

## **PROGRAMME EDUCATIONAL OBJECTIVES:**

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



#### **PROGRAMME OUTCOMES**

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

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

## PROGRAMSPECIFICOUTCOMES

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



#### **BHARATHIAR UNIVERSITY, COIMBATORE-641 046**

## (For the students admitted from the academic year **2023-2024** onwards) SCHEME OF EXAMINATIONS – CBCS Pattern

## **B.B.A.** (Bachelor of Business Administration)

		<u>`</u>		E	xami	natio		-
Part	Study Components	Course Title	Ins./ Week	Dur. Hrs.	CIA	Marks	Total Marks	Credits
		SEMESTER –I	-					
	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Princip	les of Management	5	3	25	75	100	4
III	Core II –Ba Environment	sics of Business and Business	5	3	25	75	100	4
III	Allied Paper I Management	– Mathematics and Statistics for	6	3	25	75	100	4
IV	Environmental	Studies #	2	-	-	50	50	2
		TOTAL	30				550	22
		SEMESTER –II						
Ι	Language-II	の 適時 Data i	6	3	25	75	100	4
II	English-II	internet and the second second	4	3	25	25	50*	2
IV	Proficiency for Er	ject-1 Naan Mudhalvan: Language nployability. dhalvan.in/Special:Filepath/Cambridge_Cour	2	3	25	25	50**	2
III	Core III – Orga	nizational Behavior	6	3	25	75	100	4
III	Core IV – Econ	omics for Executives	5	3	25	75	100	4
III	Allied Paper Management	II –Quantitative Techniques for s	5	3	25	75	100	4
IV	Value Education	n – Human Rights #	2	-	-	50	50	2
		TOTAL	30		150	<i>400</i>	550	22
		SEMESTER –III						
Ι	Language III		6	3	25	75	100	4
II	English III		4	3	25	75	100	4
III	Core V – Finan	cial Accounting	5	3	25	75	100	4
III	Core VI – Produ	uction and Materials Management	5	3	25	75	100	4
III	Allied : III – Bu	isiness Law	5	3	20	55	75	3
IV	(Practical)	ubject 2: PC-Software MS-Office	3		10	40	50	2
IV			2	3		50	50	2
		TOTAL	30				575	23

SEMESTER –IV						
I Language IV	5	3	25	75	100	4
II English IV	4	3	25	75	100	4
III Core VII - Human Resource Management	4	3	25	75	100	4
III Core VIII – Marketing Management	4	3	25	75	100	4
III Allied : IV– Taxation Law and Practice	4	3	20	55	75	3
IV Skill Based Subject 3: Financial Accounting Package – Tally(Practical only)	4	3	10	40	50	2
Skill based Subject-4: Naan Mudhalvan – OfficeIVFundamentalshttp://kb.naanmudhalvan.in/Bharathiar_University_(BU)	3	3	25	25	50**	2
IV Tamil @ / Advanced Tamil #(or) Non-major elective-II : General Awareness #	2	3	5	0	50	2
TOTAL	30				625	25
SEMESTER –V						
III Core IX – Cost & Management Accounting	6	3	25	75	100	4
III Core X – Research Methods for Management	6	3	25	75	100	4
III Core XI - Advertising and Sales Promotion	6	3	25	75	100	4
III Core XII – Business Correspondence	6	3	25	75	100	4
III Skill Enhancer: Institutional Training ^	-	-	10	40	50	2
IV Skill Based Subject –5 : Campus to Corporate	6	3	25	75	100	4
ΤΟΤΑ	L 30				550	22
SEMESTER -VI	P		1	1	1	
III Core XIII – Entrepreneurship and Small Busines Management	ss 6	3	25	75	100	4
III Core XIV - Financial Management	6	3	25	75	100	4
III Core XV – Services Marketing	6	3	25	75	100	4
III Elective –I :	S 3	3	20	55	75	3
III Elective –II :	3	3	20	55	75	3
IV Skill Based Subject –6 : Soft Skills for Business ^	3	3	25	75	100	4
IV Skill Based Subject-7Naan Mudhalvan- Fintech Cours (Capital Markets /Digital Marketing/ Operation Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)		3	25	25	50**	2
V Extension Activities @	-	-	50	-	50	2
ТОТА	L 30				650	26
TOTAL	-	-			3500	140

^ Refer the detailed note on this curricular aspect

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

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

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

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

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

Skill Based Subject: (Campus to Corporate &Soft Skills for Business) 5 & 6: CIA= 25 marks, Record Note= 25 marks, Viva Voce = 50 marks (Internal and external examiner)

For Institutional Training, CIA = 10 Marks, Viva-Voce = 40 marks (Internal and External examiner)

\$ Industrial Visit Mandatory

List of Electiv	ve pa	pers (Colleges can choose any one of the paper as					
electives)		and the second s					
Elective – I	Α	Project Work & Viva-Voce					
	B Modern Office Management						
	С	Company Law and Secretarial Practice					
	D	Investment Management					
	Ε	Management Information System					
Elective – II	Α	Consumer Behaviour					
	В	Industrial Relations and Labour Laws					
	С	Insurance Principles and Practice					
	D	Banking Law and Practice					
	Ε	Big Data Analytics					

	SEMESTER -I	
Language-I		
English-I	B. Contraction B.	
Core I – Princip	es of Management	
Core II – Basics	of Business and Business	
Environment	E TRATHUR UNIVERS	3
Allied Paper I –	Mathematics and Statistic	cs for
Management	Jat Statiumon 2-With the	
Environmental S	tudies # EDUCATE TO ELEVATE	

Course		PRINCIPLES OF MANAGEMENT	L	Т	Р	С		
Code		For BBA/BBA(CA)/BBA(IB)/BBA(RM)						
Core –I				-	-			
Pre-re	equisite	+2 Commerce	Sylla Vers		Fi	rst		
Course Ob	jectives:							
Toinculcate	ethestudentsv	viththeKnowledgeandUnderstandingoftheprinciples	ofma	nage	mer	nt		
		dentstogainvaluableinsightintotheworkingofbusine						
		management thoughts, functions and practices thro	ugh t	he fo	cus	on		
		roaches and cases.						
-	Course Outo							
On the suce	cessful comp	letion of the course, student will be able to:						
1 Exami manag	_	in the management evolution and how it will affect	futur	e	]	K1		
2 Estima day lif		ptual framework of planning and decision-making i	n day	' to	]	K2		
the org	ganization.	s managerial functions to achieve the goals and obje			J	K1		
of circ	umstances a	es of motivation, leadership and communication in a nd management practices in organizations.			]	K4		
		n the importance of the management process and id ills required for the contemporary management prac	-	/	]	K3		
K1 - Reme	mber; <b>K2</b> - U	Jnderstand; <mark>K3</mark> - Apply; K4 - Analyze; K5 - Evalua	ate; K	(6 – 0	Crea	ıte		
Unit:1		FUNCTIONS OF MANAGEMENT						
		nent: Definition –Nature and scope of manageme						
	-	els of Management-Functional areas of manageme						
-	-	Contribution of F.W. Taylor, Henri Fayol, Elton	May	70, P	eter	F.		
	Managemen	t: a science or an art?: Currous 2-United						
Unit:2		PLANNING						
0		Vature and purpose – Planning process – Importance making - Definition –steps and process and various	-		ng -	_		
Unit: 3		ORGANIZING						
Organizin	g: Definitior	-Types of organization – Organizational structure	–Spa	n of o	cont	rol		
	-	and committees. Delegation: Delegation and	-					
Centralizat	ion and De	centralization – Staffing: Definition- Sources o	f rec	ruitn	nent	; —		
Selection-Definition - process								
Training-Definition-Types.								
Unit:4		DIRECTING						
		-Nature and purpose of Directing - Principles						
Definition - Theories of Motivation (Maslow's, McGregor, ERG Theory, Herzberg two								
	-	hip: Definition-Styles – Communication: Definition	ı - Im	porta	ince	of		
Communic								
3 6 (1 1 (	Communics	ation – Types – Barriers.						

Į	Unit:5	CONTROLLING				
Co	ontrollin	g: Meaning and importance of controlling–control process–Budgetary and non-				
Bu	dgetary	Control Techniques–Requisites of an effective control system–Relationship				
bet	tween pla	anning and controlling – Need for co-ordination.				
I	Unit:6	Contemporary Issues				
Ex	pert lectu	ures, online seminars – webinars				
Гех	t Book(s	3)				
1	Charles	W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill				
	Educati	on,				
	Special	Indian Edition, 2007.				
2	Stepher	P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th				
	edition.	2005				
Re	ference	Books				
1	Harold	Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global				
	perspective, Prentice hall, 2005					
2	P.C.Tri	pathi&P.NReddy,PrinciplesofManagements-TataMc.GrawHill-NewDelhi,2012				
Re	lated O	nline Contents [MOOC, SWAYAM, NPTEL, Websites etc.]				
1	NOC: I	Principles of Management – IITKGP - NPTEL				

## Mapping with Programme Outcomes

11-11-11-11										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S S	S	S	М
CO2	М	S	M	S	S	S	M	S	S	S
CO3	S	S	М	M	S	S S	М	М	М	S
CO4	S	М	S	S	AZSIAR	M	S	S	S	S
CO5	S	S	S	S	M	tore S	Sel S	S	S	М
*S-Strong; M-Medium; L-Low										

Course code BASICS OF BUSINESS & BUSINESS								
000		ENVIRONMENT	L	Т	Р	C		
		For BBA/BBA(CA)/BBA(IB)/BBA(RM)				-		
Cor	re –II							
		+2 Commerce	Sylla	hus				
	-requisite		Vers		First	j		
	urse Objectives:							
1. 2. 3.	To outline how a To analyze the v business perform To explain the leg	gal framework that regulates the business and indu		olicy o	on			
-	pected Course Ou							
		pletion of the course, student will be able to:						
1	-	rstanding on the gamut of business activities				K2		
2	Explain the intric form	acies in starting a business and knowing the suited	l busin	ess		K2		
3	Design a business	s model in order to analyze its sustainability				K3		
4	Comprehend the respective busine	environmental factors that are conducive /detrime	ntal to	the		K4		
5	Have a simple an regard to borderle	d basic comprehension of the international scenarions business world				K5		
K1	- Remember; <b>K2</b> -	Understand; K3 - Apply; K4 - Analyze; K5 - Eva	aluate;	K6 –	Crea	ite		
Uni		INTRODUCTION TO BUSINESS						
		NatureandPurpo <mark>seofBusiness-Charact</mark> eristicsofBu			-			
		fession and Employment – Various types of I						
	ustry	with commerce–Formsofbu		-				
		o, Joint Hindufamily firm- Joint Stock Company	ies -	Coop	erat	ive		
-		Utilities and Public Enterprises.		1				
Uni		BUSINESS AND ECONOMI SYSTEM						
		ic System – Capitalism, Socialism, Communism a				-		
		the economy and Role of businesses in it – Differ						
	iness	firm-factorsofproduction-BusinessmodelN		-	-	le–		
-		auses – Steps in Starting a Business – Qualities of	Entrep	oreneu	r.			
	Unit:3 BUSINESS SERVICES							
		oods & Services distinguished – Banking, Insuran				ng		
- TraditionalBusinesstonewere-Business-Benefitsofswitchingovertoelectronicmode-								
Cautions to be taken.								
Uni		SINESS ENVIRONMENT AND ANALYSIS		1 4	. ·			
Nee		:: Concept, characteristics of environment. Environ siness Environment-Potential Competitors, Rivali			lysis	3-		
	nomic, Political &	t Legal environment, technological and socio c ent.	ultural	envir	onn	ient,		

Un	it:5	IMPACTS OF LPG							
Lit	eralizatio	n - Meaning - Privatization - Benefits & pitfall - Globali	zation – Meaning &						
rati	rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization –								
Im	pact	of GlobalizationonIndia.	-Business&Society-						
Soc	cialRespor	sibilitiesofbusinesstowardsdifferent groups.							
Un	it:6	Contemporary Issues							
Ex	pert lectur	es, online seminars – webinars							
Te	xt Book(s								
1	Nikita Sa	nghvi, Business Environment and Entrepreneurship, CS-F	FOUNDATION						
	Taxmanr	;							
		N-13: 978-9350716236							
2	Francis C	Cherunilam, Business Environment-Himalaya Publishing H	House, New Delhi						
Re	ference <b>B</b>	ooks							
1	William	A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13	: 9781285193946)						
	Foundati	ons of Business, (5th Edition) Cengage Learning Higher E	ducation						
2	Del, Glo	bal Business Foundation Skill Students Handbook							
	Cambrid	ge University Press ISBN-13: 9 <mark>78-817</mark> 5967830							
3	Laura Di	as, Amit Shah, Introduction to Business, McGraw Hill Ed	ucation (India)						
	Private								
	Limited 2012 ISBN-13: 978-1121085084								
	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://ww	w.coursera.org/courses <mark>?que</mark> ry=business%20fundamentals							

Mapping with Pr	ogramme Outcon	ies
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COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10		
CO1	S	S	S	S	<sup>گ</sup> ر هي S	லா உதாத்தி	М	S	Μ	S		
CO2	М	S	М	М	S S CATE TO	ELEVALE M	S	S	S	S		
CO3	S	S	S	S	S	S	S	S	S	S		
CO4	S	М	S	S	М	S	S	S	S	S		
CO5	S	S	S	S	S	S	S	М	S	М		

2

Cou	irse		MATHEMATICS AND STATISTICS FOR	L	Т	Р	С		
Cod	le		MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)						
Δlli	ed – I				-	<u> </u>			
	Pre-requ	uisite	+2 Business Maths	-	Syllabus Version		First		
Cou	ırse Obje	ctives:		1					
fina tech prer	l results a iniques wl requisite fo	nd to train nile solving	understand the process of solving mathematics an the students to apply the mathematical and statisti g business problems in their career. The course will duate and specialized studies and research. omes:	cal to	ols ar	nd	a		
-			letion of the course, student will be able to:						
1		-	near equations by use of the matrix			1	K3		
2	Be able to find the nature (maximum and minimum) of a turning point								
3	Outline the meaning of marginal revenue and marginal cost and their relevance for firm's profitability.								
4	Understand and compute the sampling distributions, sampling distributions of means and variances (S2) and the t- and F-distributions								
5	correlati	on.	ssion analysis, and compute and interpret the coef				K2		
		er; <b>K2</b> - U1	nderstand; K3 - Apply; K4 - Analyze; K5 - Evalu	iate; ]	K6 – I	Crea	ate		
_	J <b>nit:1</b>		MATRICES						
multi	plication		leas about matrices and their operational rules – Most square matrices of not more than 3rd order- solv tions.			ı of			
U	J <b>nit:2</b>		SET THEORY AND MATRICES						
	•		- Types of sets - set operation - Venn Diagrams - mpound Interest.(Simple problems only)	Math	emati	cs o	f		
U	J <b>nit:3</b>		STATISTICAL METHODS						
data a Form	and secon	dary data - Frequency 2	of Statistics - Scope and Limitations. Collections Presentation of data by Diagrammatic and Graph Distribution. Measures of Central tendency - Arith	ical N	Ietho	d -	ry		
U	J <b>nit:4</b>		MEASURES OF VARIATION						
Simp Regro		ation - Kar es.	tandard, Mean and Quartile deviations-Co efficien l Pearson's Co-efficient of correlation – Rank corr	elatic		on.			
			Methods of Measuring Trend - Index number – U		phted	and			
			of index numbers-Consumers price and cost of livi		-				
-	J <b>nit:6</b>		CONTEMPORARY ISSUES	-					
		s, online se	minars – webinars	1					
Ques	stions in T	THEORY	and PROBLEMS carry 20% and 80% marks r ple keeping students' non-mathematical backg			y			

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

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	M	M	S	М	S	М
CO5	S	S	S	S	M	S	S	S	S	М



## **SECOND SEMESTER**

Language-II

English-II

*Skill Based Subject-1*Naan Mudhalvan: Language Proficiency for Employability.

http://kb.naanmudhalvan.in/Special:Filepath/Cambridge\_Course\_Details. pdf

Core III – Organizational Behavior

Core IV – Economics for Executives

Allied Paper II – Quantitative Techniques for Management

Value Education – Human Rights #



Code     For BBA/BI       Core III     Pre-requisite       Course Objectives:     Course Objectives:	3A(CA)/BBA(IB)/BBA(RM)			1					
Pre-requisite									
				. <u> </u>					
The main objectives of this course are t	o make the students to understand	d Or	ganiz	zati	onal				
psychology & personality of people an	d gain knowledge on belief, va	lues	and	hu	man				
motivation, leadership, theories of lead			-						
solving and innovation. And students a	re prepared to deal with groups	and	for	con	flict				
identification and resolution. Expected Course Outcomes:									
On the successful completion of the course	e student will be able to:								
1 Analyze the individual and group beh		ions	of						
organizational behaviour on the proce	-	10115	01		K4				
2 Identify various theories of motivation		tivat	ional	_					
	ies used in a variety of organizational settings								
3 Enhance productivity of the organizat	-	actic	on an	d					
employee attitude.	ion of ensuring required job saids	ueu	/11 UII	-	K3				
4 Understand the supervisory effects on	performance and to train supervis	sors t	)V						
understanding different supervision st			5		K2				
5 Evaluate the appropriateness of variou		g met	hods		K5				
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - A		-							
Unit:1 Org <mark>aniza</mark> t	tional Psychology								
Importance and scope of organizational p tests. Measurement of intelligence - Personal person			tellig	enc	e				
Unit:2 Percej	ption combatore								
Perception - Factors affecting perception -	Motivation - theories - financial and	nd no	on-fir	nanc	cial				
motivation - techniques of motivation - Tra	ansactional Analysis - Brain storm	ing.							
Unit:3 Job satis	faction								
Job satisfaction - meaning – factors, Moral	e - importance - Employee attitude	e and	beha	avic	our				
and their significance to employee product	ivity - Job enrichment - job enlarg	emer	nt.						
Unit:4 Group dy	ynamics								
Hawthorne Experiment - importance - Gro	up Dynamics – Cohesiveness. Cor	nflict	- Ty	pes	of				
Conflict – Resolution of conflict - Sociome	etry - Group norms – supervision -	style	e - Tr	ain	ing				
for supervisors.									
Unit:5 Leadership an	8								
Leadership-types-theories-Trait, Manageria		selin	g-m	ean	ing				
- Importance of counselor - types of counse			-						
	NTEMPORARY ISSUES								
Expert lectures, online seminars – webina	rs								
Text Book(s)									
1 L.M. Prasad – Organizational Behavio	ur. Latest edition								

