-,control techniques- Need for co-ordination.

**(20 Hrs)**

**Module IV: Trends in Management -**

Work life balance-meaning, components (self management, time management, stress management).BPO – KPO – meaning, importance and differences

**(12 Hrs)**



**Books for Reference:**

1. Principles of Management LM Prasad, Himalaya
2. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill, New Delhi
3. P.C.Tripathy And P.N.Reddy, Principles of Management, Tata McGraw Hill, New Delhi
4. Richerd L Daft, Principles of Management, Cengage Learning, India Edition, New Delhi.
5. T.Ramasami, Principles of Management, Himalaya Publications, Mumbai.
6. S.P.Robbins, David A Decenzo and Mary Coulter, Fundamentals of Management, Pearson Education, New Delhi.

**Marks including choice:**

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

**SEMESTER I**  
**COMPLEMENTARY ELECTIVE COURSE I: STATISTICS FOR BUSINESS DECISIONS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>I</b>	<b>1C01BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO1:** Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business

**CO2:** Classify, tabulate and represent the statistical data in appropriate manner using statistical methods

**CO3:** Analysis trend and seasonality in a time series data

**CO4:** Construct index numbers and enable to compare the price movements of commodities over different time periods.

**CO5:** Identify the correlation between variables

**CO6:** Problem solving and fit the regression line which enable to draw conclusion about data distribution.

**Module I**

Introduction -Meaning and Definition of Statistics-Functions-scope-uses-advantages and limitations-Collection of data-types of data - Primary data, Secondary data, Classification and tabulation of statistical Data- Diagrammatic and graphical representation of data

**(20 Hrs)**

**Module II**

Time series- Components- Methods of studying secular trend- Free hand curves-Semi Average Method- Moving Average Method-Method Least Squares

**(15 Hrs)**

**Module III**

Index Numbers- meaning and definition-uses-Problems in the construction of Index numbers- Types of Index numbers- Methods of construction of Index numbers- Tests- Fixed

base and chain base methods-Consumer price index: uses and methods of construction  
(17Hrs)

#### **Module IV**

Correlation and Regression Analysis-meaning- definition-Methods of correlation- Karlpearson's coefficient of correlation –Spearman's Rank correlation- concurrent Deviation method-probable error-Simple Regression Analysis-regression line-regression equations- algebraic methods and their applications in business. (20Hrs)

#### **References**

Statistical Methods- S.P.Gupta

Business Statistics- J.K Sharma

Business Statistics- P.R.Vital

Fundamentals of Mathematics and Statistics by V.K.Kapoor and S.C Gupta

#### **Marks including choice:**

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

**SEMESTER I**  
**COMPLEMENTARY ELECTIVE COURSE II: MANAGERIAL ECONOMICS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>I</b>	<b>1C02BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

- CO1.** Understand basic managerial economic concepts  
**CO2.** Understands economics and related disciplines and relationships  
**CO3.** Apply economic analysis in the formulation of business policies  
**CO4.** Use economic reasoning to problems of business

**Module I**

**Introduction to Managerial Economics:** Concept, meaning, scope. Managerial economics and other disciplines. Basic economic concepts in decision making.

**(20 hours)**

**Module II**

**Demand Analysis:-** Law of demand, Determinants of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand, uses of elasticity for analyzing demand.

**(20 hours)**

**Module III**

**Cost Analysis:** Cost concepts and determinants of cost, cost output relationship in short and long period. **Supply:** Introduction to supply and supply curves.

**(20 hours)**

**Module IV**

**Pricing Analysis:** Price determination under perfect, imperfect competition and monopoly. Types of pricing methods

**(12 hours)**

**References:**

1. Managerial Economics: Analysis, Problems and Cases, P.L. Mehta.
2. Managerial Economics: Varshney and Maheshwari.
3. Managerial Economics: D. Salvatore.
4. Managerial Economics: Pearson and Lewis
5. Managerial Economics: G.S. Gupta

**Marks including choice:**

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

**II SEMESTER****CORE COURSE II : BUSINESS ENVIRONMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>II</b>	<b>2B02BBA</b>	<b>3</b>	<b>2</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1:** Acquire in-depth knowledge about different environment in business climate.

**CO2:** Understand the minor and major factors affecting the business in various streams

**CO3:** Familiarize the role of socio-cultural factors on development of economy and business.

**CO4:** Develop good business policies.

**Module I:** Business Environment – Concept of BE, Components of BE , Importance of BE , Environmental Analysis , Benefits and Limitations of Environmental Analysis.

**(8 Hrs)**

**Module II:** Social and Cultural Environment – Interface between Business and Culture – Social Responsibilities of business – Political Environment – Economic Role of Government – Legal Environment – Constitutional Environment.

**(14 Hrs)**

**Module III:** Economic environment – Nature of Economic Environment – New Economic Policy 1991 –Privatization – Nature of Privatization – Objectives of Privatization. Disinvestment – Limitations of disinvestment – Public sector – Objectives of Public Sector.

**(18 Hrs)**

**Module IV:** Ecological Environment – Ecology and Business – Industrial Pollution – Global Environment –Globalization - MNC s – Problem with MNCs – Global Entry Strategies – Measures to promote Globalization – Challenges of Globalization to Indian Industry.

**(14 Hrs)**

**Books for Reference:**

1. Business Environment: C.B.Gupta
2. Business Environment: Francis Cherunilam
3. Business Environment: Dr. P.K.Ghosh
4. Essentials of Business Environment

**Marks including choice:**

Unit	Marks
I	8
II	16
III	20
IV	16
Total	60



**SEMESTER II****COMPLEMENTARY ELECTIVE COURSE III :QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>II</b>	<b>2C03BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME****CO1. Understands concepts of quantitative techniques****CO2. Develops analytical thinking and logical reasoning for effective decision making****CO3. Apply probability theories in real life situations****CO4. Understands theoretical distributions and hypothesis testing and its applications in live situations****Module I:**

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations **(12 hours)**

**Module II:**

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Bayes' theorem. **(15 hours)**

**Module III:**

Theoretical Distribution - Binomial distribution - Basic assumptions and characteristics - Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - features and properties - Standard normal curve.

**(20 hours)****Module IV:**

Statistical Inference - Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing- Two tail test and One tail test Parametric tests & Non parametric tests (only theory) **(25 hours)**

**REFERENCE**

1. S.P. Gupta, Statistical Methods, Sultan Chand & Co.
2. S.C. Gupta & V.K. Kapoor, Fundamentals of Mathematical Statistics, S. Chand & Co.
3. B.L. Agarwal, Basic Statistics, New Age International
4. Quantitative Techniques in Management : Vohra
5. R. K. Ghosh, S. Saha, Business Mathematics & Statistics, New Central Book Agency

**Marks including choice:**

Module	Marks
I	10
II	17
III	20
IV	13
Total	60

**SEMESTER II**  
**CORE COURSE III : ENTREPRENEURSHIP DEVELOPMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>II</b>	<b>2B03BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:** Understand different stages of business and create innovative thinkers to take forward new initiatives.

**CO2:** Acquaint them with the challenges faced by the entrepreneur

**CO3:** Familiarize the students the entrepreneurship opportunities available in the society.

**CO4:** Develop the motivation to enhance entrepreneurial competency.

**Module I:** Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning. **(18 Hrs)**

**Module II:** Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and Rising of Funds; Venture Capital. **(16 Hrs)**

**Module III:** Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, its role, relevance and achievements; role of government in organizing EDP's critical evaluation **(20 Hrs)**

**Module IV:**

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries:

**(18 Hrs)**

**Books for Reference:**

1. Entrepreneurship. : Vasant Desai.
2. Entrepreneurship Development: Taneja& S.L. Gupta.
3. Venture Capital –The Indian Experience: Pandey, I.M.
4. Environment and Entrepreneur Tandon B.C
5. A practical guide to industrial entrepreneurs: Srivastava S.B.
6. Project Preparation, Appraisal, Implementation: Chandra, Prasana
7. Entrepreneurship New Venture Creation; Holt

**Marks including choice:**

Module	Marks
I	15
II	13
III	17
IV	15
Total	60

### III SEMESTER

#### CORE COURSE IV : FINANCIAL ACCOUNTING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3B04BBA	6	4	3

#### COURSE OUTCOMES

CO1: Understands accounting concepts and principles

CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders

CO3: Understands the basic concepts of company, shares and share capital

CO4: Demonstrates skills in preparation of final accounts of companies

**Module I: Introduction To Accounting:** Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles- Accounting Concepts, Principles and Conventions only. **(30 hours)**

**Module II: Final accounts of sole trading concern:** Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock. **(30 hours)**

**Module III: Company accounts:** Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares. **(25 Hours)**

**Module IV: Final accounts of companies:** Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction- Amalgamation, Merger and Acquisition (Theory Only). **(33 Hours)**

**Reference**

Advanced accounting : SP Jain and KL Narang

Advanced Accounting :Shukla, Grewal

Advanced Accounting: SN Maheswary

Advanced Accounting: BS Raman

**Marks Including Choice**

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

### III SEMESTER

#### CORE COURSE V: MARKETING MANAGEMENT

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3B05BBA	5	4	3

#### COURSE OUTCOME

**CO 1.** Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

**CO 2.** Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination

**CO 3.** Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.

**CO 4.** Understand the new market realities, direct marketing, online marketing and customer relationship marketing.

**CO 5.** Identify the key characteristics of customer relationship marketing and common draw back.

**CO 6.** Develop idea on branding and strategies of branding

**CO 7.** Acquire skill in preparing advertisement copy very effectively.

**Module I: Introduction to Modern Marketing:** Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding –definition, importance , branding strategies and packaging.

**(20 Hours)**

**Module II: Product Decision:** Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies; price discrimination.

**(20 Hours)**



**Module III: Market Promotion :** Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling , sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman; Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions. **(30 Hours)**

**Module IV: New Marketing Realities:** Direct marketing and online marketing: Concept of Direct and online Marketing; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer Relationship Marketing(CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme.