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

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10		
CO1	S	S	S	М	S	S	S	S	М	S		
CO2	S	S	S	S	S	S	S	S	S	S		
CO3	S	М	М	S	S	S	М	М	S	S		
CO4	М	S	М	S	М	М	S	М	S	М		
CO5	S	S	S	S	М	S	S	S	S	М		



Comme Code		ECONOMICS FOR EXECUTIVES	т	т	<b>D</b>	C			
Course Code		For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	C			
Core - IV		Core		-	-				
Pre-requis	site	+2 Economics	Sylla Ver	abus sion	F	irst			
Course Objec									
business firms make them fan	, Dema niliariz ge on Ir	of this course are to make the students to understand nd analysis and Elasticity of demand, BEP Analysis e about types of competitions and price administration aflation, Deflation and analyze the causes of Inflation	s and on ai	furth	er to				
-		npletion of the course, student will be able to:							
		tives of business firms, demand analysis and elastic	ity of		1	K6			
	•	life and in their career.	ity 01			LLU			
	Identify the effective applications of factors of production and BEP Analysis								
-	Understand the determination of the Price, Market structure and competition.								
		ectives and effectiveness of monetary policy and fis	-			K2 K4			
		dge on Inflation, Deflation and effects of inflation.	scar p	oney		K5			
0		- Understand; K3 - Apply; K4 - Analyze; K5 - Eval	11010.	K6		-			
Unit:1	<b>.</b> , <b>K</b> 2	DEMAND ANALYSIS	uate,	<b>N</b> 0 -		ale			
	isiness	firms–Profit Maximization-Social responsibilities -	Dem	and a	nalv	sis-			
-		ticity of demand.							
Unit:2		BEP ANALYSIS							
		Factors of production - Law of diminishing returns a Revenue Curves – Break-even-point (BEP) analysis		aw of	var	iable			
Unit:3		MARKET CLASSIFICATION							
		Perfect Competition- Monopoly- Monopolistic Cor Price Discrimination.	npeti	tion-					
Unit:4		MONETARY POLICY							
		ning- Objectives- Instruments- Effectiveness of Mor ctives-Monetary Policy and Fiscal Policy mix to con				iscal			
Unit:5		INFLATION AND DEFLATION							
		l Definition- Types of Inflation – Effects of in inflat ation- Meaning – Effects of Deflation- Inflation vs I							
Unit:6		CONTEMPORARY ISSUES							
-	Online	e seminars & Webinars							
Text Book									
1 Sankaran	- Busin	ess Economics							

Re	Reference books						
1	1 Markar et al - Business Economics						
2	Sundaram K.P & Sundaram – Business Economics						
On	Online Content						
	NOC: Managerial Economics- NPTEL						

## Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	М	М	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S	М



Cours Code			QUANTITATIVE TECHNIQUES FOR MANAGEMENT	L	Т	Р	С
Allied	A TT		For BBA/BBA(CA)/BBA(IB)/BBA(RM)				
Amec	u - 11				-	-	
1	Pre-requ	uisite	MATHEMATICS AND STATISTICS FOR MANAGEMENT	-	abus sion	F	irst
Cour	se Obje	ctives:					
	-		this course is to make the students to gain knowled	lge al	out v	ari	ous
conce	epts of C	perations	Research and to identify and develop operational	rese	arch 1	nod	lels
	-	-	ption of the real system and train them to appl				
		-	eeded to solve optimization problems.	•	•		
		urse Outc					
_			letion of the course, student will be able to:				
		1	ate linear programming problems and evaluate the	ir			71
	applicati	ons					K1
			cepts and terminology of Linear Programming from				
		ion of mat	hematical models to their optimization using Simp	olex			K1
	Method	rahand th	e concept of a Transportation Model and develop t	ha ini	tial		
	-		ality checking of the solution	ne mi	llai	K2	
				vhile			
	To apply the strategies of game theory and to make better decisions while solving business problems						
5	Use criti	cal path ar	alysis and programming evaluation and review				
			ely project scheduling and completion.			J	K3
<b>K1</b> - ]	Rememt	oer; <b>K2</b> - U	Inderstand; K3 - Apply; K4 - Analyze; K5 - Evalu	ate; I	X6 - (	Crea	ite
U	nit:1	I	NTRODUCTION TO OPERATION RESEARC	<b>H</b>			
Introd	luction t	o Operatio	ns Research – Meaning – Scope – Applications - I	Limita	ations	•	
Linea	r progra	mming-M	athematicalFormulation-Applicationinmanagemen	tdecis	sionm	aki	ng
(Grap	phical me	ethod only	).				
Uı	nit:2	TRAN	SPORTATION AND ASSIGNMENT PROBLE	MS			
Trans	portation	n problem	s: Introduction- Finding Initial Basic Feasible s	olutic	ons- n	nov	ing
	-	•	on degenerate only) - Maximization in transpo		-		
Unba	lanced	transporta	tion problem. Assignment problem: Introduc	tion	-Hur	ıgar	ian
Assig	nment r	nethod –	Maximization in Assignment problem – Unbala	nced	Assig	gnm	ent
proble							
	nit:3		GAME THEORY				
	•	-	of Pure and Mixed strategies – solving 2 x 2 matric raphical solution - mx2 and 2xn games. Solving ga			d	
	inance F	roperty.					
	$\frac{\text{nit:4}}{1}$		NETWORK ANALYSIS				
	utations-		ruction of network- Critical path –Forward pass–B Fime scale analysis - probability of completion of p				of

	Unit:5	<b>REPLACEMENT THEORY</b>								
Th	eory of Re	placement – Introduction - Replacement models – Replacement of	of items that							
	deteriorates gradually (value of money does not change with time)									
	Unit:6 CONTEMPORARY ISSUES									
Ex	pert lecture	es, online seminars – webinars	•							
No	te: THEO	RY and PROBLEM shall be distributed as 20% and 80% re	espectively.							
Te	xt Book(s)									
1	P. K. Gu	ota, Man Mohan, Kanti Swarup: "Operations Research", Sultan	Chand, 2008.							
2	J. K. Sha	rma: Operations Research Theory & Applications, Macmillan In	dia Limited,							
	fifth									
	edition.2	013								
Re	ference Bo	ooks								
1	Kanti Sw	arup, P.K.Gupta and Man Mohan – Operations Research								
2	Sundares	an V, Ganapathy K.S, Ganesan K, Resource Management Techr	nique- Lakshmi							
	Publicati	ons, 2003.								
Re	lated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://np	tel.ac.in/courses/111/105/111105077/								
2	https://np	tel.ac.in/content/syllabus_pdf/111105077.pdf								

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	<b>PO10</b>
CO1	S	S	S	Mõ	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	MAR MAR	M	S	М	S	М
CO5	S	S	S	S	M <sup>Columb</sup>	tore S	Sel S	S	S	М
FOUCATE TO ELEVATE										

# **THIRD SEMESTER**

Language III
English III
Core V – Financial Accounting
Core VI – Production and Materials Management
Allied : III – Business Law
Skill Based Subject 2: PC-Software MS-Office (Practical)
Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga
for Human Excellence # / Women's Rights#Constitution of
India #



Course		FIN	ANCIAL A	CCOUNTING	r.	-	T	n	a	
Code		For BB	BA/BBA(CA)	BBA(IB)/BBA	( <i>RM</i> )	L	Т	Р	С	
Core V				i i			-	-		
Pre-requisite	9		+ 2 Acco	ounting		Sylla Versi		Firs	st	
Course Obje	ectives:									
			1	ire knowledge				-	,	
	-	-	-	t for the studer		-				
		-		ve in decision	making	in the	e fun	ction	al	
areas like fina		*	insactions.							
Expected Co				4						
	-			t will be able to				<del>.</del>		
journaliz	1Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions.K1									
by cash		alance; identif	fy the errors	and to reconcile	e the bank	state	nent	K	2	
		nufacturing, tr financial and		& loss accour ansactions.	nt and bal	ance s	sheet	K	5	
			U	institutions the methods of	U		e &	K	3	
5 Classify	the section	s of accountin	ng statements	from incomple	ete data			K	(4	
K1 - Remem	ber; <b>K2</b> - U	nderstand; K	3 - Apply; K	4 - Analyse; K	5 - Evalua	te; K	5 – C	reate		
Unit:1		ACCOUN	TING FUN	DAMENTALS	<b>)</b>					
branches of	accounting	g, uses & <mark>li</mark>	mitations of	ope, basic, ter Accounting, Inting equatior	Concepts	& (	Conv	entio	ons,	
equation, con										
Unit:2				, LEDGER A		L				
				UNTING ERI						
	-			debit & cred			-		-	
				ledger, meaning pes of cash be						
•		1 0	•	aration, errors						
				ccounting Erro				-		
errors, Rectif	-	• •	epurution. Th	counting Life	19. 10 <b>10</b> 411	ing u	ind I	Jpes	01	
Unit:3			CILIATION	STATEMEN	T AND					
				RECIATION						
Bank Recond	ciliation:- N	Aeaning, caus	ses of differ	ences, need &	importan	ce, pi	epar	ation	&	
presentation of	of BRS, De	preciation – n	neaning, met	hods of chargin	g depreci	ation,	prob	lems		
Unit:4		PREPARAT	ION OF FIN	AL ACCOUN	ITS					
		0		bes – Trading A			<u> </u>			
			-	ed & preparation		e She	et- N	leani	ng,	
				nt entry. Proble		, T				
Unit:5	PREP			CCOUNTS O	F JOINT	·				
	( • -		OCK COM							
<b>Draparation</b>				dian Compani		Indian	100	ount	ing	
standards (up			1 1088 – Dala	nce sheet – sch		mulan	ACC	ount	mg	
sundarus (up	10 IAD - 0	1								

-	Unit:6	Contemporary Issues								
Ex	Expert lectures, online seminars – webinars									
No	Note: (Theory and problems may be in the ratio of 20% and 80% respectively)									
Te	xt Book(s)									
1	T.S. Red	dy & A.Murthy-Financial Accounting, Margham Publications6th edition,2012								
2	Dr.S.N.M	Iageswari- Financial Accounting, Vikas Publishing housejan2012								
Re	ference B	ooks								
1	Shukla &	C Grewal's Financial Accounting · M.C. Shukla, T.S Grewal & S. C. Gupta								
	S. Chand	Publishing.								
2	Financial	Accounting V-Dorling Kindersley-1st edition,2010								
3	Jain & N	arang- Kalyani Financial Accounting publishers; 12th edition.2014.								
Re	lated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	MOOC	: https://www.mooc-list.com/course/introduction-financial-accounting-coursera								
2	Financia	Accounting: Indian Institute of Technology								
	Bombay	and NPTEL via SWAYAM								

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	<b>PO9</b>	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	М	S	М	S	S	М	S	Μ
CO3	М	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	See S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M



Course Code		PRODUCTION AND MATERIALS MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С		
Core VI			Svll	- abus	-			
Pre-requisite		Principles of Management	-	sion	Fiı	rst		
Course Obje								
5		his course are to:						
-		dmaterialsmanagementprovidesanintroductiontopro						
1	0	t, production planning and control, effective n				<u> </u>		
		and maintenance management, helps to under			ımp	ort		
		rekeeping, Total Quality Management, Quality Cor	itrol a	ina				
Procedure for Expected Cor								
•		etion of the course, student will be able to:						
	-		1		TZ1	1		
		luction processes and production planning and cont			<b>K</b> 1			
	and how it can help in integrating various plans and reduce the material related							
	be the material management, domestic and import purchase procedures <b>K2</b> ndor rating and development.							
	ne management issues in receiving, stores, traffic and transportation, K4, housing and physical distribution							
5 Discuss and ISO	about the q	uality control, Total Quality Management, Benchm	narkin	g	K2	2		
K1-Remembe	r; <b>K2</b> -Unde	erstand;K <mark>3-Apply;K4-Analyze;K5-E</mark> valuate;K6– C	Create					
Unit:1		PRODUCTION MANAGEMENT						
Production M	anagement	-Functions-Scope-Plant Location-Factors-Site loca	ation-	Plant	Lay	out-		
-		duct layout. Production Planning and control-P	-	oles-N	lean	ing-		
		patching–Control - Lean Manufacturing–Six sigma.						
Unit:2		<b>TERIALS HANDLING &amp; MAINTENANCE</b>						
		ortance -Principles –Criteria for selection of materi		-	5			
		-Types-Breakdown-Preventive-Routine-Methods st	tudy–					
Time study- N	lotion stud							
Unit:3		MATERIALS MANAGEMENT			1			
0		s Management - Fundamental Principles - Structure		0				
		Purchasing-procedure-principles-import substitution	n and	impo	rt			
Unit:4		dor rating-Vendor development. INVENTORY CONTROL						
	Ventory I.	mportance-Tools-ABC, VED, FSN Analysis-EOQ-	Rear	lor				
		imeAnalysis.Storekeeping-Objectives-Functions- S						
		sibilities, Location of store –Stores Ledger –Bin ca						
Unit:5		QUALITY CONTROL AND ISO						
		IMPLEMENTATION						
Quality control	ol - Types o	of Inspection - Centralized and Decentralized. TQM	I: Mea	aning	-			
		nefits. Benchmarking: Meaning-objectives-advanta						
Features-Adva		ocedure for obtaining ISO.						
Unit:6		Contemporary Issues						
Expert Lectur	es, Online	seminars &Webinars						

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

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S S	S S	S	S	S	М
CO3	Μ	S	S	S	M	S	S	S	S	S
CO3	S	М	М	S	S	M	S	М	S	S
CO4	S	S	S	S	as -	S S	S	S	S	М
CO5	S	S	S	M	S	S =	Μ	М	М	S

Con	rse code	BUSINESS LAW	L	Т	Р	С
		For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	I	r	C
Alli	ed-III			-	-	L
Pre	-requisite	Nil	Sylla Vers		Firs	t
Cou	ırse Objective	es:	•			
The	0	es of this course are to:				
1.		e students to acquire knowledge of legal aspects of busine				
2.		he brief idea about the frame work of Indian Business Law				
3.		he understanding of various concepts relating to business				
	ected Course					
		completion of the course, student will be able to:			-	
1	-	understanding on business law in the global context				K1
2	Knowing the	e relevant legal terms in business				K2
3	To construct	the relationship of ethics and law in business				K3
4	Applying ba	sic principles of law to business and business transactions	5			K4
5	Implementing current law, rules and regulations related to settling business Disputes					
K1-		2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-	Create			
	Unit:1	BUSINESS ETHICS				
Ethi	cs and Busine	ss Ethics – Ethical principles in Business - Concepts Val	ues an	d Eth	ics –	-
		Behavior - Social Responsibility of Business - Corporate				
		and Scope – Elements of good corporate governance.				
Uni		LAW OFCONTRACT				
		entials of contract - Agreements - Classification				
0	alrulesastooffe			toaco	-	
		tocreatecontract- Wagering agreements - Stranger t	o a	Cont	ract	and
Uni	eptions.	CONSIDERATION IN LAW				
		Legal rules as to Consideration – ContractwithoutCor	sidera	tion_	Cons	ent_
		fluence–Misrepresentation- Fraud-Mistakeoflawand		Mista		
		sed to public policy - Agreements in Restraint of tra				
0		ract - Breach of contract – Remedies for breach of Contra			I	
Uni		CONTRACT OF SALE				
For	mationofcontra	actofsale –Saleandagreementtosell– Hire-purchaseagreen	nent-			
Sub	ject matter of	contract of sale- Effect of destruction of goods - Doc	ument	s of	title	to
goo	ds - Rules of	Caveat - Emptor - Exceptions- Transfer of property	- Goo	ods s	ent o	on
		CIF, FOR and Ex-ship contracts of sale -Sale by non -	owner	s - R	ight	of
resa	le – Rightofste	oppageintransit –UnpaidVendor'srights.				
Uni		CONTRACT OF AGENCY				
		y- Classification of agents - Relations of principal and ag				
	•	n of principal with third Parties-Personal liability of Age	nt-Ter	nina	tion of	of
-	ency.					
Uni		Contemporary Issues				
Exp	ert lectures, O	nline seminars & Webinars				