**(20 Hours)**

**References:**

1. Philip Kotler, Marketing Management- Prentice Hall
2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
3. R. Saxena, Marketing Management- Tata McGraw Hill
4. Majumdar, Marketing Research
5. Marketing Management : RSN Pillai and Bagavathy
6. Marketing Management : SP Bansal

**Marks Including Choice**

Module	Marks
I	13
II	13
III	20
IV	14
Total	60

### III SEMESTER

#### SKILL ENHANCEMENT COURSE I: NUMERICAL SKILLS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3A11BBA	5	4	3

#### COURSE OUTCOMES

**CO 1.** Understand common numerical methods

**CO 2.** Apply numerical methods to obtain approximate solutions to mathematical problems

**CO 3.** Analyses and evaluate the accuracy of common numerical methods

**CO 4.** Derive numerical methods for various mathematical operations and tasks

Module I: Arithmetic : Average, Mixtures – Ratios and proportions – Computations of interest – Simple interest – Compound interest – effective yield – Future value, present value – Amortization – depreciation – continuous compounding.

**(20 Hours)**

**Module II:** Algebra : Real and imaginary numbers – Rational and irrational numbers – Set theory- Union of sets- intersection of sets – Venn diagram – Elements of co – ordinate system, matrices –operational rules – Inverse of a matrix.

**(20 Hours)**

**Module III:** Theory of equations: Meaning, types of equations – simple linear and simultaneous equations (Only two variables) Eliminations and substitution method only. Quadratic equations factorization and formula method ( $ax^2+bx+c = 0$  form only) Problems on business application.

**(25 Hours)**

**Module IV:** Progression: Arithmetic Progressions, Finding the ‘n’ th term of an AP and also sum to n terms of AP. Insertion of arithmetic means in given terms of AP and representation of AP. Geometric Progression. Finding the ‘n’ th term of GP. Insertion of GMs in given GP and also representation of GP. Mathematics of finance simple and compound interest( Simple problems only)

**(25 Hours)**

References :

1. Applied Numerical analysis – P K Kandasamy, K Thilakavathi, Gunavathi
2. Numerical methods : Gerald
3. Essentials of college mathematics for Business, Economics, life science and social science : Raymond Barnett, Michael Ziegler.
4. Business Mathematics : Padmalochan Hazarika

**Marks Including Choice**

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

**ABILITY ENHANCEMENT COURSE I: PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>III</b>	<b>3A12BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1:** Understand the ‘self’ through analysis of one’s own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

**CO2:** Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

**CO3:** Develop inter personal skills and problem solving skills.

**CO4:** Understand the role of body language in effective communication.

**CO5:** Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

**CO6:** Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.

**Module I: Introduction to Personality Development:** Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning. **(15 Hrs)**

**Module II: Communication Skills:** a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing. **(20 Hrs)**

**Module III: Etiquettes and Manners:** Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management.

**(12 Hrs)**

**Module IV: Presentation skills:** How to face an Interview? - Preparations before, during and after interview, DOs and DONTs for interviewee- Group Discussions- problem solving, Creativity and Leadership skills.

**(10 Hrs)**

**Module V: Stress Management:**

Concentration and Relaxation exercises: Yoga, Meditation- Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self Acceptance and Self Growth.

(15 Hrs)

**References**

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.
2. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition
3. Business Communication and Personality Development by Biswajit Das & Ipseeta Satpathy, The Excel Publications, 1st Edition
4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.
5. “The Art of Stress-Free Living” by Sri Sri Ravi Shankar.
5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.
6. “How to stop worrying and start living” by Dale Carnegie.
7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

**Marks Including Choice**

Module	Marks
I	13
II	16
III	10
IV	8
V	13
Total	60

**III SEMESTER****COMPLEMENTARY ELECTIVE COURSE 4: LEGAL ASPECTS OF BUSINESS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
<b>III</b>	<b>3C04BBA</b>	<b>5</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1.** Understand the conditions and rules that are applicable to a contract and the importance of law in business.

**CO 2.** Identify the important and relevant documents needed for registering Indian companies.

**CO 3.** Awareness about the latest amendments in the Indian Companies Act

**CO 4.** Develop knowledge on the Sale of Goods Act, GST, the application of CGST, SGCT and its challenges and opportunities.

**CO 5.** Apply the knowledge on consumer protection Act, rights of consumer and dispute redressal agencies in real life situations.

**Module I :Indian Contract Act ,1872:** Law of contract, Definition of contract, Basic concepts of contract- Valid contract, Void ,voidable and illegal contract, offer, acceptance, consideration, capacity of parties to contract, free consent- coercion, undue influence, misrepresentation, fraud,- breach of contract – remedies of breach of contract. **(20 Hours)**

**Module II: Companies Act:** Definition of Company, essential features of company, Types of companies - Private Limited Company and Public limited company- Companies Act 2013 (Amendments), Important documents: Memorandum and Articles of Association, Prospectus- Promotion and Incorporation of company- Steps in the formation of company-Share capital of company- Shares, Debentures and its classification.

**(25 Hours)**

**Module III: The Sale of Goods Act:** Sale of goods Act- Formation of sale of contract- sale and agreement to sell-Implied conditions and warranties-Sale by non owners-transfer of property title of goods- Rights of unpaid seller-Remedies for breach of Contract of Sale of goods- Goods and service Tax- Basic concepts- Challenges and opportunities-Applicability of CGST and SGST.

**(25 Hours)**

**Module IV: Consumer Protection Act:** Objectives of the Act-Rights of a Consumer- Consumer Protection Council- Central council and State council-Dispute Redressal Agencies –

District forum, State Commission and National Commission-Filing of complaints- Procedure of Filing Complaint.

**(20 Hours)**

### **References**

1. Kapoor. N.D, Business Law, Sulthan Chand Publication
2. Tulsian. P.C, Business Laws, Tata McGraw-Hill Publishing Co. Ltd
3. Kuchal. M.C, Business Law
4. Sharma. S.C, Business Laws, International Publishers, Bengaluru

### **Marks Including Choice**

Module	Marks
I	16
II	16
III	15
IV	13
Total	60

## IV SEMESTER

### CORE COURSE VI : HUMAN RESOURCE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B06BBA	6	4	3

### COURSE OUTCOME

**CO1:** understand basic concept and principles of Human Resource Management.

**CO2:** sensitize to the training process and methods.

**CO3:** equip with the importance of the performance management system in enhancing employee performance.

**CO4:** equip with the importance of the performance management system in enhancing employee performance.

**Module I: Human resource management**-introduction-meaning- evolution of Human Resource management-objectives of HRM-importance of HRM-functions and process of HRM-HR Manager-Duties and responsibilities. **(15 Hours)**

**Module II : Acquiring Human Resources** – HR planning –meaning-importance of HR planning-benefits of HR planning-HR planning process-job analysis-meaning-process of job analysis-methods-Job description-contents of job description-job specification- contents of job specification-methods of job analysis-job evaluation –meaning-methods-benefits- job enlargement-job enrichment- **Recruitment**-meaning and definition-sources of recruitment-**selection**-meaning-steps in selection process-difference between recruitment and selection-placement-induction and orientation. **(25 Hours)**

**Module III: Developing Human Resources**- Training and Development- training- meaning-need for training- training process-benefits of training-methods of training-types of training-importance of training in HRD-Executive development. **(16 Hours)**

**Module IV: Rewarding Human Resources**- performance Appraisal-meaning-definition-objectives-methods of performance appraisal-uses and limitations-compensation management-objectives-wage system-time rate –piece rate-incentives-factors influencing wage system-promotion- types-bases of promotion-benefits-transfer-types-demotion-reasons.



**(18 Hours)**

**Module V: Human Resource Problems-** Employee Discipline-meaning –importance- Absenteeism-causes-measures to control absenteeism- labour turnover-lay off- grievance redressal-grievance –meaning-causes of grievance-importance of grievance redressal-procedure of grievance handling. **(16 Hours)**

### **Skill Development Programmes**

- Prepare chart showing the function of HRM and a brief explanation on the need for each function
- Prepare an advertisement for recruitment and selection of candidate for any organisation of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observation on training programme.

**(18 Hrs)**

### **References:**

Human Resource Management-text and cases-VSP Rao  
 Human Resource Management-Aswathappa  
 Human Resource Management-L.M.Prasad  
 Human Resource Management-T.N.Chabbra  
 Personnel Management-Edwin.B.Flippo.McGraw Hill  
 Personnel Management-C.B.Mamoria

### **Marks including choice:**

Module	Marks
I	10
II	17
III	11
IV	12
V	10
Total	60

## IV SEMESTER

**CORE COURSE VII : FINANCIAL MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4BO7BBA	5	4	3

**COURSE OUTCOMES**

**CO 1.** Understand the concept and objective of financial management

**CO 2.** Develop the ability to select the feasible and viable investment proposal

**CO 3.** Apply decision making tools in organisational context

**CO 4.** Ability to assess the risk and return of investment projects

**Module I:** Financial Management: Meaning, scope and objectives, Goals of financial management – Profit maximization – wealth maximization **(10 Hours)**

**Module II:** Cost of capital Meaning and significance – Computation of cost of Debt – cost of preference capital – Cost of equity – Weighted average cost of capital. Capital structure – Meaning and definition – Factors affecting capital structure – Optimal capital structure – over capitalization – under capitalization – EBIT – EPS analysis. **(25 Hours)**

**Module III:** Working capital Management Meaning and definition – concepts of working capital – Factors affecting working capital – types of working capital- Financing of working capital – operating cycle concept of estimating working capital (Practical problems and theory) **(25Hours)**

**Module IV:** Capital budgeting: Meaning, definition – importance – techniques of capital budgeting – payback period – average rate of return – Net present value method – profitability methods – IRR – Merits and demerits of Non discounting and discounting techniques. **(30 Hours)**

**References:**

1. Financial management : M Y Khan and P.K Jain
2. Financial management: I MPandey
3. Financial management :R K Sharma &Shashi K Gupta
4. Financial management : Prasanna Chandra
5. Financial management :Geoffrey Knott

**Marks including choice:**

Module	Marks
I	5
II	15
III	20
IV	20
Total	60

## IV SEMESTER

### CORE COURSE VIII : OPERATIONS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B08BBA	5	4	3

#### **COURSE OUTCOME**

**CO 1:** Understand the transformation system.

**CO2:** Identify the components involved in designing effective operations system.

**CO3:** Understand the meaning and importance of managing quality.

**CO4:** Understand the meaning and importance of productivity and ways to improve productivity.

**CO5:** Understand the decisions and process of operations management in business firms.

**Module I:** Introduction to Production Management : meaning- functions - Scope . Plant location - factors affecting location selection. Plant layout - principles-types of layout. **(20 Hours)**

**Module II:** Production system : Different production systems. Production Planning and control - importance - elements - PPC in different production systems. **(20Hrs)**

**Module III:** Materials management - Importance - Principles. Material handling: equipments used. Maintenance Management - Types of maintenance - Methods study-Time study - Motion study - principles – work measurement. **(20 Hrs)**

**Module IV:** Inventory management - Importance - Tools - ABC, VED, FSN Analysis - EOQ – Reorder point - Safety Stock - Lead time. **(15 Hrs)**

**Module V:** Quality Management: Quality improvement techniques - quality control techniques. Advanced manufacturing technologies - TOC, Lean / Green manufacturing, WCM. **(15 Hrs)**

#### **Books for Reference:**

- 1) Production management : Aswathappa K
- 2) Russell, Roberta S, and Bernard W. Taylor III, Operations Management, Pearson Education, New Delhi.
- 3) Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
- 4) Buffa, E.S., 'Modern Production Management', New York, John Wiley

**Marks including choice:**

Module	Marks
I	14
II	13
III	13
IV	10
V	10
Total	60

## IV SEMESTER

### SKILL ENHANCEMENT COURSE II: IT TOOLS FOR BUSINESS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
IV	4A13BBA	5(3+2)	4	2

### COURSE OUTCOMES

**CO 1:** Understand the working on word, PowerPoint, Excel etc.

**CO2:** Develop basic computer awareness for letter drafting, Slide making, Payroll preparation

**CO3:** Understand the various shortcuts for faster functioning on the computer system

**Module I:** Computer: History, classifications. Hardware – Input, Output, Storage Devices, Software – System software, Application software. Memory- Types of memory

**(10Hrs)**

**Module II:** Network of Computers- LAN, WAN, MAN, PAN. Network topologies, Internet, M-Commerce, WiFi

**(10Hrs)**

**Module III:** Application of IT: Application in education, Health care, Business,

**(6Hrs)**

**Module IV:** Cyber ethics: Meaning, **Cyber crimes:-** Computer virus, WORMS, Malware, Trojan Horse, Cyber forgery, Hacking, Fishing, Salami attack ,Email bombing (Concept only)

**(14Hrs)**

**Module V:MS WORD:** MS word window components, New file, open file, Save. Save as, Editing text, adding word art, Alignment, setting paragraph, header and footer, Insert page number, Arranging text in Columns, Creating a table, modifying a table, Formatting a table.

**(20 Hours)**

**MS Excel:** Creating worksheet with excel, spreadsheet, uses of spreadsheet, Editing cell contents, creating a simple formula, Creating a chart, Editing chart, Payroll preparation

**(20 Hours)**

**MS Power point:** Creating a New presentation, Choosing a Templates, Creating slides, and slide

**(10 Hours)**

**References:**

Computer Application in business: Dr R parameswaran

IT in action: Pearson

E Commerce: Gary P Schneider

Management Information System-managing the digital firm, Pearson Education: Kenneth C  
laudon and Jane P laudon

**Marks including choice:**

Module	Marks
I	5
II	5
III	5
IV	7
V	8
Total	30

## IV SEMESTER

### ABILITY ENHANCEMENT II: ENVIRONMENTAL STUDIES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4A14BBA	4	4	3

#### Course Outcomes

**CO1.** Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.

**CO2.** Understand the importance of protecting the environment and effect of environmental hazards

**CO3.** Analysis the ecosystem and the bio diversity nature of our country

**CO4.** Apply the awareness to point our Hot -spot of bio diversity in India and its conservation

**CO5.** Identify the effect of environmental Degradation and the role of Government in protecting the environment

**CO6.** Formulate some action plan to engage in activities for preventing environmental degradation.

**Module I:** Environmental studies- Meaning- definition-scope-Importance-Need-Components of environment: Lithosphere, Hydrosphere, Atmosphere and biosphere-need for public awareness-Natural resources: Forest resources. Water resources, Mineral resources, Energy Resources-Land resources-Role of individual in the conservation of natural resources-Equitable use of natural resources for sustainable life styles.

**(18 Hours)**

**Module II:** Eco-system- concept-Structure-Producers- Consumers- Decomposers-Energy flow in the eco-system-Bio-Diversity and its conservation: Introduction-Definition of genetic species and eco-system diversity- Value of Bio- diversity-Consumptive use- productive use- social , ethical and aesthetic value- Hot –spot of Bio-diversity- Threats to bio diversity- endangered and endemic species of India-Conservation of bio diversity: In -situ and Ex-situ conservation.

**(18 Hours)**

**Module III:** Environmental Degradation-Meaning-Types of pollutions- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution- control of Urban and



Industrial waste-Environmental Ethics-Issues and possible solutions-Climate change- Global warming-acid rain- Ozone layer Depletion- solid waste management

( 18 Hours)

**Module IV:** Environmental Protection -National environment Policy- Environmental legislations-International conventions and agreements –GATT / WTO and environment-Role of central government -Pollution control Board and its role in environment protection- Environmental Impact Assessment (EIA)- Eco-friendly products- Environment Audit- Role of NGO in environment protection.- Environmental movements-Chipko Movement-Apico Movement-Silent Valley-Environmental communication and Public awareness.

(18 Hours)

### References

1. Environment Management- G.N.Pandey, Vikas Publishing House
2. Text Book of Environment- K.M.Agrawal, MacMillan
3. Ecology and Economics-Ram Prasad Sengupta- Oxford
4. The Biodiversity of India-BharuchaErach, Mapin Publishing Ltd, Ahmadabad
5. UGC

### Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

**SEMESTER IV****CORE COURSE IX : INDUSTRIAL VISIT AND REPORT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>IV</b>	<b>4B09BBA</b>	<b>NIL</b>	<b>1</b>	<b>-</b>

Every student shall prepare and submit a report based on industrial visit during the IV<sup>th</sup> semester under the guidance of a faculty member 1 month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.

**COURSE OUTCOMES**

**CO 1:** acquire hands on experience of how industry operations are executed

**CO2:** analyses real life environment of business

**CO3:** enhance interpersonal skills and communication techniques.

**CO4:** acquire practical knowledge of industry practices and regulations

<b>Internal Evaluation</b>	
<b>25 marks</b>	
<b>Components</b>	<b>Marks</b>
Punctuality	2
Organisation of report	18
Viva voce	5
<b>Total</b>	<b>25</b>

**V SEMESTER****CORE COURSE X: BUSINESS RESEARCH METHODS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B10BBA</b>	<b>5</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

- CO 1.** Acquire basic concepts of research and its types
- CO 2.** Gain insight and acquire the ability to apply different research designs
- CO 3.** Acquire skill of data processing in terms of tabulation and classification.
- CO4.** Generate the ability to write research reports based on approved formats.

**Module I: Introduction to research-** Definition – Features –Scope of Research – Types of Research: Basic, Applied, Exploratory, Descriptive ,Experimental Research , Quantitative and Qualitative-Research Process - Steps in Research **(15Hrs)**

**Module II: Research problem** - Sources of research problem- Data collection- Primary and Secondary Data, Tools and techniques for collection of Data: Observational and Survey Methods – Questionnaire – Schedule, Difference between Questionnaire and schedule. **(25 Hrs)**

**Module III: Research design**–Meaning, Importance-Sampling Design: Selection of Appropriate Statistical Techniques : Probability: Cluster, Stratified, Systematic, Quota, Non probability: Judgemental, Convenience, snowball -Attitude measurement techniques . **(30 Hrs)**

**Module IV**

**Report writing-** Types of Reports, Contents, stages of Report writing- Footnote-Bibliography **( 20Hrs )**

## References

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva: Business Research Methodology HPH
4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books
5. Levin & Rubin: Statistics for Management, Prentice Hall of India, 2002
6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd., 1998.
8. Tripathi P.C: A Textbook of Research Methodology, Sultan Chand & Sons, 2002.
9. Cooper: Business Research Methods 6th edition, MC Graw Hill,
10. C.R. Kothari, Research Methodology, Vikas Publications
11. Usha Devi N, Santhosh Kumar - Business Research Methodology

## Marks Including Choice

Unit	Marks
I	15
II	20
III	15
IV	10
Total	60

**V SEMESTER****CORE COURSE XI : ACCOUNTING FOR MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B11BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1.** Understand the concepts of cost and management accounting

**CO 2.** Prepare cost sheet and budgets of an organisation

**CO 3.** Analyse financial statements of corporate organisations using accounting ratios

**CO4.** Apply the concepts of marginal costing and standard costing in decision making

**Module I:** Management Accounting –Meaning, Definition, Nature, Scope, Difference between financial accounting, cost accounting and management accounting-Limitations of financial accounting- Recent trends in management reporting

**(15 hours)**

**Module II:** Cost Accounting- Concepts, objectives, scope, Uses- Elements of cost- cost classification-cost centre, cost unit- preparation of cost sheet.