Te	Text Book(s)								
1	1 Shukla M.B. – Business Ethics: Texts and Cases								
2	J.P.Sharma – Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd, New								
	Delhi								
3	N.D.Kapoor- Elements of Mercantile Law								
4	Pillai & Bhagavathi- Business Law								
Re	ference Books								
1	M.C.Shukla-A Manual of Mercantile Law								
2	Pandia R.HMercantile Law								
3	K.P.Kandasami- Banking Law &Practice								
On	line Content								
http	ps://onlinecourses.swayam2.ac.in/cec20_hs23/preview								

## Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S



			PC SOFTWARE (MS OFFICE) –				1				
Course	Code		PRACTICAL	L	Т	Р	С				
Course	couc		For BBA/BBA(CA)/BBA(IB)/BBA(RM)	2	-		Ŭ				
SBS: 2				-	-						
Pre-requ	isite		Basic Computer Knowledge	Syllabus Version	5	First	<u> </u>				
Course (	Objecti	ves:		1	I						
Office to	ols cou	rse would	enable the students in crafting professiona	l word do	ocume	ents, e	xcel				
-	-		int presentations using the Microsoft su								
		students	in preparation of documents and pr	esentation	ns wi	ith of	fice				
automatic		se Outcor	most								
-			tion of the course, student will be able to:								
		-		and busi	naga						
	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.										
			and technical documents incorporating equa		2005						
		and biblio		ations, im	ages,	k	K2				
			I and scientific presentations which use cha	rts and v	leual						
	-	share data	_		isuai	ŀ	Κ3				
			ts to perform calculations, display data, con	duct anal	vsis						
	and exp	_	is to perform calculations, display data, con	lauer unu	y 515,	k	Κ4				
			ruct databases to store, extract, and analyze	scientifi	and						
	-	orld data.	fuer databases to store, extract, and analyze	serentin	2 und	k	K5				
			derstand; K3 - Apply; K4 - Analyze; K5 - 1	Evaluate:	K6 –	Creat	e				
Unit		, 0	WORD								
		) Word 1	<b>Processing</b> - features, creating, saving and	1 opening	, doci	iment	s in				
			l menu options - word basic tool bar. E								
			ng text and paragraph, borders and shadin	-			_				
			cture – smart art – superscript & subscript								
-		-	lumns. <b>Tables</b> - creating table - graphics								
clipart -	insert p	oicture. N	fail Merge: mail merge concept - mergin	g data so	ource	and n	nain				
documen	t. <b>Desi</b>	gn: Cove	r page of a book – Business cards, Index pa	ge.							
Unit	:2		POWER POINT								
Introduc	ction to	<b>Power</b>	Point basics - terminology - getting st	arted wit	h po	wer p	oint				
			ol bars- creating presentations - using auto				-				
-		-	- using design template option. Working								
	-	•	, duplicate, lay outing of slide- applying to								
			<b>rmatting text</b> : alignment, editing, insert, footer, paragraph formatting.	ing, uele	ung,	SCIECI	шg,				
Unit			EXCEL								
Workshe	eet bas	ics- Feat	ures of MS Excel – spread sheet / works	heet, wor	kbool	c crea	ting				
			into worksheet- parts of MS excel window				-				
		-	ring and editing data in worksheet – cell ra								
•			intages. Charts – graphs.	-		-					

	Unit:4	ACCESS					
Int	roduction to	<b>Databases</b> - Why use a Relational Database, concept	of primary key				
rela	tionship- Cr	eating and Working with a Database -Creating a New Data	abase-Creating a				
Tab	Table-Modifying a Table-Creating a Query-Sorting a Query-Creating a Form with the Form						
Wiz	Wizard-Creating a Report with the Report Wizard-Creating Mailing Labels with the Label						
Wiz	zard-Convert	ing an Access Database.					
	Unit:5 Contemporary Issues						
Exp	Expert lectures, online seminars – webinars						
Tex	Text Book(s)						
1	Peter Weve	rka- MS office for dummies, Wiley & Sons					

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

1 https://onlinecourses.swayam2.ac.in/cec20\_cs05/preview

#### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	М	S	S	S	S	М	S	S	S
CO3	S	S	S	М	S	S	S	S	М	S
CO4	S	S	М	S	Site	S	S	М	S	S
CO5	М	S	S	S	S	M	S	S	S	S



## PC SOFTWARE (MS-OFFICE) PRACTICAL LIST OF PRACTICALS

#### MS Word:

1) Type a passage (A4 Page, Times New Roman Font Style, 12 Size Font). Save your document in a specified location. (Say, D:\BBA\MSOffice\.docx). Save the same file with other name in different location using Save As dialogue box and also Open and View the document saved.

2) Type a simple matter, check spelling and grammar (use Auto Correct and Auto Text features), bullets and numbering list items, align the text to left, right, justify and centre.

3) Prepare a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.

4) Write any 10 Management Quotes and then change the font, style, color and size of each sentence. Make each one different than previous and next.

5) Prepare a job application letter enclosing your bio-data (with neat alignment and using tab setting).

6) Take a double column newspaper and design or create similar paragraph style in the word document

7) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.

8) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.

9) Use smart art and create organization charts with at least 3 levels.

10) Make books content page or index page (first line indent, hanging indent and the perfect useof ruler bar)

11) Insert Image into the shape. Type a title for the page and apply Styles to the same.

12) Write at least dozen mathematical/ statistical formulae known to you and key in the same in MS word.

13) Take a double column newspaper and design or create similar paragraph style in the word document.

14) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, specialcharacters (such as temp °C, rupee symbol `, Etc.,).

15) Create a table in MS Excel with an address (list containing Designation, Name of the Company, Address, Place, PIN). Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word.

#### **MS-PowerPoint:**

1) Have a PowerPoint presentation for a seminar which you are handling for your classmates.

2) Design an advertisement campaign with minimum three slides.

3) Prepare a power point presentation with at least three slides for Department inaugural function

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

#### **MS-Excel:**

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

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

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

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

#### **MS-Access:**

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

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

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

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

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	М	S	S	S	S	М	S	S	S
CO3	S	S	S	М	S	S	S	S	Μ	S
CO4	S	S	М	S	S	S	S	М	S	S
CO5	М	S	S	S	S	М	S	S	S	S

#### Mapping with Programme Outcomes

# SEMESTER IV

Language IV English IV Core VII - Human Resource Management Core VIII – Marketing Management Allied : IV– Taxation Law and Practice Skill Based Subject 3: Financial Accounting Package – Tally(Practical only) Skill based Subject-4: Naan Mudhalvan – Office Fundamentalshttp://kb.naanmudhalvan.in/Bharathiar\_University\_(BU) Tamil @ / Advanced Tamil #(or) Non-major elective-II : General Awareness #

Cour	se code	HUMAN RESOURCE MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С		
Cor	e-VII			-	-			
Dro	roquisito	Principles of Management	Sylla	bus	Fir	ect.		
	requisite		Versi	on	ГП	SL		
	rse Objecti							
		e students with knowledge on concepts, theories, scope and o	develo	pme	nt o	f		
		e Management practice at both national and global level.		, <b>.</b>	т 1			
		l human relation skills of drafting a Job Description, Job Spe	ecifica	tion,	Job			
Desi	0	formation recording the officiences of recurviting methods	calaa	tion				
		formation regarding the effectiveness of recruiting methods, nake appropriate staffing decisions.	selec	uon				
-		training program using a useful frame work for evaluating tr	ainino	-				
		training program, and evaluating training results and evaluating						
		ementation of a performance-based pay system.	uute u					
		ledge HRM and its significance in business.						
Exp	ected Cours	se Outcomes:						
On t	he successfu	al completion of the course, students will be able to:						
1		e process of Job analysis and its importance as a foundation	of		I	K3		
		ource management practice.				K4		
2		rstand the Human resource planning						
3	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.							
4 Understand the importance of career planning and succession planning								
5 Apply the policies and practice of the primary areas of human resource								
		nt, including staffing, training and compensation			ľ	K2		
K1-	Remember;	<b>K2</b> -Understand; <b>K3<mark>-</mark>Apply;<b>K4-</b>Analyze;<b>K5-Ev</b>aluate;<b>K6</b>– C1</b>	reate					
	Unit–1	<b>INTRODUCTION</b>						
		e Management -Meaning, nature, scope and objective –Func						
		us of HR manager-Organization of HR department –Strategi	c HRN	A - I	Ethic	2S		
	RM. Unit–2	HUMAN RESOURCE PLANNING						
-		e Planning – Job Analysis – Importance & benefits - Job ana	lvsis	aroce	-222			
		- Role analysis-Job specification.	uy515 ]		-66			
	Unit–3	RECRUITMENT AND SELECTION						
Reci	ruitment and	Selection - Factors affecting Recruitments, Sources of Recr	uitme	nt –				
Alte	rnative to R	ecruitment –Definition and Importance of Selection, Stages	involv	ed ir	ı			
Sele	ction Proces	s–Types of Selection Tests and Types of Interviews.						
	Unit–4	TRAINING AND DEVELOPMENT						
	-	nefits of Induction, Content of an Induction Program-Training	-					
	-	Performance appraisal - Job evaluation and merit rating - Pro	omotio	on				
-Tra	unsfer and de Unit-5	CAREER PLANNING AND DEVELOPMENT						
Care		& Development – Stages in Career Planning –Internal and H	Tytern	al				
	U	bloyees —Meaning and Sources of Employee Grievance – G						
		ns –Meaning & Process of Collective Bargaining–Indisciplir			ent			
		dustrial Conflicts.	.,					
	U <b>nit-6</b>	Contemporary Issues						
Exp	ert lectures.	online seminars –webinars						

Tex	xt Book(s)
1	Subba Rao.P, Personnel and Human Resource Management (Text and Cases) Himalaya
	Publishing House2010
2	C.B.Gupta Human resource Management Sultan Chand& Sons 2011
Ref	ference Books
1	Rao S. (2014)essentials of Human Resource Management & Industrial Management:
	Text & Cases. New Delhi: Himalaya Publication.
2	VSP. Rao- Human Resource Management
3	B. Nandhakumar- Industrial Relations Labour Welfare and Labour Laws-Vijay Nicole
	Imprints
Rel	ated Online Contents [MOOC,SWAYAM,NPTEL,Websitesetc.]
1	NOC: Principles of Human Resource Management-NPTEL

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



Course code		MARKETING MANAGEMEN		Т	Р	С	
Core VIII		For BBA/BBA(CA)/BBA(IB)/BBA(A					
			Sylla	- hus	-		
Pre-requisite		Principles of Management	Vers		HIPCT		
Course Objecti			·				
		nd importance of marketing in business v	world.				
-	U	skills and career.					
		nnel, methods of marketing and its impac					
		p marketing research, customer relation	onships and v	alue	throu	ıgh	
branding, packa			1 (* *	1			
		and demonstrate e-marketing forms and	benefits in ma	rketin	g		
Expected Cours							
		etion of the course, student will be able to					
		ficance of marketing and its role in econ			K1		
		ket strategy works, market segmentation	n and produc	t mix	K2	2,	
3 To apply function.	marketi	g concepts, pricing for the developr	nent of mark	teting	K3	3	
	nalyse and perform the functions of marketing in organisation.						
5 Demonstra	ite the cr	tical thinking skills and analyse e-market	ting.		K3	3	
		nderstand; K3 - Apply; K4 - Analyse; K5	0	6 – C	_		
Unit:1	,	INTRODUCTION TO MARKETING					
	duction	objectives, Scope and Importance. Type		ore C	once	onte	
		of Marketing, Marketing Orientations and					
Unit:2		CONSUMER BUYING BEHAVIOU				•	
	haracter	stics, Factors affecting Consumer Bel		s of	Buv	ing	
		sumer Buying Decision Process, Buying					
Models	,	Selar Coimbatore					
Unit:3		PRODUCT CONCEPTS					
The Product - T	ypes -cc	nsumer goods-industrial goods, Product	Life Cycle (Pl	LC) -	Prod	luct	
mix -product ite	m and p	oduct line - modification & elimination	- packing - De	velop	ing n	lew	
Products- strateg	gies.						
Unit:4		PRICING CONCEPTS					
		er & Seller - pricing policies – Objective					
		action to price changes – multi product p	ricing- Physic	al dist	ribut	ion	
-	f physic	l distribution - marketing risks					
Unit:5		MARKET SEGMENTATION					
U ,	0	and Positioning: Introduction, Concep entation, Requisites of Effective Market		0			
of Market Segr	nentation	, Bases for Segmenting Consumer Ma	rkets, Targeti	ng- M	leani	ng,	
Target market Proposition	strategi	s, Market Positioning- Meaning, Pos	sitioning Strat	egies,	Va	lue	
Unit:6		<b>Contemporary Issues</b>					
Expert lectures,	online se	minars – webinars					
Text Book(s)							
1 Marketing N	Aanagen	ent - Philip Kotler - Pearson Education/P	PHI, 2003.				
1 maintening 1							

<b>Reference B</b>	Books
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1 Marketing Management - Ramasamy& Namakumari - Macmillan India, 2002.

2 Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi

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

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

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	Μ	Μ	S	Μ	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	М	S	S
CO5	S	S	S	S	S	S	S	S	S	S



Course Co	de		W AND PRACTICE A)/BBA(IB)/BBA(RM		Т	Р	С			
Allied - IV		T'OT DDA/DDA(C.	A)/DDA(ID)/DDA(KW	)	-	-				
Pre-requi		Busir	ness Law	Sylla Vers		Firs	st			
Course O	bjectives:				ľ					
The main	objectives of	this course are:								
On succes	sful completio	n of this course, the stud	lents should have unde	rstood Pri	nciple	es of				
Direct and	Indirect Taxe	5.								
Students v	vill acquire kn	owledge on Calculation	of Tax Procedures.							
Provide st	udents with kr	owledge on tax Procedu	res and Tax Authoritie	es.						
		n the administration of l			rame	work	ζ			
-	-	edge on the procedural of								
	Course Outco	•								
		letion of the course, st	udent will be able to.							
	-			lag of tax	otion					
law	Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through legislation, for both individuals and business entities.									
2 Anal	Analyse, generate and transmit solutions to complex problems in relation to taxation matters. <b>K5</b>									
	To efficiently compute tax for Business and Profession and knowledge on tax authorities. <b>K3</b>									
4 To et	fficiently hand	e indirect taxes and GS	T.			K	3			
5 To b	e a potential p	erson on the procedural	compliance of tax.			K	3			
		nderstand; K3 - Apply;		aluate: <b>K</b>	6 – Ci	reate	;			
Unit:1	,	DIRECT	and a state of the	,						
Distinction	n between dire	e: Basic concepts of In ect and Indirect taxes-I s & Basis of Charge-I COMPUTATION	mportant definitions un ncome exempted from	nder Inco	me T	ax A	Act,			
	on of Incomo			bo inclu	lad)					
Unit:3		under Salary and House INCOME TAX A			ieu).					
	on of Income	under Profits and Gain		ession (Pr	hler	is to	he			
1		thorities – Duties and t		.551011 (11)	JUICII	15 10	UC			
Unit:4		INDIRECT								
	xes – Goods a	nd Service Tax – Conce		a glance:	Back	oroll	nd:			
		of taxation; Indirect ta	-	-		-				
	-	s; Administration of Inc								
		nd Services Tax _GS								
		k of GST; GST Model	-				,			
Unit:5		PROCEDURAL (								
Supply - Compliand Record, E	Input Tax ce under GST lectronic way	and Value of Taxable Credit & Computation : Registration; Tax In Bill; Return, Payment Goods and Service Tax	on of GST Liability voice, Debit & Cred of Tax, Refund Proce	v-Overviev it Note, A dures; Au	w-Pro Accou dit —	cedu int a – Ba	ural and asic			

<b>Contemporary Issue</b>	es
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Expert lectures, Online seminars & Webinars

Note: THEORY and PROBLEMS shall be distributed at 60% & 40% respectively. Text Book(s)

1 Bhagwati Prasad - Income Tax Law & Practice

2 Dr. Girish Ahuja and Dr. Ravi Gupta – Practical Approach to Direct & Indirect Taxes

3 Dingare Pagare - Business Taxation

4 Balasubramanian - Business Taxation

# **Reference Books**

1 V. S. Datey – Indirect Taxes - Law and Practice (Taxman's)

2 Dr. Girish Ahuja and Dr. Ravi Gupta – Systematic Approach to Taxation

3 S.R. Myneni – Principles of Taxation & Tax Law Part 1

**Online Content** 

https://onlinecourses.swayam2.ac.in/ugc19\_hs27/preview

#### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	Μ	S
CO4	S	S	S	S	Mas	PauS	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S



SBS: 3       Financial Accounting       Syllabut         Pre-requisite       Financial Accounting       Syllabut         Course Objectives:       The main objectives of this course are:       To acquire the knowledge of Financial Management.         To learn different concepts of Financing Decisions.       To enable awareness on the Capital Structure in which Financial Management operation develop an understanding of tools on Working Capital Management.       To provide knowledge using concepts, methods & procedures involved in Budgeting         Expected Course Outcomes:       On the successful completion of the course, students will be able to:       I         1       Understand basic Accounting and Inventory Masters, Vouchers and Basic Reports in Tally       Be able to generate Accounting and Inventory in Tally. ERP 9         3       Understand Advanced Accounting and Inventory in Tally. ERP 9       The provide t	n ate.		st 							
<ul> <li>The main objectives of this course are: To acquire the knowledge of Financial Management. To learn different concepts of Financing Decisions. To enable awareness on the Capital Structure in which Financial Management operation to develop an understanding of tools on Working Capital Management. To provide knowledge using concepts, methods &amp; procedures involved in Budgeting Expected Course Outcomes: On the successful completion of the course, students will be able to: 1 Understand basic Accounting concepts and principles 2 Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally</li> <li>3 Understand Advanced Accounting and Inventory in Tally. ERP 9</li> </ul>		K								
<ul> <li>To acquire the knowledge of Financial Management.</li> <li>To learn different concepts of Financing Decisions.</li> <li>To enable awareness on the Capital Structure in which Financial Management operation develop an understanding of tools on Working Capital Management.</li> <li>To provide knowledge using concepts, methods &amp; procedures involved in Budgeting</li> <li>Expected Course Outcomes:</li> <li>On the successful completion of the course, students will be able to:</li> <li>1 Understand basic Accounting concepts and principles</li> <li>2 Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally.</li> <li>3 Understand Advanced Accounting and Inventory in Tally. ERP 9</li> </ul>		K								
<ul> <li>To learn different concepts of Financing Decisions.</li> <li>To enable awareness on the Capital Structure in which Financial Management operation develop an understanding of tools on Working Capital Management.</li> <li>To provide knowledge using concepts, methods &amp; procedures involved in Budgeting</li> <li>Expected Course Outcomes:</li> <li>On the successful completion of the course, students will be able to:</li> <li>1 Understand basic Accounting concepts and principles</li> <li>2 Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally.</li> <li>3 Understand Advanced Accounting and Inventory in Tally. ERP 9</li> </ul>		K								
<ul> <li>To enable awareness on the Capital Structure in which Financial Management operation develop an understanding of tools on Working Capital Management.</li> <li>To provide knowledge using concepts, methods &amp; procedures involved in Budgeting</li> <li>Expected Course Outcomes:</li> <li>On the successful completion of the course, students will be able to:</li> <li>Understand basic Accounting concepts and principles</li> <li>Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally.</li> <li>Understand Advanced Accounting and Inventory in Tally. ERP 9</li> </ul>		K								
<ul> <li>To develop an understanding of tools on Working Capital Management.</li> <li>To provide knowledge using concepts, methods &amp; procedures involved in Budgeting</li> <li>Expected Course Outcomes:</li> <li>On the successful completion of the course, students will be able to:</li> <li>1 Understand basic Accounting concepts and principles</li> <li>2 Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally</li> <li>3 Understand Advanced Accounting and Inventory in Tally. ERP 9</li> </ul>		K								
<ul> <li>To provide knowledge using concepts, methods &amp; procedures involved in Budgeting</li> <li>Expected Course Outcomes:</li> <li>On the successful completion of the course, students will be able to:         <ol> <li>Understand basic Accounting concepts and principles</li> <li>Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally</li> <li>Understand Advanced Accounting and Inventory in Tally. ERP 9</li> </ol> </li> </ul>	g		3							
Expected Course Outcomes:On the successful completion of the course, students will be able to:1Understand basic Accounting concepts and principles2Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally3Understand Advanced Accounting and Inventory in Tally. ERP 9	g		3							
Expected Course Outcomes:         On the successful completion of the course, students will be able to:         1       Understand basic Accounting concepts and principles         2       Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally         3       Understand Advanced Accounting and Inventory in Tally. ERP 9			3							
On the successful completion of the course, students will be able to:1Understand basic Accounting concepts and principles2Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally3Understand Advanced Accounting and Inventory in Tally. ERP 9			3							
1Understand basic Accounting concepts and principles2Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally3Understand Advanced Accounting and Inventory in Tally. ERP 9			3							
<ul> <li>Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally</li> <li>Understand Advanced Accounting and Inventory in Tally. ERP 9</li> </ul>										
Reports in Tally         3       Understand Advanced Accounting and Inventory in Tally. ERP 9		K								
3 Understand Advanced Accounting and Inventory in Tally. ERP 9		1	4							
		K	3							
4 Have an understanding of Advanced Accounting and Inventory in Tally.ERP	understanding of Advanced Accounting and Inventory in Tally.ERP 9									
Understand basic concepts and practical application of VAT CST TDS and										
5 Understand basic concepts and practical application of VAT, CST, TDS and Service Tax		K	2							
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 –	- Cr	reate								
Unit:1 INTRODUCTION		oute								
Introduction to TALLY ERP 9- Salient features – Accounting Features – Enhance	cerr	nents								
Hardware Requirement- Components of TALLY ERP 9 – Creation and Alte										
Company.										
Unit:2 STOCK GROUPS										
Introduction to Stock Groups- Stock Categories - Stock Items- Godowns -	Uı	nits	of							
Measurement.										
Unit:3 GROUPS										
Introduction to Groups - Ledgers - Voucher Type - Purchase Orders- Sales	Or	ders	_							
Invoices.										
Unit:4 REPORTS										
Reports in TALLY ERP 9 -Working with Balance Sheet- Profit & Loss Accou										
Summary Report – Ratio Analysis – Trial Balance – Day Book. Introduction to	-	•								
Employee Categories – Employee Groups – Employees- Attendance Production ty	ype	es- F	'ay							
Heads- Payroll Vouchers Entry/ Transactions – Payroll reports.										
Unit:5         SERVICE TAX           Introduction to Service Tax – Tax Collected at Source- Tax Deducted at Source	200	Ve								
Added Tax – Goods and Service Tax – Activating GST for your company- Deactivati										
Excise and Service Tax Features – Creating Tax Ledger-Expense Ledger- Party Ledger-	-	-	.1,							
Unit 6: Contemporary Issues	igui	•								
Expert lectures, Online seminars &Webinars										

Tex	at Book(s)									
1	Tally Education Pvt. Ltd., Official Guide to Financial Accounting Using Tally.ERP 9									
	with GST									
2	SoumyaRanjanBehera, Learn Tally.ERP 9 with GST, BK Publications Private Ltd,									
	Bhubaneswar, 2017									
Rel	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]									
1	https://onlinecourses.swayam2.ac.in/cec19_cm03/preview									

#### **Mapping with Programme Outcomes**

	0									
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	PO10
CO1	S	S	S	S	S	S	Μ	S	S	М
CO3	S	Μ	S	Μ	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	Μ	S
<b>CO4</b>	S	S	S	S	М	S	S	Μ	S	S
CO5	М	S	М	S	S	S	S	S	S	S



# LIST OF TALLY PRACTICAL PROGRAMMES

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



# Semester v

Core IX – Cost & Management Accounting	
Core X – Research Methods for Management	
Core XI - Advertising and Sales Promotion	
Core XII – Business Correspondence	
Skill Enhancer: Institutional Training ^	
Skill Based Subject –5 : Campus to Corporate ^	



Course		COST AND MANAGEMENT	т	Т	D	C				
Code			L	Т	Р	C				
Core - IX		For BBA/BBA(CA)/BBA(IB)/BBA(RM)								
Core - IA			Sylla	hue						
Pre-requisi	te		Vers		Fir	st				
Course Obj										
	•	this course are to:								
		ble the students to acquire knowledge of cost a								
		provide understanding for the students and apply								
		effectively demonstrate in managerial decisions in	Tun	ctiona	u ar	eas				
like finance										
Expected C										
		letion of the course, student will be able to:		•.						
		concept of cost accounting, Recognize the merits and			K	(1				
		ment accounting along with the elements of cost cond								
		neets for the purpose of stores control through econor d material issues.	mic (	order	K	2				
		ial statements through comparative and common size	hv i	isina						
	financial ra		, Uy t	ising	K	5				
		flow and cash flow statements by calculating funds	and	cash	rash					
	erations.		unu	Cubii	K	<b>54</b>				
		udgets and apply standard costing for material v	varia	nces;						
		r cost volume profit.		,	K	3				
		Jnderstand; <mark>K3 -</mark> Apply; K4 - Analyze; K5 - Evaluate	e; <b>K</b>	6 - Cr	eate					
Unit:1	IN	TRODUCTION TO COST ACCOUNTING								
Meaning-de		pe-objectives-function-merits and demerits of Cost a	and	Mana	gem	ent				
		between cost, management and financial accountir								
cost - cost co	oncepts and	costs classification. (Theory and Problems).								
Unit:2		<b>COST SHEETS &amp; STORES CONTROL</b>								
		et-stores control- EOQ-maximum, minimum, reorder								
		O, LIFO, AVERAGE COST, STANDARD PRICE	-met	hods	-lab	our				
	eration and	incentives. (Problems and theory questions)								
Unit:3		FINANCIAL STATEMENT ANALYSIS	<u> </u>							
		alysis - preparation of comparative and common								
		tion. Ratio analysis - classification of ratios-liquid	iity,	prom	abii	ity,				
Unit:4		mparison. (Theory and Problems) JND FLOW & CASH FLOW STATEMENT								
		n flow analysis (problems only)								
Unit:5		GINAL COSTING AND STANDARD COSTING								
		nce analysis-material and labour variances Margi	inal	Costi	ng-c	ost				
		(Theory and Problems), Budgetary Controls	mai	Costi	115 C	050				
Unit:6		Contemporary Issues								
	res, Online	seminars & Webinars	1							
Text Book(										
	•	Cost and Management Accounting, Vikas publishing	hous	e Pvt	Ltd.	,				
		g, 2016. Cost Accounting Principles and Practice. Ka								
2 Jain S.P	unu munun	g, 2010. Cost recounting I fine pies and I factice. Re	ar y ur	III uu		<b>JID,</b>				

#### **Reference Books**

1	Saxena and Vashisth: Cost and Management Accounting, Sultan Chand and Sons, New
	Delhi, 2008.
-	

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

2 E Books: https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf

#### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	М	М	S	S	S	М	М	S	S	S
<b>CO3</b>	М	S	М	S	S	Μ	S	М	S	S
<b>CO3</b>	S	S	S	S	S	S	S	S	S	S
<b>CO4</b>	S	S	S	Μ	S	S	S	S	Μ	S
CO5	S	S	М	S	S	S	S	М	S	S



Course Code		RESEARCHMETHODS FORMANAGEMENT ForBBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	C
Core-X				-	-	<u> </u>
Pre-req	uisite	QuantitativeTechniquesforManagement	Sylla Ver	bus sion	Fi	rst
Course	0					
1	. Intro fund coll . Lea inte	tives ofthis courseareto: oducethebasic conceptsof researchand applythe damentalsofsamplingandscalingtechniquesalongwithmethods ection. rntheprocessofanalyzingthe collecteddata, rpretation,reportwritingandapplicationofcomputersin researc documentation.		a		
Expected	dCour	rseOutcomes:				
-		Ilcompletionofthecourse, studentwillbeable to:				
1 Unde	erstanc	Ifundamentalconceptsofresearch,typesandresearchprocess.			K	2
2 Sum	marize	ethesamplingdesignandscalingtechniques.			K	2
		method fordatacollection andable toedit,code, classifyand collected data.			K3	
4 Anal	lyzethe	e collecteddatatoproveordisprovethehypothesis.			K4	
5 Inter	pretthe	edataandpreparea researchreport.			K	5
K1-Rem	ember	;K2 -Understand; K3-Apply;K4-Analyze;K5-Evaluate;K6- INTRODUCTIONTORESEARCHMETHODOLOGY	Create			
online re Defining Relating	esearch a Pr to Res	inition-Significance–Criteriaof GoodResearch–Types– Gro - ResearchProcess– Selecting the Research Problem – Tec oblem -ResearchDesign: Features of a Good Design - 1 search Design -DifferentResearch Designs. SAMPLINGANDSCALING	hnique	s Inv	olve	d i
Unit:2			laatama			
Influenci ScalingT	ing the			ent S	cale	s -
Unit:3		DATACOLLECTIONANDPREPARATION rimary Data: Observation Method –Interview Method- Ques	tionna	ire M	etho	d
-Schedu Case Stu Graphica	leMeth dy Me alRepro	nod-Online data collection methods-CollectionofSecondaryE ethod – Data Preparation: Editing - Coding- Classification - T esentation.	Data -			u
Unit:4		PROCESSINGANDANALYZINGOF DATA				
	reforH (Simpl		oplicati	ion		
Unit:5	5	INTERPRETATIONANDREPORTWRITING				
oftheRes	earchH	Techniques -Precautions-Report Writing–StepsinWritingRep Report–Types ofReports -Mechanics ofWritingaResearchRep WritingResearchReports – Plagiarism – Research Ethics.		ayout		

Unit:	6 CONTEMPORARYISSUES									
Expertl	lectures, Onlineseminars & Webinars									
TextB	Book(s)									
1	C.R.Kothari, GauravGarg. 2019. ResearchMethodology (Methods & Techniques).									
	NewAgeInternationalPublishers,NewDelhi.4thEdition.									
2	S.P.Gupta.2017.Statistical Methods.Sultan Chand&Sons,New Delhi.44 <sup>th</sup> Edition.									
Refer	enceBooks									
1	BoydandWestfall:MarketingResearch									
2	GownM.C.MarketingResearch									
3	GreenPaulandTall:MarketingResearch									
	OnlineContent									
	https://onlinecourses.swayam2.ac.in/cec20_hs17/preview									

# MappingwithProgrammeOutcomes

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	Sissipa	S	S	S	S	S



Course ADVERTISING AND SALESPROMOTION L T									
Code	For BBA/BBA(CA)	L	1	Р	C				
Core: XI									
Pre-requisite	Knowledge on management concepts	-	abus sion	Fi	rst				
Course Object									
1 The major obj	ective of this course is to develop students' understanding	of th	e						
communication	strategy of a firm, particularly with advertising and sales p	romot	tions.						
-	e of advertising and sales promotion as a marketing tool.								
3 To Explore ho	w companies use advertising and marketing to sell produc	ts;							
4. Evaluate diffe	rent strategies for selling products								
<b>Expected Cour</b>	se Outcomes:								
1 To Identify ad	vertising mediums, both traditional, new and experimental	l		K	[1				
2 To understand	the function of Advertising Agencies			K	[1				
3 To understand	the principles of advertising layout and campaign			K	2				
4. To Learn to u	se sales promotions to push sales and attract buyers.			K	3				
5.To Identify ad	vertising mediums, both traditional, new and experimental	K1		K	[1				
K1 – Remember	; K2 – Understand; K3 – Apply; K4 – Analyze, K5 – Evalua	te; K6	- Cre	ate					
	ODUCTION TO ADVERTISING								
Advertising: Me	eaning-importance-objectives-media-forms of media-press	News	paper	trad	e				
Journal-Magazi	nes-Outdoor advertising-Poster-Banners - Neon signs, Pub	ligity							
		neny	literat	ure					
-	ers, House organs-Direct mail advertising-Cinema and T	-			me-				
Booklets, Folde		Theatre	e prog		me-				
Booklets, Folde Radioand Telev	ers, House organs-D <mark>irect mail advertising-Cin</mark> ema and T	Theatre	e prog		me-				
Booklets, Folde Radioand Telev Unit: 2	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv	Theatro ertisir	e prog 1g.	gram	me-				
Booklets, Folde Radioand Telev Unit: 2 Advertising age	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES	Theatro ertisin g orga	e prog 1g. anisati	gram	me-				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin	Theatro ertisin g orga bes-Ele	e prog ng. anisati ement	gram on- s of					
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ	Theatro ertisin g orga bes-Ele	e prog ng. anisati ement	gram on- s of					
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks.	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ	Theatro ertisin g orga bes-Ele	e prog ng. anisati ement	gram on- s of					
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog	Theatro ertisir g orga bes-Elo ans-Id	e prog ng. anisati ement lentific	on- s of catio	n				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising laye	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog	Theatro ertisir og orga pes-Elo ans-Id	e prog ng. anisati ement lentific	gram on- s of catio	n				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising layo principles. Size	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog	Theatro ertisir og orga pes-Elo ans-Id	e prog ng. anisati ement lentific	gram on- s of catio	n				
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Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising layo principles. Size Unit: 4 Sales force Mar	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog ADVERTISING LAYOUT out- Functions-Design of layout. Layout , Qualities of a ge of advertising-repeat advertising campaign- Steps in camp SALES FORCE MANAGEMENT	Theatro ertisin ag orga bes-Elo ans-Id bod lay aign p	e prog ng. anisati ement lentific yout, I plannin tment	on- s of catio _ayo ng. &	n ut				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising laye principles. Size Unit: 4 Sales force Mar Selection-trainin	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog ADVERTISING LAYOUT out- Functions-Design of layout. Layout , Qualities of a ge of advertising-repeat advertising campaign- Steps in camp SALES FORCE MANAGEMENT magement-Importance-sales force decision-sales force size-	Theatro ertisin ag orga bes-Elo ans-Id bod lay aign p	e prog ng. anisati ement lentific yout, I plannin tment	on- s of catio _ayo ng. &	n ut				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising layo principles. Size Unit: 4 Sales force Mar Selection-trainin fixing sales terr	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog ADVERTISING LAYOUT out- Functions-Design of layout. Layout , Qualities of a ge of advertising-repeat advertising campaign- Steps in camp SALES FORCE MANAGEMENT agement-Importance-sales force decision-sales force size-in ng-methods-motivating salesman, Controlling - compensat	Theatro ertisin ag orga bes-Elo ans-Id bod lay aign p	e prog ng. anisati ement lentific yout, I plannin tment	on- s of catio _ayo ng. &	n ut				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising laye principles. Size Unit: 4 Sales force Mar Selection-trainin fixing sales terr Unit: 5	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog ADVERTISING LAYOUT out- Functions-Design of layout. Layout , Qualities of a go of advertising-repeat advertising campaign- Steps in camp SALES FORCE MANAGEMENT agement-Importance-sales force decision-sales force size-in g-methods-motivating salesman, Controlling - compensat itories-quota - Evaluation.	Theatro ertisir og orga pes-Elo ans-Id pod lay aign p recruit ion &	e prog ng. anisati ement lentific yout, I lannin tment incent	gram on- s of catio ayo ng. w & ives	n ut				
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Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising layo principles. Size Unit: 4 Sales force Mar Selection-trainin fixing sales terri Unit: 5 Sales promotior persuasion-Pror	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog ADVERTISING LAYOUT out- Functions-Design of layout. Layout , Qualities of a ge of advertising-repeat advertising campaign- Steps in camp SALES FORCE MANAGEMENT agement-Importance-sales force decision-sales force size- ng-methods-motivating salesman, Controlling - compensat itories-quota - Evaluation. SALES PROMOTION a: Meaning-Methods-Promotional strategy-Marketing comp	Theatro ertisir og orga bes-Ele ans-Id bod lay aign p cecruit ion &:	e prog ng. anisati ement lentific yout, I plannin tment incent ation	gram on- s of catio ayo ng.  avo ng.  & ives	n ut				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising layo principles. Size Unit: 4 Sales force Mar Selection-trainin fixing sales terri Unit: 5 Sales promotior persuasion-Pror andDealers pror	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog ADVERTISING LAYOUT out- Functions-Design of layout. Layout , Qualities of a ge of advertising-repeat advertising campaign- Steps in camp SALES FORCE MANAGEMENT agement-Importance-sales force decision-sales force size-in g-methods-motivating salesman, Controlling - compensat itories-quota - Evaluation. SALES PROMOTION a: Meaning-Methods-Promotional strategy-Marketing component notional instruments: advertising -Techniques of sale prom	Theatro ertisir og orga bes-Ele ans-Id bod lay aign p cecruit ion &:	e prog ng. anisati ement lentific yout, I plannin tment incent ation	gram on- s of catio ayo ng.  avo ng.  & ives	n ut				
Booklets, Folde Radioand Telev Unit: 2 Advertising age socialeffects of copy. Writing: I marks. Unit: 3 Advertising layo principles. Size Unit: 4 Sales force Mar Selection-trainin fixing sales terri Unit: 5 Sales promotior persuasion-Pror andDealers pror -Salesmanship-I	ers, House organs-Direct mail advertising-Cinema and T ision advertising-Exhibition-Trade fair-Transportation adv ADVERTISING AGENCIES ncies-Advertising budget-Advertising appeals - Advertisin advertising-Advertising copy - Objectives-Essentials - Typ Headlines, Body copy - Illustration-Catch phrases and slog ADVERTISING LAYOUT out- Functions-Design of layout. Layout , Qualities of a go of advertising-repeat advertising campaign- Steps in camp SALES FORCE MANAGEMENT agement-Importance-sales force decision-sales force size- ing-methods-motivating salesman, Controlling - compensat itories-quota - Evaluation. SALES PROMOTION at Meaning-Methods-Promotional strategy-Marketing component notional instruments: advertising -Techniques of sale promotional notion. After sales service-packing – Guarantee - Personal	Theatro ertisir og orga bes-Ele ans-Id bod lay aign p cecruit ion &:	e prog ng. anisati ement lentific yout, I plannin tment incent ation	gram on- s of catio ayo ng.  avo ng.  & ives	n ut				