**(15 hours)**

**Module III:** Analysis and Interpretation of financial statements- Meaning, types, Methods (Brief discussion only)- Ratio Analysis: Meaning and nature, Uses, Limitations- Types of ratios: Liquidity-solvency- Turnover- Profitability-Market test ratios- Judgement of financial stability through ratios (stress should be given to problem solving and interpretation skills) **(30 hours)**

**Module IV:** Marginal costing: concept-definition-features- CVP Analysis: Meaning, importance, Limitations, Uses of P/V ratio- Margin of safety—Breakeven chart- Application of CVP analysis(Theory only)

**(24 hours)**

**Module V:** Cost control Techniques: Budgetary control: concepts, objectives,- steps in budgetary control- Preparation of Budgets- (Cash budget and flexible budget only)- Standard costing: concept, uses, steps- Difference between budgetary control and standard costing- Variance analysis: (Material and labour

**(24 hours)**

**References**

Management Accounting: Sharma RK and Sasi K guptha

Management Accounting: RSN Pillai and Bagvathi

Cost Accounting : SP Jain and KL Narang

Cost Accounting :Dr D Agarwal

**Marks Including Choice**

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

**VI SEMESTER****CORE COURSE XIV: ORGANISATION BEHAVIOUR**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B14 BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**CO1.** Understand concepts, theories and techniques in the field of human behavior at individual, group and organization level.

**CO 2.** Understand personality determinants within personal and organizational context.

**CO3.** Understand concepts of learning and motivation and its context in organizational setting.

**CO4.** Identify the role and relevance of group dynamics in organizational management.

**Module I:** Organisational Behaviour - Definition, meaning and nature, scope and application in management, Contribution of other disciplines to OB, Emerging issues in OB - Attitude, Meaning, Characteristics, and Components of Attitude, Attitude formation, change in attitude and barriers to attitude.,- Leadership, leadership styles. **(18 hours)**

**Module II:** Personality- Determinants of personality, Factors- Personality theories- Trait theories, Type theories, psycho analytic theories and humanistic theories. **(25 hours)**

**Module III:** Perception- factors affecting perception,-Learning, theories of learning- classical, operant, and social theories- Motivation, role and importance, Theories of motivation- Herzberg, McGregor, Maslow, Bandura **(25 hours)**

**Module IV :** Group behavior- Group dynamics, features and types of group, stages of group development, group norms, group cohesion- Group conflict, types of conflict, conflict resolution **(20 hours)**

**Module V :** Organisational change and development- Nature of work change, Types of change, Factors influencing change, overcoming resistance to change - Organisational development- meaning, benefits and steps in OD **(20hours)**

**References:**

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Appanniah&, Management and Behavioural Process, HPH.
3. Rekha&Vibha – Organizational Behavioural, VBH. 20
4. Robbins, Organizational Behaviour, International Book House.
5. John W. Newstrom&Kieth Davis, Organizational Behaviour, McGraw Hill.
6. P.G. Aquinas Organizational Behavior, Excel Books.
7. Fred Luthans, Organizational Behaviour. McGraw Hill.
8. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour
9. M.N.Mishra: OrganisationalBehaviour and Corporate Development, HPH.
10. Karamapl : Business Management & Organizational Behavioral I.K. International
11. N.S. Gupta, Organizational Behaviour, HPH.
12. Jit. S. Chandan, OrganisationalBehaviour, Vikas Publishing House.
13. Sharma R.K & Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
14. K. Venkataramana, OrganisationalBehaviour, SHBP.

**Marks Including Choice**

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60



## VI SEMESTER

## CORE COURSE XV: BANKING THEORY AND PRACTICE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B15 BBA	5	4	3

## COURSE OUTCOMES

- CO1.** Acquire knowledge about basics of banking
- CO2.** Understands the law and practices of banking
- CO3.** Understands the various banking terminologies
- CO4.** Acquire knowledge of modern banking practices

**Module I:** Introduction to banking: origin and development of banking- structure of banking in India- Commercial banks- Functions-central bank-RBI: functions, fiscal and monetary policy- Banking Regulation Act 1949, Loans and advances: fixed advance, cash credit, overdraft, letter of credit, bill discounted- principles of sound lending.

**(20 Hours)**

**Module II:** Banker and customer relationship: Banker and customer-meaning- General and special relationship- Types of customers and account holders- minors, joint account holders, partnership firms, joint stock company with limited liability, executors, trustees, clubs and associations, joint hindu family- Procedure for opening and closing of accounts.

**(25 Hours)**

**Module III:** Negotiable instruments: Introduction-meaning and definition, features, kinds of negotiable instruments(meaning only)- cheques: meaning, definition, features- parties – crossing of cheques- types of crossing- Endorsement: meaning, essentials, kinds of endorsement, Dishonour of cheque, reason for dishonour.

**(25 Hours)**

**Module IV:** Technology in banking : need and importance- virtual banking- ATM- credit card- Debit card- Telebanking,m-banking, internet banking- RTGS(Real time Gross settlement), NEFT, Electronic Fund Transfer(EFT), SWIFT ( society for worldwide interbank financial telecommunication)- concept of core banking- Universal banking and Green banking(concept only)

**( 20 Hours)**

### Skill Development Activities

- collect and fill account opening form of SB and current A/c
- collect and fill pay-in-slip of SB and current A/c
- Draw different types of endorsement of cheques
- List customer services offered by at least two banks of your choice

### References

1. Banking Theory law and practice: Gorden and Natarajan, Himalaya Pub.
2. Banking law and practice : Maheswari.S.N., Kalyanipublishers
3. Banking Theory law and practice: Shekhar.K.C, Vikas publishing House
4. Modern banking: K.P.M. Sundharam and E.N.Sundharam, Sulthanchandans sons

### Marks Including Choice

Unit	Marks
I	15
II	15
III	15
IV	15
Total	60

**I SEMESTER****CORE COURSE XVI:PROJECT REPORT AND VIVA VOCE**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B16 BBA</b>	<b>2</b>	<b>2</b>	<b>-</b>

**COURSE OUTCOMES**

**CO1:** Analyses real life situations

**CO2:** Acquires group dynamic skills by group involvement

**CO3:** Develops solutions or inferences on the problem of study

**CO4:**Synthesis facts in the form of report

During the sixth semester the candidate shall do a research project on a relevant business/management/banking/commerce topic. This research project is envisaged as a practical application of the research methodology course studied in the BBA Programme. Therefore, it is essential that primary data is collected as part of the research at least to some extent. Maximum four students as a group can take up a topic and the students in consultation and with the consent of the assigned guide may identify a topic and do research on that topic. To have more academic freedom and flexibility, the project shall be done without being attached to any business organization. The candidates together shall prepare and submit a project report to the Department. The project report should be submitted to the Head of the Department on the last working day of the sixth semester. The candidates together as a group shall prepare a copy of the report and submit them in the department, which shall be handed over to the external examiner at the time of viva-voce examination. Each student in the group should also keep a personal copy with them . The report shall be prepared as per American Psychological Association (APA) or Modern Language Association (MLA) format. Use of Statistical software Students shall be encouraged to use statistical software for data analysis.

**Sample size**

Since the project is a group exercise, at least 100 samples should be selected for the study

**Structure of the Project report**

1. Title page
2. Declaration by the student
3. Bonafide Certificate from guide countersigned by HOD
4. Acknowledgement
5. Table of Contents
6. List of Tables
7. List of figures
8. List of Symbols, Abbreviations
9. Chapter I: Introduction (Background information, Statement of the Research problem, objectives of the study, Research methodology etc.)
10. Chapter II: Review of literature
11. Chapter III: Theoretical framework
12. Chapter IV: Data Analysis and Interpretation
13. Chapter V: Summary of findings and implications and Recommendations
14. Bibliography (books, journal articles etc. used for the project work).
15. Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

**Page size and typing instructions**

The project report shall be prepared in A4 sized bond paper. The report shall be printed and spiral bound/hard bound with not less than 60 pages. The general text of the report shall be typed with 1.5 line spacing. The general text shall be typed in the font 'Times New Roman' with font size 12. Paragraphs shall be arranged in justified alignment with margins 1.25" each on top, bottom, left and right of the page with portrait orientation. No boarder line should be given to the pages.

**Evaluation of project report**

The project report shall be subject to internal and external evaluation: Maximum 10 marks shall be awarded by the supervising teacher as the internal mark. Maximum 40 marks shall

be awarded by external examiners. Out of the external 40 marks, 20 marks shall be given for the report and 20 marks shall be given for the performance in viva voce examination as specified below. All the group members shall be given equal marks for their report and the viva-voce marks may vary based on the performance of each student in viva voce examination. Internal Evaluation (10 marks or 20% of total marks ) and External Evaluation ( 40 marks or 80% of total marks).

<b>Internal Evaluation</b>	
<b>10 marks</b>	
<b>Components</b>	<b>Marks</b>
Punctuality	2
Organisation of report	4
Viva voce	4
<b>Total</b>	<b>10</b>

<b>External Evaluation</b>		
<b>40 marks</b>		
<b>Components</b>	<b>Sub components</b>	<b>Marks</b>
1. Project report	Relevance of the topic, statement of objectives	5
	Methodology, Research design	5
	Use of statistical tools, Analysis and interpretation, major findings	5
	Recommendations, references/bibliography	5
	<b>Total</b>	<b>20</b>
2.Viva voce	Viva voce	<b>20</b>
	<b>Total</b>	<b>40</b>

**PART B****DISCIPLINE SPECIFIC ELECTIVE COURSE I****FINANCE****CORE COURSE XII (DSEC):-ADVANCED FINANCIAL MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B12BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO1:** To familiarize the students with advanced financial analysis and Decisions.

**CO2:** To equip the students with knowledge about the financing, dividend and liquidity areas of financial decision making in business organisation.

**CO3:** Demonstrate the importance of working capital management and the tools to manage it.

**CO4:** Provide the learners with the skills to evaluate complex investment situations.

**Module I: Financial Management-** meaning-nature - scope-traditional vs. modern concept-goal of financial management-profit vs. wealth maximization-finance function-role of finance manager-financial planning-meaning- steps in financial planning.

**(25 Hours)**

**Module II: Leverages and Capital Structure** –part 1.Leverages-meaning-types-operating leverage-financial leverage-combined leverage (problems) part 2.capital structure-meaning-factors affecting capital structure-theories of capital structure- Net Income Approach-Net Operating Income Approach- Traditional theory-MM theory

**(30 Hours)**

**Module III: Planning and forecasting of working capital** –concept of working capital-determinants of working capital-estimating working capital needs-methods-operating cycle method-net current asset forecast method-cash management-motives of holding cash-cash management techniques-preparation of cash budget-receivables management-preparation of Ageing schedule-and debtors turnover ratio—inventory management techniques-problems on EOQ .

**(35 Hours)**

**Module IV: Dividend theories**-introduction-meaning of dividend-forms of dividend-irrelevance theory-MM model-Relevance theory-Walters model-Gordon's model-problems on dividend theories. **(18 Hours)**

**References:**

1. I.M.Pandey Financial management: Vikas publishing house, New Delhi
2. Prasanna Chandra Financial management: Tata McGraw Hills, New Delhi
3. M.Y.Khan & P.K.Jain Financial management: Tata McGraw Hills, New Delhi
4. Brealy and Steward Corporate finance: McGraw Hills, New York
5. Bhattacharya working capital management, strategies and techniques prentice Hall ,Delhi
6. R.K.sharma & S.K.Guptha Financial management
7. V.K.Bhalla Financial management
8. S.C.Kuchal Financial management

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	14
II	17
III	19
IV	10
Total	60

**CORE COURSE XIII (DSEC): INCOME TAX LAW AND PRACTICE**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B13BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** understand the basic concepts and definitions under the Income Tax Act,1961.

**CO2:** Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act,1961.

**CO3:** Acquire Knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.

**CO4:** Acquire Competency in taking up employment in Tax planning and management.

**Module 1: Income Tax Act-1961. (Meaning ,Concepts and Definitions):**Income, Person, Assessee, Assessment year, Previous year, Agricultural Income, Exempted Income, Residential Status of an Assessee, Capital and Revenue Income and expenditure. **(20 Hrs.)**

**Module II : Computation of Taxable Income under the different heads of Income.:**

**a) Income from Salary:** Salient features, meaning of salary, Allowances and tax Liability-Perquisites and their Valuation- Deductions from salary.(Theory and Problems)

**b) Income from House Property:** Basis of Chargeability-Annual Value-Self occupied and let out property- Deductions allowed (Theory and Problems)

**c) Profits and Gains of business or profession:** Definitions-business, profession, , computation of profits and gains- deductions and deductions disallowed (Theory and Problems)

**d) Capital Gains:** Chargeability-definitions- Short term and long term capital gains-deductions, exemptions (simple problems only)

**e) Income from other sources:** Chargeability-deductions-Amounts not deductible. (simple problems only) **(50 Hrs.)**

**Module III: Computation of Total Taxable Income of an Individual:**

Aggregation of income, clubbing, setoff and carry forward, deductions from GTI, computation of total income and tax liability of individual **(38 Hrs.)**



**Books for References:**

1. Income Tax law and Accounts: Dr HC Mehrotra and Dr SP Goyal
2. Direct taxes Law and Practice: Vinod K Singhaniya
3. A P Philip: Direct Taxes Law & Practice
4. Income tax Law and Practice :Dr.Bhagavathi Prasad
5. Income tax Law and Practice : Gaur and Narang

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	15
II	30
III	15
<b>Total</b>	<b>60</b>

**CORE COURSE XVII (DSEC): INSURANCE AND RISK MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B17BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** Demonstrate a working knowledge of the language and procedures associated with risk management.

**CO2:** Perform risk management review for individuals and organizations.

**CO3:** Apply insurance contracts to address risk management needs of individuals and organizations.

**CO4:** Analyze information to determine if a loss exposure may be covered by property insurance contract(s).

**Module I: Concept of Risk:** Meaning- types- sources- types- measurement of risk (Theory only)- risk evaluation and prediction, risk retention and transfer. **(25 Hours)**

**Module II: Introduction to Insurance:** Nature of Insurance Contract- principles of insurance- contribution and subrogation- indemnity- need for insurance- legal aspects of insurance contract- Reinsurance, Co-insurance, Assignment. **(30 Hours)**

**Module III: Life Insurance:** Features- classification of policies- surrender value- applications and acceptance- related documents- assignments- nomination- waiver of evidence of title. **(20 Hours)**

**Module IV: General Insurance:** Types: Fire and motor, health, marine, automobile (burglary and personal accident insurance). **(18 Hours)**

**Module V: Regulation of Insurance in India:** Control of malpractices, negligence- computation of insurance premium- regulatory framework of insurance: roles, powers, functions of IRDA. **(15 Hours)**

**References:**

1. George, E. Rejda, Principles of Risk Management and Insurance, Pearson Education.
2. Dorfman, Marks S., Introduction to Risk Management and Insurance, Pearson
3. Gupta. P.K, Insurance and Risk Management, Himalaya Publishing House.
4. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons.
5. Black, K. and H.D. Skipper, Life and Health insurance, Pearson Education
6. Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.
7. Vaughan, E. J. and T. Vaughan, Fundamentals of Risk and Insurance, Wiley & Sons

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	14
II	17
III	11
IV	10
V	8
Total	60

**COURSE XVIII (DSEC): STOCK AND COMMODITY MARKETS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B18BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**CO 1.** Acquire knowledge on conceptual framework of Stock Markets and Commodity Market functioning in the economy.

**CO 2.** Understand different modes of trading.

**CO 3.** Demonstrate skill in terms of stock and derivative trading.

**Module I: An overview of capital and commodity markets:** Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism. Meaning of commodity and Commodity markets, Difference between Stock Market and Commodity Market. **(18Hours)**

**Module II: Stock market:** History, Membership, Organization, Governing body, Functions of stock Exchange, on line trading, role of SEBI, Recognized Stock Exchanges in India (brief discussion of NSE BSE and Nifty). Derivatives on stocks: meaning, types (in brief). **(23 Hours)**

**Module III: Trading in stock market:** Patterns of Trading & Settlement – Speculations – Types of Speculations – Activities of Brokers – Broker Charges – Settlement Procedure, National Securities Depository Ltd.( NSDL) Central Securities Depository Ltd.( CSDL) (in brief). **(22 Hours)**

**Module IV: Commodity market:** Evolution, Commodity derivatives, Commodity exchanges- Regional & National and International, Functions, role, objectives and types- Types of transactions in Commodity market – Spot, Future and Forward options markets. **(23 Hours)**

**Module V: Trading in commodity markets:** Patterns of Trading & Settlement, Price discover, Efficiency of Commodity Markets - Size of Commodity Markets in India - Benefits of Commodity Markets. **(22 Hours)**

**References**

1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
2. SrivastavaRM : Management of Financial Institutions, HPH
3. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.
4. Bharat Kulkarni; Commodity Markets and Derivatives, Excel Books.
5. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill 62

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	10
II	12
III	15
IV	13
V	10
<b>Total</b>	<b>60</b>

**DISCIPLINE SPECIFIC ELECTIVE COURSE II****HUMAN RESOURCE MANAGEMENT****CORE COURSE XII (DSEC); HUMAN RESOURCE DEVELOPMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDITS</b>	<b>EXAM HOURS</b>
<b>V</b>	<b>5B12BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** Understand the HRD Practices in corporates

**CO2:** Contribute to the development and improvement of Organisation's systems and strategies leading to an optimal HRD Climate.

**CO3:** evaluates the performance management Programme

**CO4:** contribute to the development, implementation and evaluation of employee recruitment, selection and retention plans

**Module - I: Human Resource Development (HRD):** Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD: Training, Education and Development; Roles and competencies of HRD professionals. **(25 Hours)**

**Module - II: HRD Process:** Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs. HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate; HRD Audit. **(35 Hours)**

**Module – III: HRD Applications:** Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology. **(25 Hours)**

**Module – IV:** Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD. **(23 Hours)**

**References:**

1. Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, New York.
2. Rao T.V. and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford and IBH Publication Ltd.
3. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication .Ltd.
4. Viramani B.R. and Seth, Pramila: Evaluating Management Training and Development, Vision Books.
5. Rao T.V.: Human Resource Development, Sage publication.

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	14
II	19
III	14
IV	13
<b>Total</b>	<b>60</b>

**CORE COURSE XIII (DSEC) : PERFORMANCE AND COMPENSATION  
MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B13BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** Understand concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

**CO2.** Describe the process and evaluate the implications of job evaluation

**CO3.** Illustrate different ways to strengthen the pay for performance link

**CO4.** Understand the legally required employee benefits

**Module I Introduction:** Concept, Philosophy, History from performance appraisal to performance development. Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling. **(25 Hours)**

**Module II Performance management and reward systems:** Performance Coaching ,Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal. **(20 Hours)**

**Module III: Job Evaluation:** Introduction- Methods of Job Evaluation- Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broad-banding, competency based pay. **(20 Hours)**

**Module IV: Incentives plans for production employees and for other professionals:**

Developing effective incentive plans, pay for performance, Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in Indian industry. **(20 Hours)**

**Module V: Wages in India:** Minimum wage, fair wage and living wage.- Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity,. Special



compensation situations: International compensation-managing variations. Expatriate Pay.  
(23 Hours)

**References:**

1. Milkovich & Newman , Compensation, McGraw Hill.
2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX
3. Richard Henderson: Compensation management in a knowledge based world, Prentice Hall.
4. T.N.Chhabra & Savitha Rastogi Compensation management, Sun India Publications.
5. Gary Dessler , Human Resource Management, Prentice Hall.
6. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance :Book by Michael Armstrong.
7. Bhattacharyya, D.K.: Performance management systems and strategies, Pearson Education.

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	14
II	11
III	11
IV	11
V	13
<b>Total</b>	<b>60</b>

**CORE COURSE XVII (DSEC): COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDITS</b>	<b>EXAM HOURS</b>
<b>VI</b>	<b>6B17BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** -Understand the behavioural issues at work place

**CO2:** Understand basic concepts of counseling and negotiations.

**CO3:** Understand the role of negotiations in organisations

**CO4:** Acquire negotiation skill to deal organizational issues

**Module I Counselling:** Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills. **(25 Hours)**

**Module II Changing Behaviours through Counselling:** Specific Techniques of Counselling; Role conflicts of Managers and Counselling-Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse- Ethics in Counselling. **(35 Hours.)**

**Module III Negotiation:** Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks. **(25 Hours.)**

**Module IV Role of trust in negotiations:** Negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion. **(23 Hours.)**

**References:**

1. Singh Kavita - Counselling Skills for Managers (PHI)
2. Carroll, M.: Workplace counseling, Sage Publication.
3. Kottler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.
4. Moursund, J.: The Process of counselling and therapy, New Jersey: Prentice Hall.
5. Patterson, L. E., & Welfel, E. R.: The counselling process: A multitheoretical integrative approach, New York: Brooks Cole.
6. Kolb, D., & Williams, J.: The Shadow Negotiation. UK: Simon & Schuster.
7. Korobkin, R.: Negotiation theory and strategy, Aspen Publisher. 8. Lewicki, R.: Essentials of negotiation. Alexandria V. A.: Society of HRM.