Text I	Book (s)							
	Advertising And Sales Promotion by S H H Kami, Satish K Batra, Excel Books India,							
Reference Books								
1	Bolen J.H – Advertising							
2.	Advertising And Sales Management by SONTAKKI C.N							
3	Davar. S.K – Salesmanship and advertising							
	Online Content							
	https://onlinecourses.swayam.ac.in/cec20_ge02/preview							

# MappingwithProgrammeOutcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S



Cou cod	ırse e		BUSINESS CORRESPONDENCE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
Col	re – XII				-	-	
Pre	-requisit	e	English	Sylla Vers		Fir	st
	ırse Obje						
The		•	this course are:				
			completion of this course, the students should l	nave un	derst	bod	the
			Methods, Types and Barriers.	iaal thir	Irina	al-:11	<u> </u>
			monstrate competency in communication and crit mpose, produce, and present effective business do			SKIII	s.
			arn the appropriate ways to meet industry stan			criti	ical
			iques to business documents.	uarus, e	appiy	CIIII	Cui
			ledge to demonstrate the importance of	coher	ent.	Ethi	ical
	1		Principles in Business and Industry.		,		
Exp		ourse Outo					
On	the succe	essful com	pletion of the course, student will be able to:				
1	Learn ar	nd apply ef	fective written communication techniques.			K3	
2	Review	and refine	communications skills.			K4	
3	Develop	oing and de	livering effective presentations.			K	5
4	Determi	ne and use	proper psychological approach in writing situatio	ns.		<b>K</b> 4	1
5			ze team effectiv <mark>eness</mark> in the world of work.			K	
			Jnderstand; K3 - Apply; K4 - Analyze; K5 - Eval	uate; <b>K</b>	<b>6</b> – C	reate	<u>,</u>
Uni			DUAL COMMUNICATION				
prej forr bus pos	paring; Sons of Cor ns of Cor iness – la ting tweet	oft-Copy for mmunication anguage for ts, face-boo	tion: Resume Preparation – General and Job-Sporms with neat formatting; Scanning and placing on: Fax – E-mail – Video Conferencing – Websi r email letters – Social Media Communications ok, LinkedIn Groups (platform specific best practice LETTERS	of Phot tes and s (blogs	o; Mo their	odern uses	n e- s in
			f Inquiry – Placement of Orders – Delivery and i	ts statu	s – Le	etters	s of
			Adjustments –Credit and Status Enquiry – Coll				
			- Memorandum – Office Orders – Circulars				
Uni			Г WRITING				
sum Rep Effe nee rece	nmary, in port writin ective Wr d for Bus ent Deve	troduction, ag for Busin iting: Busin siness Tod lopments	ng – Need –Formatting the report elements su body, conclusion, recommendations, reference ness purposes - Types of Report – Features of a w ness Vocabulary - Bringing learners up to date wi ay, Provides Practice in using the new languag in Technology and Business practice. Revie on, number usage.	es and a cell-writ ith the l ge, and	appen ten re angua also	dices port. ige tl refle	s – hey ects

Unit:4CORRESPONDENCE OF A COMPANY SECRETARYCorrespondence of a Company Secretary: Secretary Notice, Agenda and Minutes— types— contents—guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders. Internal Communications Strategy: Company Newsletters – Circulars – Appreciation Memos – letters of Reprimand - Strictures – Empowering
contents—guidelines—Minutes of statutory meeting—Board meeting—Annual General Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders. Internal Communications Strategy: Company Newsletters –
Meeting —Alteration of minutes—Minutes of Joint consultative meeting – Correspondence with Directors and Shareholders. Internal Communications Strategy: Company Newsletters –
with Directors and Shareholders. Internal Communications Strategy: Company Newsletters -
Circulars – Appreciation Memos – letters of Reprimand - Strictures – Empowering
chedians rippieenanon nemos receis of reprintanta Sufferances Empowering
employees – Employee engagement.
Unit:5 GENERAL CORRESPONDENCE
General Correspondence: Letters under Right to Information (RTI) Act - General complaints
and petitions for public utilities – Letters to the editor of newspapers – Other general aspects
related to practical letter writing.
Unit: 6 Contemporary Issues
Expert lectures, online seminars – webinars
Note: [Teachers must provide the students with theoretical constructs wherever necessary in
order to create awareness. However students should not be tested on the theory. They should,
instead, be tested by giving situations in order to write the appropriate letter by
comprehending the given situation]
Text Book(s)
1 Rajendra Pal and J. S. Korlahalli. —Essentials of Business Communication, Sultan
Chand & Sons, New Delhi, 2006.
<ul> <li>2 Ms. Ramesh, C. C Pattanshetti&amp;Madhumati M. Kulkarni - Business Communication,</li> </ul>
R.Chand& Co, New Delhi, 2003.
3 M. V. Rodriques, - Effective Business Communication, Concept Publishing company
Pvt. Ltd.,
Reference Books
1 Ashley, A – A Handbook of Commercial Correspondence, Oxford University Press
(2003).
2 Brian M. H. Robinson, Vidya S. Netrakanti& Dr. Hari V. Shintre, Communicative
Competence in Business English. Orient Longman, 2007.
3 K. K. Ramachandran, K. K. Lakshmi, K. K. Karthick& M. Krishnakumar, Business
Communication. Macmillan, 2007.
Online Content
https://onlinecourses.swayam2.ac.in/imb19_mg14/preview
Course Designed By: Dr. V. Savitha
Manning with Programme Outcomes

#### Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	Μ	S
<b>CO4</b>	S	S	S	S	Μ	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S

# **SEMESTER –VI**

Core XIII – Entrepreneurship and Small Business Management

Core XIV - Financial Management

Core XV – Services Marketing

Elective –I :

Elective –II :

Skill Based Subject –6 : Soft Skills for Business ^

Skill Based Subject-7Naan Mudhalvan- Fintech Course (Capital Markets /Digital Marketing/ Operational Logistics)

> இந்தப்பாரை உ FDUCATE TO ELEVAT

http://kb.naanmudhalvan.in/Bharathiar\_University\_(BU)

Extension Activities @

C.		ENTREPRENEURS	HIPANDSMALL						
Course		<b>BUSINESS MAN</b>	NAGEMENT	L	Т	P	C		
code		For BBA/BBA(CA)/BA	BA(IB)/BBA(RM)						
Core- XIII					-	-			
Pre-requisite	1	Nil		Syll Ver	abus sion	Fire	st		
CourseObjec				1					
Themainobject	ives ofthisc	urseareto:							
Entrepren entrepren 2. Tomaketh	eurialDeve eurialdevel estudentsa	ts to acquire the knowledge opment Programmes, Project oment. areoftheimportanceofentrepr th the challengesfacedbythe	management, Institution			ociet	у		
ExpectedCor		- · ·							
-		ionofthecourse, student wil	lbe ableto:						
1 Definewl	noisanEntre	reneur andwhat hisorherchar sfuland what qualitiesarereq	acteristicfeaturesare,wh			K	1		
2 Fosterthe	studentsint	eareasofentrepreneurial grow	-			K2	2		
3 Projectma	Projectmanagement isapowerful discipline in the core areas of project lifecy cleand to know about the roles and responsibilities of a project manager.								
		tsofdelive <mark>ring</mark> theprojectiden thevarious <mark>guidelinesissuedb</mark>		2		K.	5		
-	nevariousso ortingentrep	rcesofbusinessfinanceandide eneurs.	entify the differentinstitut	tions		K4	1		
K1-Remembe	er; <b>K2</b> -Und	rstand; <b>K3</b> -Apply; <b>K4</b> -Anal	yze;K5-Evaluate;K6-	Create					
Unit:1		CONCEPTOFENTREPH	RENEURSHIP						
Meaning of E	ntrepreneu	ship – characteristics, fund	ctions and types of ent	reprene	eurshi	p —			
Green Entre	epreneurs	– Digital Entreprener	urs –Entrepreneuria	Motiva	ation	_			
NeedforAchie	evement	Theory–Risk-taking Be	haviour-Innovationan	dEntre	preneu	ır–			
Roleofentrepr	eneurship	neconomicdevelopment.							
Unit:2		CY&INSTITUTIONAL	ECOSYSTEMFOR						
		<b>ENTREPRENEU</b>	RSHIP						
Factors affect	ingentrepr	neurgrowth -Economic-N	on-economic.Entrepre	neursh	ip				
		es- Need - Objectives			-				
-	-	support to entrepreneurs.							
Unit:3		BUSINESSPLA	N						
Introductionto	SmallBus	ness:Evolution &Developr	nent–Meaning– Conce	epts –C	ategoi	ries			
-Characteristi	csofsmall	isiness–							
Role, importar	nceandresp	nsibilitiesofsmallbusiness	.Business Ideas –	- Sou	rces	and	1		
incubating;	Techr		for small	busin	ess	-	_		
-	Feasibility	eports,LegalFormalities a	ndDocumentation						

U	nit:4	PROJECTIMPLEMENTATION	
Busir	ness Plar	n – Outline – Components – Marketing strategy for small bu	siness –
Mark	etSurve	y-MarketDemands-Salesforecast - CompetitiveAnalysis-T	he marketingplan
– Ma	rketingA	ssistancethroughgovernmentalchannels–RiskAnalysis–Brea	akevenanalysis
U	nit:5	ENTREPRENEURIALFINANCE	
Start-	-up costs	- The financial Plan - Source of finance for new ventures -	- small business -
Instit	utionalfi	nancesupportingSSIs –Bountiesto SSIs –VentureCapital –ba	asicstart-up
Probl	lems – N	feed for Angel investors.	
U	nit:6	ContemporaryIssues	
Expe	rtlectur	es,Onlineseminars –Webinars	
Text	Book(s)		
1 K	KhanM.A	-EntrepreneurshipDevelopment ProgrammesinIndia,Delhi,Kanish	nkaPublishing
H	Iouse.		
2 0	GuptaC.B	,andSrinivasanN.P,1992,EntrepreneurshipDevelopment,NewDell	ni,SultanChand
a	ndSons.		
Refe	renceBo	oks	
1 N	/lishraD.l	N.,1990, Entrepreneurship, Entrepreneur Developmentand Planning	ginIndia,
A	Allahabad	,ChughPublishers.	
2 N	/lead,D.C	2.& Liedholm, C. Thedynamics of microandsmall enterprises indevel	oping
	ountries.		
Relat	tedOnlin	neContents[MOOC,S <mark>WAY</mark> AM,NPTEL,Websitesetc.]	
1 h	nttp://164	4.100.133.129:81/econtent/Uploads/Entrepreneurship_Deve	lopment.pdf
2 h	ttps://ww	vw.mooc-list.com/cour <mark>se/es</mark> sentials-entrepreneurship-thinking-act	tion-coursera
<b>!</b>		- Constituent and	

				9.	ombatore	6.0				
COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	TE S ELEVATE	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	Μ	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

# Mapping with Programme Outcomes

Course	FINANCIAL MANAGEMENT	L	Т	Р	С			
Code	For BBA/BBA(CA)/BBA(IB)/BBA(RM)				<u> </u>			
Core – XIV Pre-requisite		Sylla		- Firs				
		Versi	ion	1 11 0				
Course Object								
	tives of this course are:							
-	nowledge of Finance Functions.	ing F	Vacia	iona				
	t concepts of Capital Budgeting & Cost of Capital for Finance ness on the Capital Structure in which Financial Managemen			ions.				
	derstanding of Dividend Decisions.	t oper	ale.					
	ledge using concepts, methods & procedures involved in Wo	rkino	Car	vital				
Management.	ledge using concepts, methods & procedures involved in we	лкше	, Cap	mai				
Expected Cour	se Outcomes:							
	ul completion of the course, students will be able to:							
	-				17.2			
	ess finance terms and concepts while communicating.	•••		-	K3			
	e financial concepts used in making financial management de			-	K4			
	we methods to promote respect and relationship for financial	deals	5.	]	K3			
4 Utilize inf	4 Utilize information to maximize and manage finance.							
5 Demonstra	te a basic understanding of Working Capital Management.			]	K2			
K1-Remember;	K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-Ci	reate						
Unit:1	FINANCE FUNCTIONS (THEORY ONLY)							
	s: Definition and Scope of Finance Functions-Objectives of	Finan	cial					
	ofit Maximization and Wealth Maximization. Sources of Fir			ort-te	erm-			
	ong-term-Shares – Debentures - Preferred Stock – Debt.							
Unit:2	INVESTMENT AND FINANCING DECISIONS							
	(PROBLEM ONLY)							
Capital budgetin	g: Meaning, objectives &techniques-Payback -ARR -NPV-	IRR-	Prof	itabi	lity			
	PROBLEM ONLY).Financing Decisions: Cost of Capital-C							
	al-Equity-Preferred Stock Debt-Reserves –Weighted Average		-					
Capital.(SIMPLE	E PROBLEM ONLY)							
Unit:3	CAPITAL STRUCTURE THEORIES LEVERAGE							
	(THEORY ONLY)							
	: Meaning, objectives and Importance –Optimal Capital Struc	ture-7	Theorem	ry of				
· · ·	Operating Leverage and Financial Leverage.							
Unit:4	DIVIDEND DECISIONS (THEORY ONLY)							
	vidend policy: Meaning-Sources available for Dividends-Div	videnc	l Pol	icy				
	Dividend Policy- Models: Gordon & Walter's Model		-					
-	RKING CAPITAL MANAGEMENT (THEORY ONLY)							
0 1	Management: Working Capital Management- concepts - imp							
	Working capital. Cash Management: Motives for holding cas			tives	and			
	h Management. Receivables Management: Objectives-Credit	t polic	cies.					
Unit:6	Contemporary Issues							
	Online seminars & Webinars							
THEORY carri	es 80% Marks, PROBLEMS carry 20% Marks							

Т	ext Book(s)						
1	I. M. Pandey - Financial Management						
2	P.V. Kulkarni - Financial Management						
R	Reference Books						
1	S.N. Maheswari - Management Accounting						
2	Khan and Jain - Financial Management						

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

1 NOC: Financial Management For Managers - NPTEL

#### **Mapping with Programme Outcomes**

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10
<b>CO1</b>	S	S	S	S	S	S	Μ	S	S	М
<b>CO3</b>	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	Μ	S
CO4	S	S	S	S	М	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S