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	14
II	19
III	14
IV	13
<b>Total</b>	<b>60</b>

**CORE COURSE XVIII (DSEC): ORGANISATIONAL CHANGE AND DEVELOPMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B18BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** Understand the significance of innovation and creativity in business

**CO2:** Understand the need for Organisational change and development in the modern Organisations.

**CO3:** Adapt to changing corporate circumstances and become efficient managers in the modern era.

**CO4:** Scale up their path towards career development by means of developing their individual potentialities.

**Module I: CHANGE MANAGEMENT:** The importance and nature of change. Change and human response. Introducing change effectively: Basic steps, factors influencing change-resistance to change, overcoming resistance to change. **(25 Hours)**

**Module II: ORGANIZATION EFFECTIVENESS:** Organization effectiveness: Concept, problems in measurement of effectiveness. System - level criteria of judging effectiveness. **(23 Hours)**

**Module III: ORGANIZATIONAL DEVELOPMENT:** The nature of Organizational Development (OD): Assumptions and values. Relevant systems concepts. Action research, OD Interventions: Team interventions, Inter-group interventions, personal, interpersonal and group processes interventions: A descriptive inventory of OD interventions. **(35 Hours.)**

**Module IV: CREATIVITY & INNOVATION:** Creativity & Innovation: Meaning, Need, Components of Creativity & Innovation, Organizational Constraints, Organizational environment for Creativity & Innovation. **(25 Hours.)**

**References:**

1. Dunnette, M.D. (Ed.) (1976). Handbook of Industrial and Organizational Psychology. Chicago: Rand McNully.
2. French, W.L.; & Bell, C.H. Jr. (1980). Organizational Development. London, Prentice Hall. 3. Herbert, T.T. (1981). Dimensions of Organizational Behavior. London: MacMillan.
4. Schemerhorn, Osborn and Hunt (2012). Organisational Behaviour. Wiley Publications.
5. Khandwalla, P.N. (1988). Organizational effectiveness. In J. Pandey (Ed.) Psychology in India: The State-of-the Art (Vol.3, pp. 97-215). New Delhi: Sage.
6. Luthans, F. (1989). Organizational Behaviour. London: McGraw Hill.
7. Margulies, N.; & Raia, A.P. (1975). Organizational Development: Values, process and technology. New Delhi: Tata McGraw Hill.
8. McGill, M.E. (1977). Organizational Development for Operating Managers. AMACO (a division of American Management Association).

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	14
II	13
III	19
IV	14
<b>Total</b>	<b>60</b>

**DISCIPLINE SPECIFIC ELECTIVE COURSE III****MARKETING****CORE COURSE XII (DSEC): CONSUMER BEHAVIOUR**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
<b>V</b>	<b>5B12BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:** Understand the relevance of consumer behavior theories and concepts to marketing decisions.

**CO2:** Use appropriate techniques to apply market solutions.

**CO3:** Acquire social and ethical implications of marketing actions on consumer behaviour

**CO4:**Formulate marketing strategies that influence consumer behaviour

**Module I:**Consumer Behaviour: Nature, scope & application- Importance of consumer behaviour in marketing decisions - characteristics of consumer behavior - consumer research- consumer buying process: concepts - importance - need and elements involved in buying process - Factors influencing buying process -Economic and legal factor - Social factors - Psychological factors - Behavioral factors. **(32 - Hours)**

**ModuleII :** Consumer decision process: Types of Decision process– Models of consumer behaviour (Economic model - Psychoanalytic model - Sociological model - Howard &Sheth model) – individual determinants of consumer behavior. Group Dynamics and consumer reference groups – definition of group – Group dynamics including roles, norms, cohesiveness leadership & conformity – reference groups, Family decision making. Culture and Social class: Social stratification – characteristics of social class – Social influence on consumer – Culture, sub-culture – Problems of cross culture marketing. Diffusion of innovation – Consumer decision making for new products – brand – loyalty **(40 - Hours)**

**Module III:** Post purchase behaviour and market regulation - Defining post purchase behavior -consumer's post purchase dissonance - satisfaction - dissatisfaction. - Consumer Protection Act 1986 -rights of consumers- Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers ( 26 - Hours)

**Module IV:** Organisational buying behavior: Buying decisions involved in industrial buying process – Factors influencing industrial buying process (10 - Hours)

**Books for Reference:**

1. Consumer Behaviour : Blackwell, Miniard& Engel
2. Consumer choice Behaviour : Howard John, Hagadish and Sheth
3. Consumer Behaviour : Mehta &Subhas
4. Consumer Behaviour in India : Syam and Babu
5. Consumer Behaviour- Concepts, Applications & Choices : M.S.Raju, Dominique Xardel

**Marks including choice:**

Module	Marks
I	18
II	22
III	14
IV	6
Total	60

**CORE COURSE XIII (DSEC) : ADVERTISING AND BRAND MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B13BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1:** Understand the fundamental theories, concepts, and frameworks in advertising and brand management

**CO2:** Apply advertising and branding techniques in different situations

**CO3:** Understanding ethical challenges related to responsible management advertising and brand strategy

**CO4 :**Acquires skill in media planning and scheduling

**Module I :** Advertising - Meaning - definition - Features - significance - Functions - Classification - Future of advertising - Definition & growth of modern advertising, advertising & the marketing mix, Social & economic aspects of advertising- AIDA model of advertising- types of ad appeals- Creativity in advertising - Concept of copy - different types of copy, copy writing, copy research , creating copy strategies, brand image, execution, USP - Advertising Effectiveness – Concept, importance, difficulties, Measurement - direct measures(historical sales method - experimental control) , indirect measures - Recall of advertising message - attitude change  
**(30- Hours)**

**Module II :** Media planning & scheduling: Introduction to broadcast & non -broadcast media; Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford; Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: flighting, pulsing, & continuous Advertising Business - Adv Agency - Types of agency - functions and selecting an Ad agency - Adv agency and client relationship - Social implications of advertising - Moral and Ethical issues in advertising  
**(38 - Hours)**



**Module III:** Introduction to brands and brand management, Concept of a brand, brand evolution, branding challenges and opportunities, Strategic brand management process. Identifying and establishing brand positioning and values; Brand building, brand positioning and values brand repositioning. **(20 - Hours)**

**Module IV:** Designing and implementing brand strategies; Brand extension. Brand hierarchy Kapferer. Brand equity, measurement of brand equity, brand personality, brand image, managing brands overtime. Integrating advertising and brand management

**( 20- Hours)**

**Books for Reference:**

1. Aaker, Myers &Batra : Advertising Management , Prentice Hall.
2. Wells,Moriarity&Burnett : Advertising Principles & practices , Prentice Hall.
3. Sen Gupta, Subrato: Brand Positioning, Tata McGraw Hill, Delhi
4. Kapferer, J.N.: Strategic Brand Management, Kogan Page, London .
5. Kuller, K.L.: Strategic Brand Management, Prentice Hall, New Delhi.
6. Moorthy, Y.L.R.: Brand Management, Vikas Publication House, New Delhi.
7. Aaker, David A: Building Strong Brands, Free Press, New York Jones, John Philip:

**Marks including choice:**

Module	Marks
I	16
II	20
III	12
IV	12
Total	60

**CORE COURSE XVII (DSEC) : LOGISTICS MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B17BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market .

**CO2:** Explain how to use the levers of the logistics strategy to redefine the points necessary to make this harmonization.

**CO3:** Analyse the importance of the term “value creation” and to propose actions in the field of management of logistics costs towards the creation of value.

**CO4:** Distinguish the forces shaping international logistics in a global market.

**CO5:** Assess accurately the risks occurred due to loss of focus on the satisfaction of end customer demand

**Module I: Introduction to logistics:** Fundamentals of Logistics – Definition and Activities – Aims and Importance – Progress In Logistics and Current Trends- Organisation and Achieving Integration- elements and objectives of logistics management – logistics management v/s supply chain management – integrated logistics: objectives.

**(35hrs)**

**Module II: Supply Chain Management:** Meaning and definition- components/ participants of SC- concept of SCM- Objectives of SCM- SCM process - Factors driving the evolution of SCM – objectives of SCM – Bull-whip effect - supply chain planning.

**(30hrs)**

**Module III: Customer Service:** Customer relationship management, Customer service management, Demand management, Customer order fulfillment, Manufacturing flow management, Procurement management/Supplier relationship management, Returns management

**(30 hrs)**

**Module IV: Warehouse Management:** Introduction; Definitions ; Evolution of Concept of Warehousing; Importance - Benefits of Warehousing; Warehouse Operating Principles; Developing the Warehouse Resource.

**(13 hrs)**

**Books for References:**

1. Agrawal D. K., Logistics and Supply Chain Management, Macmillan, 2009
2. Raghuram G, and Rangaraj N, Logistics and Supply Chain Management, Macmillan Publication., 2000.
3. Alan Harisson & Remko van Hoek, “Logistics Management and Strategy: Competing Through the Supply Chain”, FT Press, 2011
4. Martin Christofer. “Logistics & Supply Chain management” , Pearson Education Limited, 2005

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	19
II	17
III	17
IV	7
Total	60

**CORE COURSE XVIII (DSEC) : RETAIL MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B18BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1:** Understand basic marketing theories, principles, practices and terminology related to each functional area of business.

**CO2:** Identify the ways that retailers use marketing tools and techniques to interact with their customers and perform basic functions appropriate to each functional area of business.

**CO3:** Analyse the contribution of retailers to the product value chain; consumer motivations, shopping behaviours, and decision processes for evaluating retail Offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy.

**CO4:** Understand how retailers differentiate their offering as an element in their corporate strategy and factors affecting strategic decisions involving investments in locations, supply chain and Information systems, and customer retention program.

**Module I :Introduction to Retailing-**Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

**(22Hours)**

**Module II: Retail Formats and operations-**Retail Sales by ownership, On the basis of Merchandise offered, non - store Based retail mix & Non- traditional selling. Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

**(35Hours)**

**Module III: Store Planning-**Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. **(12Hours)**

**Module IV: Retail Marketing-**Advertising & Sales Promotion, Store Positioning, Retail Marketing-Mix, CRM, Advertising in Retailing.

**(14Hours)**

**Module V: Retail Merchandising and Merchandise Pricing-** Buying function, Mark-ups & Mark-down in merchandise management, shrinkage in Retail merchandise management. Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing. **(25 Hours)**

**Books for References:**

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA,2013
2. Berman & Evarv: Retail Management, Perntice Hall.,2017
3. Bajaj, Tuli&Srivastava: Retail Management- Oxford University Publications,2016
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.2014
5. Harjit Singh: Retail Management, S. Chand Publication,2011
6. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.),2012
7. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.),2011
8. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.),2013
9. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.), 2013.

**Marks including choice:**

<b>Module</b>	<b>Marks</b>
I	12
II	19
III	7
IV	8
V	14

**PART - C****GENERIC ELECTIVE COURSES****GENERIC ELECTIVE COURSE I: CUSTOMER RELATIONSHIP MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5DO1BBA</b>	<b>2</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

Co1: Understand the concept of CRM in digital era with modern changes in the recent world.

Co2: Identify the dimensions to evaluate customers' satisfaction .

Co3: Apply various strategies to improve the customer loyalty and maintaining the long-term-customer relationships.

Co4: Analyse the recent initiatives taken by MNCs to improve customers' satisfaction coping-upto their expectations.

**Module I: Introduction to CRM-** CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation. **(12 Hrs)**

**Module II: Customer Satisfaction-**Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices.

**(14 Hrs)**

**Module III: Emerging Perspectives:** Rural CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

**(10Hrs)**

## References

1. Alok Kumar Rai, "Customer Relationship Management-Concepts and Cases", PHI Learning Pvt. Ltd, 2012.
2. Bhasin, "Customer Relationship Management", Wiley Dream tech publishers, 2012  
Alok Kumar Rai, "Customer Relationship Management-Concepts and Cases", PHI Learning Pvt. Ltd, 2012.
3. Chaturvedi, "Customer Relationship Management", Excel Books, 2009.
4. Sheth J N, Parvatiyar A. and Shainesh G,"Customer relationship management-  
Emerging Concepts, Tools, & Applications", Tata McGraw-Hill Education , 2009.

## Marks including choice:

Module	Marks
I	10
II	12
III	8
Total	30

**GENERIC ELECTIVE COURSE II: SERVICE MARKETING**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5D02BBA</b>	<b>2</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

**CO1:** Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.

**CO2:** Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.

**CO3:**Recognise the challenges faced in services delivery as outlined in the services gap model.

**CO4:** Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporates.

**Module I: Introduction-** Growth of service sector – Definition, features and types of services – designing of service – Service Marketing versus Goods Marketing- 7 P’s Services Marketing Mix-- Service marketing triangle– Service mapping . **(10Hrs)**

**Module II: Consumer Behaviour in Services Marketing-**Customer expectation of services - Factors influencing customer expectation of services - Customer perception of services - Customer satisfaction . **(6Hrs)**

**Module III : Management of Services Marketing-** Service strategy for an effective demand – Service strategy for supply – market segmentation, Targeting and Positioning. **(8 Hrs)**

**Module IV: Delivering Quality Services-**Quality gap – the customer expectation vs. actual services – Technique to augment the gap – Performance gap – Promise vs. Delivery - Strategy for augmenting the gap – Communication gap—Measuring Service Quality: SERVQUAL Scale.

**(12Hrs)**



**Reference Books**

1. S.M. Jha, “Services Marketing” Himalaya Publishing House. 2017
2. Christopher Lovelock “Services Marketing” Pearson Education, 11th edition 2017
3. Adrian Payne, “The Essence Of Services Marketing” Prentice Hall of India Pvt Ltd., 2014.
4. B Santhanam, “Services Marketing” Margham Publications, 2014
5. K. Douglas, Hoffman, John E.G. Bate Son “Essentials of Service Marketing” Dryden Press Series, 2013.
6. Helen Woodroffe – “Services Marketing” Macmillan publications, 2012.

**Marks including choice:**

Module	Marks
I	8
II	5
III	7
IV	10
<b>Total</b>	<b>30</b>

**GENERIC ELECTIVE COURSE III: E-COMMERCE**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5D03BBA</b>	<b>2</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

CO1: Familiarize the basic concepts and methods of e-commerce

CO2 :Understand how e-commerce affect today's business world

CO3:Identify the precautionary measures to be followed while entering in online transactions.

CO4: Analyze factors influencing the success of e-commerce.

**Module I; Introduction to e-commerce:-** Meaning, Concept, Origin. Importance, features, benefits of e-commerce. Challenges and limitations of e-commerce. **(10Hrs)**

**Module II: Business models of e-commerce:-** B2B, B2C, C2C. Factors influencing the success of e-commerce. **(6 Hrs)**

**Module III: Electronic payment systems:-** Introduction, Online payment methods, Debit card, credit card, e-cash, e-smart card, e-cheque, e-wallet, stored value card (gift card), Electronic fund transfer(EFT), Digital currency, M-commerce. **(12Hrs)**

**Module IV: Recent trends in e-commerce:-** Digital signature, digital certificate, Biometrics Information & Technology Act 2000, Security issues in e-commerce.

**(8Hrs)**

## References

1. Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher
2. Bejajnath E-commerce, The cutting Edge of Business
3. R Kalakota E-commerce
4. Douglas, The internet book
5. Aleon, Internet in a nutshell
6. Internet and web design. R&D Wing, Mac Million
7. Rayport, Jeffrey F and Jaworksi, Bernard J, Introduction to E-Commerce, Tata Mc Graw Hill, New Delhi

## Marks including choice:

Module	Marks
I	8
II	5
III	10
IV	7
Total	30

### GENERIC ELECTIVE COURSE IV: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D04BBA	2	2	2

**Course Outcomes:**

CO1: Understand the concept and significance of event management.

CO2: Familiarize the techniques to improve event finance, sponsorship and cost control.

CO3 : Practice preparing time limits for event.

CO4: Develops skill for conducting an event

**Module I: Introduction to Event Management:** concepts – nature – scope – Evolution of professional event management- significance and components of events – event co ordination.

**(8Hrs)**

**Module. II: Conceptualizing and designing Event:** key elements of events – activities in event management – planning – organizing – staffing – leading – co ordination – controlling – event management information system.

**(10Hrs)**

**Module. III**

**Event Production** – Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – inter personal skills. Event Marketing, Finance Management in events, Safety and security in event.

**(10Hrs)**

**Module IV: Evaluation of Event Performance:** basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations.

**(8Hrs)**

**References**

1. Event Marketing and Management :Sanjaya Singh Gaur &Sanjay.V.Saggere
2. Successful event management : Anton Shorie, Bryn Parry
3. Event Management : A.K.Bhatia
4. Best Practices in Modern event Management : Gold Blatt
5. Professional Event co ordination : Julia Rutherford Silvers
6. Event Planning : Judy Allen
7. Hand book of conferences and meetings b y David seekin

**Marks including choice:**

Module	Marks
I	7
II	8
III	8
IV	7
Total	30

**GENERIC ELECTIVE COURSE V: DISASTER MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS</b>	<b>CREDIT</b>	<b>EXAM</b>
		<b>PER WEEK</b>		<b>HRS</b>
<b>V</b>	<b>5D05BBA</b>	<b>2</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

CO1: Understand the factors contributing to disaster

CO2: Acquire knowledge about the various precautionary measures to reduce the disasters

CO3: Understand the IT techniques in disaster management

CO4 : Identify the role of NGO and Govt. in disaster management

**Module I: Disaster:-** Meaning, Definition, Phases of disaster. Classification of disaster:- Natural- Flood, Cyclone, Earthquake, Landslide; Man-made- Fire, Pollution, Nuclear disaster, Biological disaster (Causes & effects) **(12 Hrs)**

**Module II: Vulnerability Analysis:-** Vulnerability:- meaning, concept. Strategic development for vulnerability analysis. Disaster Risk Reduction (DRR) **(6Hrs)**

**Module III: Disaster Management:** Pre disaster prevention, Prediction. Disaster preparedness- disaster preparedness plan; long term and short term. Warnings, safety measures. Post disaster management:- Damage assessment, remedial measures, rehabilitation. **(12Hrs)**

**Module IV: Role of IT in disaster management:** Role of Govt. NGO, Volunteers and social workers in disaster management. **(6Hrs)**

**References**

1. R.B Singh(Ed) :Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed) :Disaster Management, Universiters Press, India:

3. R.B Singh : Space Technology for Disaster Mitigation in India (INCED), University of Tokyo
4. Dr. Satender : Disaster Management in Hills, Concept Publishing Co., New Delhi
5. M.C Gupta : Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi.
6. R.K Bhandani : An Overview on Natural and Manmade Disaster & their 44 Reduction, CSIR, New Delhi.
7. R.B Singh(Ed) : Environmental Geography, Heritage Publishers, New Delhi.

**Marks including choice:**

Module	Marks
I	10
II	5
III	10
IV	5
Total	30

**MODEL QUESTION PAPERS**  
**I SEMESTER BBA DEGREE PROGRAMME**  
**CORE COURSE I - 1B01BBA(BBA)**  
**PRINCIPLES AND PRACTICE OF MANAGEMENT**

**Time : 3 Hours**

**Maximum : 40 Marks**

**PART – A**

Answer all questions. Each question carries 1 mark.