Pre-requisite       MARKETING MANAGEMENT       Syllabus Version       First         Course Objectives:       The main objectives of this course are to:       1.       It focuses on targeting and position of services.       2.         2.       It helps the students to know the consumer behaviour in service       Expected Course Outcomes:       Version         0n the successful completion of the course, student will be able to:       1       Examine the nature of services, and distinguish between products and services       K3         2       Identify the major elements needed to improve the marketing of services       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1       Introduction to Services         Unit:2       Introduction of services — Players in services sector — Evolution and growth of services sector — Differences between goods and services       Evolution and growth of service marketing system — Importance of services in marketing — Expanded marketing mix Services distributions — Employees' and Customers' Roles in Service pricing strategy— Servi	Course code		SERVICES MARKETING FOR BBA/ BBA (CA)		L	Т	Р	С			
Pre-requisite       MARKETING MANAGEMENT       Version       First         Course Objectives:       The main objectives of this course are to:       1.       It focuses on targeting and position of services.       2.         1. It focuses on targeting and position of services.       2.       It helps the students to know the consumer behaviour in service       Expected Course Outcomes:       K1         2. It helps the students to know the consumer behaviour in service       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         3       Develop an understanding of the roles of relationship marketing and customer services marketing problems       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1       Introduction to Services       Importance of services with a service sector — Differences between goods and services       Unit:2       Service Marketing       Service sector — Explored marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees' and Customers' Roles in Service Delivery = Service quality — Understanding customer expectations and perceptions — Measuring service quality — Understanding customer expectations and perceptions — Measuring service quality — Gap model of service quality — Service quality	Core XV					-	-				
The main objectives of this course are to:         1. It focuses on targeting and position of services.         2. It helps the students to know the consumer behaviour in service         Expected Course Outcomes:         On the successful completion of the course, student will be able to:         1       Examine the nature of services, and distinguish between products and services       K1         2       Identify the major elements needed to improve the marketing of services       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services cetor — Differences between goods and services       Expanded marketing	Pre-requisite		MARKETING MANAGEMENT	•			Fi	rst			
1. It focuses on targeting and position of services.         2. It helps the students to know the consumer behaviour in service         Expected Course Outcomes:         0n the successful completion of the course, student will be able to:         1       Examine the nature of services, and distinguish between products and services       K1         2       Identify the major elements needed to improve the marketing of services       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1       Introduction to Services       Importance of services comony — Distinctive characteristics of services — Importance of services sector — Differences between goods and services       Importance of service product planning — Service product planning — Service proloced planning — Services (Delivery — Services from sectoral perspective — Hospitality — Service quality — Understanding customer expectations and perceptions— Measuring service quality — Understanding customer expectations and perceptions— Measuring service quality	Course Object	tives:									
2. It helps the students to know the consumer behaviour in service         Expected Course Outcomes:         On the successful completion of the course, student will be able to:         1       Examine the nature of services, and distinguish between products and services       K1         2       Identify the major elements needed to improve the marketing of services       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1       Introduction to Services       Importance of services of services of services — Importance of service sector — Differences between goods and services       Importance of services whether marketing mix Service marketing mix Service sector — Differences between goods and services       Expended marketing — Expanded marketing mix Services for on the looping — Expanded marketing mix Services distributions — Employees' and Customers' Roles in Service prolice pleivery — Service goality Management — Quality Function Deployment for Services         Unit:3       SERVICE QUALITY       Service quality — Gap model of services — Players in service arketing Service guality function development — Service Quality Managem	The main object	ctives of this	s course are to:								
Expected Course Outcomes:         On the successful completion of the course, student will be able to:       I         1       Examine the nature of services, and distinguish between products and services       K1         2       Identify the major elements needed to improve the marketing of services       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1       Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1         Introduction — What are services? — The Services Sector in the Indian Economy —       Components of services economy — Distinctive characteristics of services — Importance of services ector — Differences between goods and services       Importance of services marketing mix — Service product planning — Service pricing strategy — Services marketing mix — Service product planning — Service Delivery — Services distributions — Employees' and Customers' Roles in Service Suite Delivery — Service quality — Understanding customer expectations and perceptions— Measuring service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for			-								
On the successful completion of the course, student will be able to:       I         I       Examine the nature of services, and distinguish between products and services       K1         I       Identify the major elements needed to improve the marketing of services       K3         Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1       Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services sector — Differences between goods and services       Improvement of service marketing mix         2       Service marketing system — Importance of services in marketing — Expanded marketing mix Service product planning — Service pricing strategy — Services distributions — Employees' and Customers' Roles in Service Quality function development — Service Quality function Service quality — Understanding customer expectations and perceptions — Measuring service quality — Understanding customer expectations and perceptions — Measuring service quality — Understanding customer expectations and perceptions — Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality											
1       Examine the nature of services, and distinguish between products and services       K1         2       Identify the major elements needed to improve the marketing of services       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1       Introduction to Services         Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services sector — Differences between goods and services       Importance of services in marketing — Expanded marketing mix Service marketing mix Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Service quality — Understanding customer expectations and perceptions— Measuring service quality — Understanding customer expectations and perceptions— Measuring service quality function development — Service approach of services = Classification al perceptices       Importance of services = Classification = Service Services         Unit:3       SERVICE QUALITY       Service quality — Understanding customer expectations and perceptions— Measuring service quality — Understandin	-										
2       Identify the major elements needed to improve the marketing of services       K3         3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services sector — Differences between goods and services       Importance of services conomy — Evaluate; K6 - Create         Vinit2       Service Marketing       Service of services in marketing mix Service product planning — Service pricing         Service araketing system — Importance of services in marketing mix Service price guality — Service guality — Service product planning — Service pricing       Service price duality [Muntion development of Service and the customers]         Service quality — Understanding customer expectations and perceptions— Measuring       Services [Muntion development of Services]         Services from sectoral perspective — Hospitality — Travel & Tourism — Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services       Services         Unit:6       Contemporary Issue						•	17.1				
3       Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create Unit:1       Introduction to Services       Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services sector — Differences between goods and services       Unit:2       Service Marketing       Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.       Unit:3       SERVICE QUALITY         Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of services — Logistics - Educational – Entertainment – Healthcare & Medical — Telecom Services       Services         Unit:3       FENANCIAL SERVICES       Marketing the Financial Services — Devising of Strategies in financial Services marketing exit on a service = Devising of Strategies in financial Services marketing mix. Education a service — Marketing of educational services — Strategies for educational marketing.         Unit:6       Contemporary Issues       Case Study, Expert Lectures, Online S						ices					
3       service in adding value to the customer's perception of a service       K3         4       Appraise the nature and development of a services marketing strategy       K4         5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create Unit:1       Introduction to Services       Importance of services conomy — Distinctive characteristics of services — Importance of services econom — Distinctive characteristics of services — Importance of services ector — Differences between goods and services         Unit:2       Service Marketing       Service sector — Differences between goods and services         Unit:2       Services marketing mix — Service product planning — Service pricing strategy — Services distributions — Employees' and Customers' Roles in Service Delivery — Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services         Unit:3       ILASSIFICATION OF SERVICES       Imarketing mix. Education as service — Devising of Strategies in financial Services         Unit:4       CLASSIFICATION OF SERVICES       Imarketing mix. Education as service — Marketing of educational services         Unit:5       FINANCIAL SERVICES       Imarketing mix. Education as service — Marketing of educational services — Strategies for educational services		2 Identify the major elements needed to improve the marketing of services K3									
service in adding value to the customer's perception of a service       K4         4       Appraise the nature and development of a services marketing strategy       K4         7       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create Unit:1       Introduction to Services       Introduction to Services         Components of services economy — Distinctive characteristics of services — Importance of service sector — Differences between goods and services       Unit:2       Service Marketing         Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service policy — Services distributions — Employees' and Customers' Roles in Service policy marketing.         Unit:3       SERVICE QUALITY       Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of services and perceptions— Measuring service quality — Gap model of services — Logistics = Educational – Entertainment – Healthcare & Medical — Telecom Services       Evrices         Unit:3       SERVICE QUALITY       Service Sector — Distinctive characteristics of services = Importance of services and perceptions— Measuring service quality — Gap model of service quality — Service Quality function development — Service Record perspective — Hospitality — Travel & Tourism — Financial — Logistics = Educational = Entertainment – Healthcare & Medical — Telecom Services marketing mix. Education as service — Devising o	3		-	-	usto	mer	K	2			
5       Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems       K5         5       framework to help managers identify and solve marketing problems       K5         5       Recognise how services understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1         1       Introduction to Services       Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services         Unit:2       Service Marketing	service in adding value to the customer's perception of a service										
5       framework to help managers identify and solve marketing problems       KS         KI - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create       Unit:1         Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services marketing       Importance of services = Importance of services = Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services         Unit:2       Service Marketing       Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services Unit:3         Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services Unit:5         FINANCIAL SERVICES       Importancial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.         Unit:3       FINANCIAL SERVICES         Imit:5       FINANCIAL SERVICES         Imit:5       FINANCIAL SERVICES         Imit:5       FINANCIAL SERVICES         <	4 Appraise	4Appraise the nature and development of a services marketing strategyK4									
framework to help managers identify and solve marketing problems         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create         Unit:1       Introduction to Services         Introduction — What are services? — The Services Sector in the Indian Economy —         Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services         Unit:2       Service Marketing         Service       marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Service spromotions — Physical evidence — Role of technology in services marketing.         Unit:3       SERVICE QUALITY         Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services         Unit:5       FINANCIAL SERVICES         Marketing the Financial Services — Devising of Strategies in financial Services marketing.         Unit:5       FINANCIAL SERVICES         Marketing the Financial Services — Devising of Strategies in financial Services marketing.         Unit:5       FINANCIAL SERVICES         Marketing the Financial Services — Devising of	_ Recognis	Recognise how services marketing principles can be used as a conceptual									
Unit:1       Introduction to Services         Introduction — What are services? — The Services Sector in the Indian Economy — Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services         Unit:2       Service Marketing         Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.         Unit:3       SERVICE QUALITY         Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services         Unit:3       CLASSIFICATION OF SERVICES         Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services         Unit:5       FINANCIAL SERVICES         Marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.         Unit:5       Contemporary Issues         Case Study, Expert Lectures, Online Seminars - Webinars         Textbook(s)       1	<sup>5</sup> framework to help managers identify and solve marketing problems										
Introduction — What are services? — The Services Sector in the Indian Economy —         Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services         Unit:2       Service Marketing         Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.         Unit:3       SERVICE QUALITY         Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services         Unit:4       CLASSIFICATION OF SERVICES         Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services         Unit:5       FINANCIAL SERVICES         Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.         Unit:6       Contemporary Issues         Init:6       Contemporary Issues         Init:6       Contemporary Issues         Init:6       Cont	K1 - Remembe	er; <b>K2</b> - Unc	lerstand; K3 - Apply; K4 - Analyse; K5 -	Evalua	te; K	<b>6</b> - Cr	eate				
Components of services economy — Distinctive characteristics of services — Importance of services — Classification of services — Players in services sector — Evolution and growth of service sector — Differences between goods and services         Unit:2       Service Marketing         Service marketing system — Importance of services in marketing — Expanded marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing.         Unit:3       SERVICE QUALITY         Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — Service Quality function development — Service Quality Management — Quality Function Deployment for Services         Unit:3       CLASSIFICATION OF SERVICES         Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services         Unit:5       FINANCIAL SERVICES         Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.         Unit:6       Contemporary Issues         Case Study, Expert Lectures, Online Seminars - Webinars         Textbook(s)       1         1       Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH											
Service       marketing       system       — Importance of services in marketing       — Expanded marketing mix       — Service product planning       — Service pricing strategy         Services       Services distributions       — Employees' and Customers' Roles in Service Delivery         — Services promotions       — Physical evidence       — Role of technology in services marketing.         Unit:3       SERVICE QUALITY	services — Cla of service secto	assification or — Differe	of service <mark>s — Players in services se</mark> ctor ences between goods and services								
marketing mix Services marketing mix — Service product planning — Service pricing strategy— Services distributions — Employees' and Customers' Roles in Service Delivery — Services promotions — Physical evidence — Role of technology in services marketing. Unit:3 SERVICE QUALITY Service quality — Understanding customer expectations and perceptions— Measuring service quality — Gap model of service quality — SERVQUAL — Service Quality function development — Service Quality Management — Quality Function Deployment for Services Unit:4 CLASSIFICATION OF SERVICES Services from sectoral perspective — Hospitality – Travel & Tourism – Financial – Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services Unit:5 FINANCIAL SERVICES Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing. Unit:6 Contemporary Issues Case Study, Expert Lectures, Online Seminars - Webinars Textbook(s) 1 Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH				1 4		Г		1 1			
Service       quality       —       Understanding       customer       expectations       and perceptions       —       Measuring         service       quality       —       Gap       model of       service       quality       —       Service       Quality       function         development       —       Service       Quality       Management       —       Quality       Function       Deployment for       Services         Unit:4       CLASSIFICATION OF SERVICES	marketing mix strategy— Ser — Services pro	Services vices distributions —	narketing mix — Service product plan putions — Employees' and Customers' I Physical evidence — Role of technology	nning – Roles in	– Se Ser	ervice vice D	pric Deliv	ing ery			
Logistics – Educational – Entertainment – Healthcare & Medical — Telecom Services         Unit:5       FINANCIAL SERVICES         Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.         Unit:6       Contemporary Issues         Case Study, Expert Lectures, Online Seminars - Webinars         Textbook(s)         1       Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH	Service quality service quality development – <b>Unit:4 CLA</b>	y — Unde — Gap mo – Service Q SSIFICAT	erstanding customer expectations and del of service quality — SERVQUAL — uality Management — Quality Function I ION OF SERVICES	- Servic Deployr	e Qu nent	ality f	unct rvice	ion es			
Marketing the Financial Services — Devising of Strategies in financial Services marketing mix. Education as service — Marketing of educational services — Strategies for educational marketing.         Unit:6       Contemporary Issues         Case Study, Expert Lectures, Online Seminars - Webinars         Textbook(s)         1       Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH	Logistics – Edu	icational – I	Entertainment – Healthcare & Medical –					l —			
Case Study, Expert Lectures, Online Seminars - Webinars         Textbook(s)       I       Services Marketing       - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH	Marketing the marketing mix educational ma	e Financia . Education rketing.	Services — Devising of Strategie as service — Marketing of educational								
Textbook(s)         1       Services Marketing       - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH		×									
1 Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH		spert Lectur	es, Omme Semmars - wedinars								
		Iarketing	Valarie Zeithaml Mary Ritner 6thEdit	ion - TN	ЛН						
-1 = 1 and $x$ is a statistic formula of $x$ in the statistic formula of the statistic formul		*		1011 - 11	v111						

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

# Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	PO10
CO1	S	S	М	М	М	S	S	М	М	М
CO2	S	S	Μ	М	М	S	S	М	М	М
CO3	S	S	Μ	М	М	S	S	М	М	М
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	М	М	S	S	S	М	М	S



# Bachelor of Business Administration (BBA) <u>ALL</u> streams <u>Skill Based Subjects</u> 5 & 6 Curriculum Framework

#### Need for the course

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

	ourse code		CAMPUS TO CORPORATE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
			Skill Based Subject - 5		-		
Pre	-requisit	e	<b>Communication Skills</b>	Sylla Vers	abus sion	Fir	st
	urse Obj		Se Can				
The			of this course are to:				
1.			nts to present him as an employable candidate				
			stry requirement.				
3.	-		ness etiquette and attire.				
4.	-		and logical abilities				
5.		a right att					
	pected C						
-			pletion of the course, student will be able to:				
1			dustry expectations			K	.1
2	Underst	and the in	nportance of etiquette in organizational culture			K	2
3	Able to	develop a	a confidence level and facing interviews			K	3
4	Demons	strate a go	ood command in responding to any queries			K	[4
5	Achieve	the desir	ed result thro proper evaluation of competencies and	l be		K	5,
	creative					K	6
K1	- Remen	ber; K2	- Understand; K3 - Apply; K4 - Analyze; K5 - Evalu	ate; K	$6 - \mathbf{C}$	reate	;
Uni	it:1	Organi	sational Culture				
Cu	lture, Cul	tural trait	s, personality and behviour, socialization - Exercises	6			
Uni			s etiquette and netiquette				
			tire, requirements, confidence building, pleasing ma	nneris	ms, g	reeti	ngs
			uette – Exercises				
Uni			g aptitude skills Quantitative aptitude				
			, percentage, ratio and proportion, partnership, pro-				
	compou compou	nd interes	st, average, time and distance, permutation and comb	oinatio	n, pro	babi	lity

#### **Course Content: Skill Based Subject 5**

Unit:4	Verbal ability						
Sentence i	nprovement, reading comprehension, sentence rearrangement, c	cloze test, analogy,					
synonyms,	grammar, noun and pronoun - Exercises						
Unit:5	Logical ability						
Coding an	d decoding, data sequence, calendars, blood relations, statemer	nts and arguments,					
syllogism,	alphabet test – Exercises						
Unit:6	CONTEMPORARY ISSUES						
Internation	al business culture, cultural variations and cultural adaptability,	multi-cultural					
environme	nt.						
Text Book	(\$)						
1 Ramac	handran K.K., and K.K. Karthik, Pearson Education, 2016						
2 Ganga	thar Joshi, Campus to Corporate – Your road map to employabil	ity, Sage					
publica	tions, 2015						
Reference Books							
1 Barun 2012							

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

1 https://services.india.gov.in/service/detail/career-information--assessment-tests

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	M	PSUS	S	S	S	М
CO3	S	S	М	S	S	S	S	М	S	S
CO3	S	Μ	S	M	S	S	M	S	Μ	S
CO4	S	S	S	M	S	S	S	S	Μ	S
CO5	S	S	S	S	S	S	S	S	S	S

# Course Content: Skill Based Subject 6

С	ourse		SOFT SKILLS FOR BUSINESS		<b>.</b>	T	D	
	code		For BBA/BBA(CA)/BBA(IB)/BBA(RM)	)	L	Т	Р	C
	·		Skill Based Subject-6			I		
Pre	e-requisite				Sylla Versi		Firs	st
Co	urse Obje	ctives:						
The	5		this course are to:					
1.			ts to understand the importance of soft-skills.					
2.	-		soft skills to be an employable person.					
3.			ompetitive edge and increasing the chance	es of	recru	iitme	nt ai	nd
T	selection							
	pected Co							
			pletion of the course, student will be able to:					
1			ious organizational entry level skill requireme				K	K1
2			ed for different skill requirement at different o				K	<u>K2</u>
3	Able to a	ppropria	ely respond to the situation during recruitment	t and se	electi	on	K	<b>K3</b>
4	Demonst	rate a go	od command in work environment				K	<b>K</b> 4
5	Achieve	the desir	ed result of a good employability				K	.5,
	<b>60550</b> 0000 <b>K6</b>							
<b>K</b> 1	- Rememb		Understand; K3 - Apply; K4 - Analyze; K5 - 1	Evalua	ite; K	<b>6</b> – C	reate	;
	it:1		nal Intelligence					
			e, emotional quotient, ability to understand, us		age o	wn er	notic	ons,
			e stress, empathy and resolving conflict – Exer	rcises				
	it:2		pirit and Growth	1 - 1'		£	- 4	
			indset, high perf <mark>orming teams, trust and mind compliance.</mark>	i angni	ment,	locu	s, tar	get
			ss to Feedback					
		<b>.</b>	negative feedback, improving self-awarene	ess cr	riticis	m-tvr	oes a	and
	ercoming th				101015			and
		Adapta						
Ad			g and nature, change in thought process, w	villing	ness	to ta	ke ri	isk,
enc	ouraging o	others to	vards open mindedness, continuous learning					
	it:5	Work <b>E</b>						
		,	liability, dedication, discipline, productivity	, coop	perati	on, ii	ntegr	ity,
	ponsibility	, profess						
	it:6	2.1	CONTEMPORARY ISSUES		1			
			tives, success stories of professional and busine	ess pec	ople.			
1 ex	xt Book(s)		, Shalini Upadyay, Soft skills: Key to success	in wor	knlas		naaa	
1			Edition 2017	III WUL	кріас	c, Ce	ngag	C
Ref	ference Bo							
1			ersonality Development & Soft Skills, Oxford	Highor	- Edu	antion	<u>, )</u>	12
			ents [MOOC, SWAYAM, NPTEL, Websites		Luu	catiol	1, 20.	1 2
1			n.britishcouncil.org/skills					
1	10000000		in the second se					

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	S	М	S	S	S	S	М	S	S
CO3	S	М	S	М	S	S	М	S	Μ	S
CO4	S	S	S	М	S	S	S	S	Μ	S
CO5	S	S	S	S	S	S	S	S	S	S

# Mapping with Programme Outcomes



#### SKILL BASED SUBJECTS EVALUATION METHOD

#### **Evaluation Method**

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

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

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

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

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

✓ Skill Based Subject: (Campus to Corporate & Soft Skills for Business) 5 & 6: CIA= 25 marks, Record Note= 25 marks, Viva Voce = 50 marks (Internal and external examiner)

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

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

# A note

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

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

### SUGGESTED BOOKS FOR REFERENCE

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

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

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

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

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

Good English in Business A P H Publishers.

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

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

Effective Communication and Soft Skills by Bhavnagar

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

Sparkplug to Creative Communication (eBook) by Littleton, John

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

**The Power of Focus for College Students** by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005) The Power of Focus for College Students by Trump Donald (Westland - 2006)

Enhancing Employability @ Soft Skills by Varma

Personality Development and Soft Skills by Barun K Mitra



#### **INSTITUTIONAL TRAINING \***

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

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

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

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

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

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

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

#### **Evaluation Method:**

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

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

✓ For Institutional Training, CIA = 10 Marks, Viva-Voce = 40 marks (Internal and External examiner)



# **ELECTIVE-I**

Α	Project Work & Viva-Voce
B	Modern Office Management
С	Company Law and Secretarial Practice
D	Investment Management
Ε	Management Information System



Course		MODERN OFFICE MANAGEMENT							
code		FOR BBA	L	Т	Р	С			
Elective	- I (B)			-	-				
Pre-req	uisite	Basic Computer Knowledge	Sylla Versi		Firs	st			
Course	<b>Objectives:</b>	· ·							
To enab	le the students	, learn about the Office management and its function	ons an	d mal	ke th	em			
to apply	in the practica	I manner in the company. To understand how to or	rganiz	e thei	ir off	ïce			
and ma	intain it. To	train students in the theoretical and practice sk	cills o	of usi	ng a	and			
maintair	ning office ea	uipment's. To make the students aware of t	he in	nporta	ince	of			
organiza	tion, managem	ent, procedure – and practice in an office							
Expecte	ed Course Out	comes:							
On the s	uccessful com	pletion of the course, student will be able to:							
	line the differ eadsheet packag	ent categories of chart against tabulated data in ge.	an ele	ectron	nic	K1			
2 Bec	ome efficient (	Computer Operators and Front Office Representative	es			K2			
3 App	bly the need of	the industrial houses and organizations in term o	f com	merci	ial				
corr	respondence, b	ook keeping, preparation of reports and records by	operat	ing a	nd	K3			
		writer and computer.							
		ffice procedures in business administration and solv r products more competitive.	e prob	lems	to	K4			
		publishing page which contains text, chart and graph	hics			K6			
		Understand; K3 - Apply; K4 - Analyze; K5 - Evalua		6 – C	reate	;			
Unit:1		MANAGEMENT AND ORGANIZATION							
relations of offic	s with other dep	e – Importance – Functions – size of the office – of partments – scientific office management – office m – types / systems of organization – charts –	nanage	r - pr	incip	oles			
Unit:2	OFFICE	ENVIRONMENT & COMMUNICATION							
Office 1	ocation – char	acteristics / Qualities of office building - Environ	ment	– Ph	ysica	1 –			
hazards	in office safety	v – security – secrecy – communication – meaning	– esse	ntial	featu	res			
- classif		ers to communication.							
Unit:3	OFFICE								
		EMENT							
	-	tmental correspondence – depart mental typing a	• •	ping	pool	s –			
	classification of records – principles of record keeping – filling – methods.								
Unit:4		SYSTEMS & PROCEDURES							
Systems - procedure - Advantages - Characteristics of sound office system& procedures-									
work sin	nplification – p	principles – kinds of reports.							

Un	Init:5         OFFICE PERSONNEL RELATIONS							
Personnel management - definitions - functions -office committees- employee morale -								
productivity – Employee welfare – grievances – work measurement – control of office work.								
Unit:6 CONTEMPORARY ISSUES								
Ex	pert lectur	es, online seminars – webinars						
Text Book(s)								
1	S.P.Arrora -Office organization and management- Vikas publishing housenov,2009							
2	Chopra-Office management-Vikas publishing house 2nd revised edition,2015							
Re	ference B	ooks						
1 M.E. Thukaram Rao –Office Management and Organization-Atlantic Publishers.								
2	2 RanjanNangia -Office management Neha Publishers.							
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								

1 https://onlinecourses.swayam2.ac.in/cec19\_mg35/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	M	S C	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Cou		COMPANY LAW AND SECRETARIAL PRACTICE	L	Т	Р	С				
code	2	FOR BBA								
Elec	tive- I (C)			-	-					
Pre-	requisite	Business Law	Syllabus Version							
Cou	rse Objectiv	es:								
The	main object	ives of this course are:								
	To enlighten students' knowledge on Companies Act.									
		derstanding of the regulation of registered companies.								
-		ugh understanding of the various provisions of the Indian	-	-						
-		eptual understanding of the memorandum of associat	tion a	nd ar	ticle	of				
		bectus and contents of prospectus.								
-		nowledge of the role of Directors and Secretary, Meeting	gs and	Proc	eedi	ngs				
		Procedures of the Company.								
-		e Outcomes:								
On t		ll completion of the course, <mark>studen</mark> t will be able to:			1					
1		e concept of Company, Memorandum of Association and	d Artic	le of	K2	2				
2		Shares and Debentures.			V	,				
2		e qualification of Directors, Powers and Duties.			K3					
3		Position of a Secretary of the Company.			K					
4		the Kinds of Meeting and Drafting Correspondence			K					
5		the Meeting and Winding Up Procedures.		<u> </u>	K3					
		K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evalu	ate; K	6 – C	reate	;				
Unit		DRMATION OF COMPANIES		D		C				
		mpanies: Promotion – Meaning – Promoters – their fun								
		proportion – Certificate of Incorporation – Memorandur								
-		tion of Memorandum – Doctrine of Ultravires – Article								
		s – Alteration of Article – Relationship between Articles								
		ndoor Management – Exceptions to Doctrine of Indo		-						
	_	finitions – Contents – Deemed Prospectus – Misstateme and Debentures.		Prost	ectu	s –				
Unit		POINTMENT OF DIRECTORS								
			ant of		otor					
Rem	Directors – Qualification and Disqualification of Directors – Appointment of Directors – Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors – Liabilities of Directors.									
Unit		DLE OF COMPANY SECRETARY								
Com	pany Secret	ary – Who is a Secretary – Types – Positions – Qualities	s – Qu	alifica	ation	s –				
		nd Dismissals – Power – Rights – Duties – Liabiliti	-							
Secretary – Role of a Company Secretary – (1) As a Statutory Officer, (2) As a Co-										
	•	As an Administrative Officer.								

Uni	it:4	MEETINGS AND PROCEEDINGS						
Kin	Kinds of Company Meetings - Board of Directors Meeting - Statutory meeting - Annual							
General Meeting – Extra Ordinary General Meeting - Duties of a Company Secretary to all								
the Company Meetings – Drafting of Correspondence – Relating to the Meetings – Notices –								
Age	enda – Cha	airman's Speech – Writing of Minutes.						
Uni	Unit:5 WINDING UP PROCEDURES							
Wir	nding up -	- Modes of Winding up – Compulsory Winding up by the Court – Voluntary						
Wir	nding up	- Types of Voluntary Winding Up - Members Voluntary Winding up -						
Cre	ditors vol	luntary Winding up – Winding up subject to supervision of the court –						
Con	sequence	s of Winding up(General).						
Uni	it:6	Contemporary Issues						
Exp	ert lecture	es, online seminars – webinars						
Tex	t Book(s)							
1	Kapoor N	J.D., Elements of Company Law, Sultan Chand Publications, 2014.						
2	Ghosh P	K &Balachandran .V, Company Law and Practice, Sultan Chand and Sons,						
	2014.							
Ref	erence Bo	ooks						
1	M. C. Sh	ukla and S. S. Gulshan, Principles of Company Law, S.Chand& Co.,						
2	Sangeeth	Kedia, Advanced Company Law and Practice, Pooja Law Publishing co, 2017.						
3	M. C. Ku	chhal, Secretarial Practice, Vikas Publications.						
Onl	line Cont	ent Si a la l						
https://onlinecourses.swayam2.ac.in/cec20_hs23/preview								
		Construction of the second						
		50 TRATHAD INNERS						

# Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Course code		IN	VESTM	ENT N	IANAC	GEMEN	T	L	Т	Р	С
				FOR	BBA			Ľ	1	1	C
Elective: 1(D)											
Pre-requisite			Finan	ncial M	anagen	nent		Sylla Vers		Fir	st
Course Object	ives:	1						1			
The main object	tives of this c	course ar	re to:								
	the students t	-		0		ment ma	anagen	nent			
-	oad knowled	-			ments						
3. To enable	them to analy	yze stock	k movem	nents							
Europeted Cours											
Expected Cour						ahla 4au					
On the success						able to:				17.1	
	nd the fundam					1	·1·7			K1	
	n investment i						•	•		K3	)
3 Utilize the decisions	e manageme	ent tools	and tec	chnique	s to tal	ke appr	opriate	e inves	tment	K3	}
4 Develops	skills in tradir	ng.		லக்கழ	alip					K4	ł
5 Evaluatin	g investment	theories	. (S?)		- Cett					K5	;
K1 - Remembe	r; <b>K2</b> - Unde	erstand; <b>F</b>	<b>X3 - A</b> pp	oly; K4	- Analy	ze; K5	- Eval	uate; <b>K</b>	<b>6</b> – C	reate	;
Unit:1	FUNDAME	ENTAL	CONCE	EPTS (	)F INV	'ESTM	ENT				
Concept of in	vestment -	importar	nce. Fea	atures	of Inve	estment,	Spec	ulation	- Fo	orms	of
investment -B	ank deposits	s, Post	office s	chemes	s, Gove	ernment	Secu	rities,	Mutu	al fi	ınd
schemes, Provi	dent funds, C	Company	deposits	s - Real	estate,	Gold &	silver	•			
Unit:2	INSTRUM	ENTS O	<b>)F INVE</b>	ESTM	ENT	Colt					
Investment Inst	-			CATETUE	LEVI						
Futures & Opti		• •			ntures -	nature	& typ	es. Prii	nary r	nark	et -
Role of NIM, n		-		5.							
Unit:3	SECONDA										
Secondary man			-		-				ange -	-trad	ing
practices, secur					- kinds.	Role of	f SEBI	•			
Unit:4	INVESTM										
Security analy			•			•		-	any a	naly	sis.
TechnicalAnaly		• • • •			nportan	t chart p	battern	s.			
Unit:5	INVESTM										
Efficient Marke	2			•			U	form &	strong	B	
form. Portfolio	-			-Portfol	io mana	agement	t.				
Unit:6 Contemporary Issues											
Expert lectures	, online semii	nars – we	ebinars								

Tey	Text Book(s)					
1	PunidhavadhiPandiyan - Security Analysis & Portfolio Management					
2	Bhalla G.S Investment Management					
Ref	ference Books					
1	Francis Cherunilam- Investment Management					
2	Dr. Avadhani-Investment Management					
3	Preethi Singh- Investment Management					
Rel	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]					
1	https://onlinecourses.swayam2.ac.in/imb19_mg09/preview					

## Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	PO9	PO10
CO1	S	М	S	S	S	S	М	S	S	S
CO3	S	S	S	S	М	S	S	S	S	М
CO3	S	S	S	М	S	S	S	S	М	S
<b>CO4</b>	S	S	М	S	S	S	S	М	S	S
CO5	М	S	S	S	S	М	S	S	S	S



Cou	rse code		MANAGEMENT INFORMAT SYSTEM		L	Т	Р	С
<b>F</b> L	4 1 (E)		For BBA/BBA(CA)/BBA(RM	(1)				
	tive: 1 (E) requisite	)	Basic Computer Knowledge		Sylla Versi		First	
Cou	rse Objec	tives:						
Exp	succe techn 2. Enabl imple 3. Provi inforr 4. Deve profe 5. Enhan comn	ssfully part ology in con- le students ementation of de the kno- nation syste- lop technic ssion.	al knowledge and skills required	applied ro specificat d to the fi to work	ole of ion, eld o effect	infor desig f ma tively	rmat gn a nagi <sup>,</sup> in	ion nd ng a
			ion of the course, <mark>studen</mark> t will be ab	le to:				
1	Apply m	odern tools,	techniques and technology in a functi al Activities.		roduc	tive	K	3
2	Analyse, Cost-Effe	Design, Co ective Inform	nstruct, Implement and Maintain, Unation Systems (IS) that support Opens of Organizations.				Ke	5
3	•		existing manual and automated busi for re-engineering and/or automation.	-	esses	and	K	5
4	Coordina requirem	te confider	ly and competently with the user /design activities, provide guidance a	communi	•		K3	3
5	Analyse including	the impact ethical, rel	of computing on individuals, organiz gious, legal, security and global policy	v issues.		•	<b>K</b> 4	
			erstand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K</b>		te; <b>K</b> (	$\mathbf{D} - \mathbf{C}\mathbf{I}$	reate	;
Unit			CTION TO INFORMATION SYST		1.		<b>N</b> // T /	7
Need	d for Info		n Systems - Definition - Features - St formation System for Decision Makes.			-		
Unit		MIS FUN						
- N Da	<ul> <li>MIS - Strategic information system - MIS support for Planning - Organizing – Controlling</li> <li>- MIS for specific functions - Personnel, Finance, Marketing, Inventory and Production.</li> <li>Data Base Management System Models - Hierarchical - Network – Relational.</li> </ul>							
Unit			RE AND SOFTWARE				•	
Cla Co	Computer Hardware - Description of Electronic Computers – CPU operations - Classification of Computers - Main - Mini - Workstations - Micro Computers – Super Computers - Personal Computers. Computer Software - Types of Software – Data Representation in Computers. Introduction to Client - Server.							