1. What is planning premises?
2. What is departmentation?
3. Define management?
4. What is strategy?
5. What is MBO?
6. What is motivation?

(6×1=6)

**PART - B**

Answer any 6 questions. Each question carries 2 marks.

7. What is diagonal communication?
8. What is span of supervision?
9. What is gangplank?
10. What do you mean by synergy?
11. What is centralization?
12. Explain the concept of stability of tenure?
13. What is standing plan?
14. What do you mean by science not rule of thumb method?

(6×2=12)

**PART - C**

Answer any 4 questions. Each question carries 3 marks.

15. Explain the different types of decision making?
16. Difference between centralization and decentralization?
17. Explain the principles of organizing?
18. "Planning and controlling are the two sides of the same coin". Do you agree?
19. "Coordination is the essence of management" Explain?
20. What is staffing? Explain the steps in staffing?

(4×3=12)

**PART – D**

Answer any 2 questions. Each question carries 5 marks.

21. What is directing? What are the elements of directing?
22. What do you mean by controlling? What are the techniques of controlling?
23. Explain the elements of scientific management?
24. What are the different types of organizing?

(2×5=10)



**I SEMESTER BBA DEGREE PROGRAMME  
COMPLEMENTARY ELECTIVE COURSE I-1C01BBA (BBA)  
STATISTICS FOR BUSINESS DECISIONS**

**Time : 3 Hours**

**Maximum : 40 Marks**

**PART – A**

Answer all questions. Each question carries 1 mark.

1. What is primary data?
2. Define correlation
3. What is regression?
4. What is Questionnaire?
5. What is secular trend?
6. What is price index?

(6×1=6)

**PART - B**

Answer any 6 questions. Each question carries 2 marks.

7. What do you mean by tabulation?
8. Define statistics
9. List out different methods of collection of primary data?
10. Explain the types of index numbers.
11. What is perfect correlation?
12. What do you mean by regression coefficients?
13. What are the components of time series?
14. What is scatter diagram?

(6×2=12)

**PART - C**

Answer any 4 questions. Each question carries 3 marks.

15. What are the main uses of index numbers?
16. Difference between classification and tabulation?
17. State the merits and demerits of Spearman's rank correlation method?
18. Explain moving average

19. What are the functions of statistics?

20. Explain cost of living index

(4×3=12)

### PART – D

Answer any 2 questions. Each question carries 5 marks.

21. What is meant by statistical investigation? What are the stages of statistical investigation?

22. Calculate Karl Pearson's coefficient of correlation for the following series

Price(In Rs) : 110 111 112 113 114 115 116 117 118 119

Supply(In Kg):200 210 210 240 260 280 310 400 410 420

23. Define trend. What are the various methods used to measure trend?

24. Compute Fishers ideal index and show whether it satisfies Time reversal test.

Commodity	Base Year		Current Year	
	P	Q	P	Q
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24

(2×5=10)

**I SEMESTER BBA DEGREE PROGRAMME  
COMPLEMENTARY ELECTIVE COURSE II – 1C02BBA  
MANAGERIAL ECONOMICS**

**Time : 3 Hours**

**Maximum : 40 Marks**

**PART A**

Answer all questions. Each question carries 1 mark

1. Define managerial economics.
2. What is kinked demand curve?
3. What is price differentiation?
4. Define opportunity cost.
5. Define production function.
6. What is supply?

( 6x1=6)

**PART B**

Answer any 6 questions. Each question carries 2 marks

7. What is price skimming?
8. What is selling cost?
9. What is cost plus pricing? State its advantages.
10. What is law of demand?
11. What are the properties of an isoquant curve?
12. Give the meaning of equilibrium?
13. What is substitution effect?
14. What is diminishing marginal utility?

(6x2=12)

**PART C**

Answer any 4 question. Each Question carries 3 marks

15. Distinguish between fixed cost and variable costs.
16. Explain the features of long run average cost.
17. Explain any three pricing methods.
18. Explain the features of perfect competition.
19. Explain supply curve.
20. Explain price elasticity of demand.

(4x3=12)

**PART D**

Answer any 2questions. Each question carries 5 marks

21. Explain with suitable examples, the various determinants of demand.
22. Define monopoly. Explain how price output decisions are taken under conditions of monopoly.
23. Explain the nature and scope of managerial economics.
24. Explain cost output relationship in short run.

(5x2=10)

**II SEMESTER BBA DEGREE PROGRAMME  
CORE COURSE II - 2B02BBA  
BUSINESS ENVIRONMENT**

**Time : 3 Hours**

**Maximum : 40 Marks**

**PART A**

Answer all questions. Each question carries 1 mark

1. Define business environment
2. What is legal environment
3. What is disinvestment
4. What is an MNC
5. What is public sector Enterprise
6. Expand CSR

(6x1=6)

**PART B**

Answer any 6 questions. Each question carries 2 marks

7. What is franchising
8. What are political institutions in India
9. What is SWOT analysis
10. What is environmental scanning
11. What is Globalization
12. What is industrial pollution
13. What is New Economic policy
14. What is sub culture

(6x2=12)

**PART C**

Answer any 4 question. Each Question carries 3 marks

15. Explain the features of business environment
16. Explain micro environment factors
17. Explain the role of MNC in India
18. What are the elements in Socio cultural environment
19. Explain the Criticisms of disinvestment policy
20. What are the responsibilities of business towards Government (4x3=12)

**PART D**

Answer any 2questions. Each question carries 5 marks

21. What is business environment. What are the components of external environment
22. Explain the social responsibility of business towards different stakeholders
23. What are the main global entry strategies in globalization
24. What is environmental scanning. What techniques used in environmental scanning(5x2=10)

**II SEMESTER BBA DEGREE PROGRAMME  
CORE COURSE III - 2B03BBA  
ENTREPRENEURSHIP DEVELOPMENT**

**Time : 3 Hours**

**Maximum : 40 Marks**

**PART A**

Answer all questions. Each question carries 1 mark

1. Define Entrepreneurship?
2. What do you mean by project management?
3. What is flexibility study?
4. What do you mean by intrapreneurs?
5. What do you mean by small scale industry?
6. What do you mean by viability study? (6 x1=6)

**PART B**

Answer any 6 questions. Each question carries 2 marks

7. Describe features of entrepreneurship.
8. Explain EDP
9. Explain venture capital
10. What are the problems faced by women entrepreneur?
11. State relationship between Entrepreneurial behavior and psycho theories.
12. Explain the role of Govt. in organizing EDP
13. Describe theories of entrepreneurship.
14. How employment opportunities are generated by entrepreneurship? (6x2=12)

**PART C**

Answer any 4 question. Each Question carries 3 marks

15. Write a note on Women Entrepreneurs.
16. Explain the functions of Entrepreneurs
17. Distinguish between Entrepreneurs and managers
18. Describe any two state level financing institutions.
19. What is the difference between Intrapreneurs and entrepreneurs?
20. Describe any four types of Entrepreneurs. (4x3=12)

**PART D**

Answer any 2questions. Each question carries 5 marks

21. Write a note on rural entrepreneurship
22. Explain status of entrepreneurship in Indian industry with examples
23. Describe various stages of project management.
24. Explain women entrepreneurship in India (5x2=10)

**II SEMESTER BBA DEGREE PROGRAMME**  
**CORE COURSE III - 2C03BBA**  
**QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

**Time: 3 hrs**

**Max Marks: 40**

**Section A**

**Answer all questions. Each question carries 1 mark**

1. Define Mutually Exclusive Events
2. What is Type I error?
3. What is standard normal variate?
4. What is a random experiment?
5. Define exhaustive events
6. What are equally likely events?

**(6 x1=6)**

**SECTION B**

**Answer any SIX questions. Each question carries 2 marks**

7. Explain Two-Tailed Test
8. Write the characteristics of normal curve
9. What do you mean by parametric test and non parametric test?
10. What is the probability of getting a king or spade when you are drawing a card from a pack of 52 cards?
11. Describe the utilities of poisson probability distribution.
12. Explain Level of Significance
13. Give the characteristics of the Normal Distribution
14. Explain Poisson Distribution as a limiting case of Binomial Distribution. **(6 x 2 = 12 )**

**SECTION C**

**Answer any FOUR questions. Each question carries 3 marks**

15. Explain the uses of quantitative techniques in business and industry
16. What is conditional probability. If  $P(A) = 0.4$ ,  $P(B) = 0.8$ ,  $P(A \text{ intersection } B) = 0.06$ , Find  $P(A/B)$  &  $P(B/A)$
17. A basket contains 20 bad & 60 good apples. Four apples are drawn from this basket. Find the probability that of four a) at least 2 are good apples, b) utmost 2 are good apples
18. A car hire firm has two cars which it hires out day by day. The number of demands for a car on each day is distributed as a poison distribution with mean 1.5. Calculate the proportion of day on which a) neither car is used, b) some demand is refused
19. The variable X follows a normal distribution with mean 45 and SD 10. Find the probability for an item to fall a) beyond 60 b) between 40 and 56.

20. In a competitive examination, 5000 students have appeared for a paper in Maths. Their average mark was 62 and SD was 12. If there are only 100 vacancies, find the minimum marks that one should secure to get selected against a vacancy. **(4 X 3 = 12)**

### SECTION D

**Answer any TWO questions. Each question carries 5 marks**

21. In a competitive examination, 5000 students have appeared for a paper in statistics. Their average mark was 62 and standard deviation was 12. If there are only 100 vacancies, find the minimum marks that one should secure to get selected against a vacancy.
22. What is Hypothesis Testing and explain the procedure for testing of hypothesis
23. Eight coins are tossed together 256 times. Fit a binomial distribution and find the expected frequencies of heads. Also find Mean and Standard Deviation.
24. An Urn A contains 2 white and 4 black balls. Another Urn B contains 5 white and 7 black balls. A ball is transferred from the Urn A to Urn B. Then a ball is drawn from Urn B. Find the probability that it will be white. **(2 X 5 = 10)**