Unit:4 INPUT AND OUTPUT DEVICES						
Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital						
scanners - voice input devices - sensors. Output devices - impact printers - nonimpact						
printers - video display terminals - plotters - voice output devices. Secondary storage devices						
- magnetic disk, floppy, magnetic tape, optical disk storage – CD-ROM.						
Unit:5 TELECOMMUNICATION REVOLUTION						
Telecommunication revolution - Introduction to Email, internet, intranet and						
teleconferencing, www architecture, Introduction to E-Commerce - models B_B and B_C.						
EDI - EDI applications in business. Electronic payment of cash: smart cards - credit cards.						
Contemporary Issues						
Expert lectures, online seminars – webinars						
Text Book(s)						
1 Robert G. Murdick and Joel E. Ross. Management Information System						
2 Management Information System - James O brien						
3 Management Information System - Gordon B Davis						
Reference Books						
1 Management Information System- A Contemporary Perspective - Kenneth C. Laudon &						
Jane P. Laudon, Prentice Hall.						
2 Computer Applications in Business - Subramanian K						
Online content						

https://nptel.ac.in/courses/110/105/110105148/

# Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S7	M	S	S	М
<b>CO3</b>	S	Μ	S	M	S	SS	S	S	S	S
CO3	S	S	S	S	ATISAD	M	S	S	М	S
<b>CO4</b>	S	S	S	Š <sup>Q</sup> lan	Μ	S	Serie S	М	S	S
CO5	М	S	Μ	S	் இந்தப்பான	T 2-1S155	S	S	S	S
~ ~					CUUCATE TO	FLEVALL				

## **Elective II**

Α	Consumer Behaviour
B	Industrial Relations and Labour Laws
С	Insurance Principles and Practice
D	Banking Law and Practice
Ε	Big Data Analytics



Course		CONSUMER BEHAVIOUR	-		_	G	
code		FOR BBA ,BBA( IB), AND BBA ( RM)	L	Т	P	С	
Elective- II	(A)			-	-		
Pre-requisit	e	Marketing Management	Sylla Versi		Firs	st	
Course Obje	ectives:		•				
<ol> <li>Present material relating to the topics both verbally and in written form.</li> <li>By completing this course, students will: Appreciate the challenges facing in consume behaviour;</li> <li>Appreciate the various variables contributing to consumer behaviour</li> <li>Recognise the approaches towards consumer satisfaction.</li> <li>Define and illustrate the main components of consumer behaviour theory.</li> </ol> Expected Course Outcomes:							
-		letion of the course, student will be able to:					
	1	nfluences in consumer behaviour			K2	2	
2 Distingurelations		n different consumer behaviour influences and the	eir		K2	2	
	h the relevang decision	s	to		K3	;	
4 Impleme	ent appropr	iate combinations of theories and concepts			<b>K</b> 4	ł	
		nd ethical implications of marketing actions on cor	nsumer		K5	5	
behavior		Indenstord, K2 Angly K4 Angly and K5 Fugle					
Unit:1		Inderstand; K3 - Apply; K4 - Analyze; K5 - Evalu	iale; <b>K</b>	0-C	reate		
		8 An Were S					
	of consum	her Behaviour — definition - scope of consu er behaviour — Customer Value Satisfaction					
_		MER RESEARCH					
		- Paradigms — The process of consumer rea	search	- cc	onsur	ner	
motivation -	– dynamic	- types - measurement of motives - consume	r perce	ption			
Unit:3	CONSU	/IER LEARNING					
Consumer L	earning —	Behavioural learning theories - Measures of co	nsume	r lear	ning		
Consumer at	titude — fo	ormation — Strategies for attitude change					
Unit:4	SOCIAL	CLASS CONSUMER BEHAVIOUR					
Social class Consumer Behaviour - Life style Profiles of consumer classes - Cross							
Cultural Customers Behaviour Strategies.							
Unit:5							
		aking — Opinion Leadership — Dynamics —	Types	of co	onsur	ner	
		Iodel of Consumer Decision Making					
Unit:6		MPORARY ISSUES					
Expert lectur	es, online	eminars – webinars					

Te	xt Book(s)
1	Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice -Hall of
	India, Sixth Edition, 1998.
Re	ference Books
1	Paul Green Berg-Customer Relationship Management - Tata McGraw Hill, 2002
2	Barry Berman and Joel R Evans - Retail Management - A Strategic Approach-
	Prentice Hall of India, Tenth Edition, 2006
3	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico
	Publishing House, Second Edition, 2004
Re	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://onlinecourses.nptel.ac.in/noc20_mg14/preview

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	, Sகைழக	S	М	М	S	S



Course		INDUSTRIAL RELATIONS AND LABOUR LAWS	L	Т	Р	С
Code		FOR BBA, BB(CA), BBA(IB)&BBA(RM)				
Elective- Il	( <b>B</b> )			-	-	
Pre-requis	te	Human Resource Management	Sylla Vers		Fir	st
Course Ob	jectives:		.1			
The main o	bjectives of thi	s course are to:				
	pact knowled	ge on industrial relation, determines of indu nario in India	strial	relation	on a	ind
2. To ena	ble the studen	s to acquire knowledge of trade unions, legislat	ion rel	lated t	o tra	ade
	and IR manage					
-		erstanding of various Industrial Disputes Act	, The	Payn	nent	of
	Act and Facto Course Outcon					
-		ion of the course, student will be able to:				
		anding on industrial relation determinates of	IR an	d IR		
	io in India.	and ing on industrial relation determinates of	iit uii	u IIV	<b>K</b> 1	L
2 Devel	op skill in nego	tiation with unions and conflict resolution.			K2	2
3 Handl	e grievances.	S Carlos Carlos			K3	3
4 Devel	op skill in colle	ective bargaining.			K4	ļ
5 Know	the applicatio	n of Indus <mark>trial</mark> dispute Act 1947and The Emplo	yee's	State	K	
Insura	nce Act, 1948.	The second			N.	,
		lerstand; <b>K3 - Apply; K4 - Analyz</b> e; <b>K5</b> - Evalu	ate; <b>K</b>	6 – Cı	eate	:
Unit:1		UCTION TO INDUSTRIAL RELATIONS				
		trial disputes - causes - handling and settling dis	-	-	-	9
		ance handling - causes for poor industrial relatio	1	medie	s.	
Unit:2	PARTICI	TIVE BARGAINING AND WORKER'S PATION	\$			
Collective I		oncept - Principles and forms of collective barga	ining	- Proc	edu	re -
	• •	llective bargaining - worker's Participation in ma	-			
Unit:3	FACTOR	ES ACT AND THE WORKMAN'S				
	COMPEN	SATION ACT				
Factories A	ct 1948 - The V	Workman's Compensation Act, 1923.				
Unit:4	THE INI	DUSTRIAL DISPUTES ACT AND THE				
		NION ACT				
	_	ct 1947 - The Trade Union Act, 1926.				
Unit:5		YMENT OF WAGES ACT AND THE				
Ē		EE'S STATE INSURANCE ACT				
		ct,1936 - The Employee's State Insurance Act, 19	148 T			
Unit:6		rary Issues				
Expert lectu	ires, online sen	ninars – webinars				

Te	xt Book(s)
1	P.C.Tripathi - Personnel Management & Industrial Relation
2	B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole
	Imprints
3	N.D Kapoor – Industrial Law.
Re	ference Books
1	R.Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation
	- Aditya Publishers.
2	Srivastava - Industrial Relations and Labour Laws, Vikas 4th Edition, 2008.
3	P.Subbarao - Essentials of Human Resource Management and Industrial Relations -
	Himalaya Publishers
Re	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1 https://onlinecourses.swayam2.ac.in/nou20\_mg02/preview

# Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	М	S	S	S	S	М	S	S	S	S
CO3	S	М	S	S	S	S	М	S	S	S
CO3	S	S	S	М	Sைக்கு	S	S	S	М	S
CO4	S	S	М	S S	S	S	S	М	S	S
CO5	S	S	S	S	M	S	S	S	S	М

Co	urse	INSURANCE PRINCIPLES&PRACTION	CE _		-		0			
Co	de	FOR BBA/BBA (CA)		1	Т	Р	C			
Ele	ctive- II (C)				-	-				
	e-requisite	Financial Management		-	abus sion	Fii	rst			
Co	urse Objectives									
	5	of this course are to:								
		ids to provide a basic understanding of the ins	urance 1	nec	chanis	m, 1	risk			
		market operations, and insurance contracts.	a ana dia		and					
2. F	All overview of I	ajor life insurance and general insurance product	s are dis	cus	sed.					
Ex	pected Course (	utcomes:								
	-	mpletion of the course, student will be able to:								
1		sk and relevance involved in insurance industry	and to	su	ggest	171				
	the importance of insurance.									
2	2 Explain the importance of life insurance, terms and conditions of insurance,									
	contract and products. <b>K2</b>									
3 Insight the knowledge of general insurance practice, laws, terms and conditions,										
	claim and proc	edure of insurance.				K.	3			
4	Differentiate t	e fire and marine <mark>insu</mark> rance, general insurance, l	oss and	rec	over.	K4	1			
	To study the te	ms and conditions of insurance.				17-	•			
5	To Evaluate of	ther business in <mark>surances and practices o</mark> f Heal	lth insu	rano	ce in	K	5			
	Indian climate	a matter s								
		- Understand; <b>K3 - Apply; K4 - Analyz</b> e; <b>K5</b> - H	Evaluate	; <b>K</b>	$6 - C_1$	reate	e			
Uni		CEPT OF RISK IN INSURANCE & IRDA								
	-	Uncertainty - Classification of risk - Mana	-							
		iques. Insurance - Meaning, nature and sign								
		rinciples of insurance; Evaluation insurance busi								
		ment Authority (IRDA) – Recent Developments	in the In	sur	ance s	ecto	or.			
Uni		INSURANCE								
		v relating to life Insurance; General Principles of								
	-	s offered by life insurers- Premiums and I			-	-				
		rrender of policy - Policy claims; ULIPs; Posta	al Life I	nsu	rance	; LI	C -			
-	le and functions.									
		ERAL INSURANCE								
		Law relating to general insurance; different typ	-							
-		Vs life insurance; Proposal form- Cover								
		; Role of Actuary; Renewal procedure; Claim		vey	vors a	nd l	loss			
asse	essors. Reinsura	ce - Function of General Insurance Corporation of	of India.							

Unit:4 FI	RE & MARINE INSURANCE CLAIMS							
Fire insurance -	various types of fire policy; coverage's; subrogation	n; double insurance;						
contribution; proximate cause; claims of recovery. Marine Insurance - Law relating to marine								
insurance; scope	and nature; types of policy; insurable interest; disclosur	e and representation;						
	oximity cause; voyage; warranties; measurement; subro							
under insurance.								
Unit:5 M	SCELLANEOUS INSURANCE							
Miscellaneous Co	overages - Motor Insurance - Liability only policy - Pac	ckage policy. Nature,						
terms and conditi	ons of Health Insurance - Personal Accident insurance	- Burglary insurance						
- Legal Liability	nsurance- Engineering insurance - Rural insurances - M	licro insurance.						
Unit:6 CO	ONTEMPORARY ISSUES							
Expert lectures, o	nline seminars – webinars							
Text Book(s)								
1 M. N., Mish	ra, "Insurance Principles and Practice", S. Chand and	l Company Limited,						
New Delhi (2	-	1						
	, "Principles and Practices of Insurance", Himalaya	a Publishing House,						
Mumbai (200	-	6 ,						
<b>Reference Books</b>								
1 Gupta, P.K.,	"Insurance and Risk Management", Himalaya Publish	ning House, Mumbai						
(2004).		ing nouse, munou						
· · · ·	titute of India – Study Materials IC 01, 02 & 11.							
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
	Fundamental of Insurance: CEC and Madurai Kamaraj University, Madurai, Tamil							
	1 Nadu via Swayam,							
Mapping with P	rogramme Outcomes							
COs PO1	PO2 PO3 PO4 PO5 PO6 PO7 PO	08 PO9 PO10						

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	М	S	М	S	S	М	S	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	М	S	М	S	S	М	S	М	S
CO5	S	S	S	S	М	S	S	S	S	М

	urse			BAN	KING			ACTICE	2	L	Т	Р	С
Coo						FOR B	BA					_	
Ele	ctive- II (	( <b>D</b> )									-	-	
Pre	-requisit	e		Bus	siness L	Law and	Taxati	on Law		Sylla Versi		Firs	st
Co	urse Obje	ectives:											
То	enlighten	the student	nt's k	nowled	ge on B	Banking	Regulati	on Acts.					
		he features			-	-							
To	Know the	significant	nt con	ntributio	on of di	fferent t	pes of l	banks					
	-	ow importa			service	es for the	econom	ny					
		ourse Outc											
On	the succes	ssful comp	pletic	on of the	e course	e, studen	t will be	able to:				-	
1	Demons	strate know	wled	ge amo	ng the	students	with the	heoretica	l struc	ctures a	about	K2	2
	banking.												
2		d equip the										<b>K</b> 1	L
3	Identify	the stude	lents	will b	e take	en for t	ainings	to banl	ks and	d insu	rance	K2	2
	compani												
4 Develop and inculcate the traits of professionalism amongst the students									K	5			
5	Professi	onal attire	re,	professi	ional o	commun	ication	skills	and	profess	ional	K4	ł
	-	ne will be in				11-3		Erta.					
		ber; <b>K2</b> - U				Apply; K	4 - Anal	yze; K5 -	Evalu	iate; K	6 – C	reate	;
Uni		Banker a			10	and and		3					
		banker an			0.							-	
		BI, Bankir	ing r	regulation	on Act	1949. I	RBI cree	dit contro	ol Me	asure -	– Sec	recy	of
	tomer Aco				-2.15 g	SI Station	الأفاسي مس	-					
Uni		Banker (	-			EDUCATE TO	ELEVATE						
		account –					<ul> <li>type</li> </ul>	s of dep	osit –	Bank	Pass	bool	κ –
		banker – ba											
Uni		Cheque a		-									
	-	tures essen			-		-	-			-	•	
		tatutory pr						and colle	ective	bankei	- re	fusal	of
		ques Duties				d due co	urse.						
Uni		Loans an											
		vances by				-	-						
		ien pledge	e hyp	othecat	ion and	advanc	e agains	t the doc	ument	s of tit	ie to	good	.s –
	rtgage.		/1 T		• 4 1•		<b>X</b> 7 <b>I</b> 1						
Uni		Title of t			-				1	1 1'			1 • • • •
		urety – Le					supply	bill. Purc	nase a	and dis	coun	ing	DIII
		eque, credit				m.							
Uni		Contemp	-	•									
Exp	bert lectur	es, online s	semi	nars - v	vebinar	ſS							

Te	xt Book(s)					
1	A.B. Srivastava and : Seth's Banking Law, Law Publisher's India (P) Limited K.					
	Elumalai					
2	R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Publications					
Re	ference Books					
1	Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New					
	Delhi.					
2	Reddy & Appanniah : Banking Theory and Practice					
Re	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]					
1	https://nptel.ac.in/courses/110/106/110106040/					
2	https://alison.com/course/introduction-to-banking					

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
C01	S	М	М	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	Μ	Μ	S	S



Cou	ırse			BIG DAT	'A ANA	LYTICS		-			G
cod	e		FOR BB.	A ,BBA CA	,BBA I	B AND B	BA RM	L	Т	P	C
Ele	ctive- II (	(E)							-	-	-
Pre	-requisit	e	Quantita	tive technio	ques foi	· Manage	ment	Sylla Vers		Firs	st
Cou	ırse Obje	ectives:									
The main goal of this course is to help students learn, understand, and practice big data analytics and machine learning approaches, which include the study of modern computing big data technologies and scaling up machine learning techniques focusing on industry applications. Mainly the course objectives are: conceptualization and summarization of bigdata and machine learning, trivial data versus big data, big data computing technologies, machine learning techniques, and scaling up machine learning approaches. <b>Expected Course Outcomes:</b>											
				ne course, st	tudent w	vill be able	e to:				
									K	2	
2			analytics to							K	2
3			nalytics tec							K	3
4	Present	cases invol	lving big d	ata analytics	s in solv	ing practi	cal probler	ns		K4	1
5	Conduct	big data a	analytics us	sing system	tools ar	nd Sugges	t appropria	te solu	itions	K	
	to big da	ata analytic	es problem	s E						N.	,
<b>K1</b>	- Remem	ber; <b>K2</b> - V	Understand	l; <mark>K3 -</mark> Appl	ly; <b>K4</b> -	Analyze;	K5 - Evalu	iate; <b>K</b>	<b>6</b> – C	reate	;
Uni	it:1	INTROI	DUCTION	Proper	Star Could						
Intr	oduction	– Data – I	nformation	– Data Ter	rminolos	gies – Dat	abase – Da	ata Mir	ning –	Dat	a
				dmap – Big	HIAD IN				-		
				Dimension							_
Col	d Data –	- Warm D	Data – Thi	ck Data –	Thin <b>D</b>	Data - Cla	assification	of di	gital	Data	ι:
Stru	ictured,	Semi-Stru	ctured an	d Un-Stru	ctured-	Data S	ources -	Time	Seri	es -	_
Tra	nsactiona	l Data – Bi	iological D	ata – Spatia	al Data –	- Social N	etwork Da	ta			
Uni	it:2	DATA S	CIENCE								
Dat	a Science	-A Discipl	line – Data	Science vs	Statistic	es, Data S	cience vs N	<b>A</b> athen	natics,	Dat	a
Scie	ence vs P	rogrammi	ng Langua	ge, Data Sc	cience v	s Databas	e, Data Sc	ience v	/s Ma	chin	e
Lea	rning. Da	ita Analyti	ics - – Rela	ation: Data	Science	, Analytic	s, Big Dat	a Ana	ytics.	Dat	а
Science Components: Data Engineering, Data Analytics-Methods and Algorithm, Data											
Vis	ualization	1									
Uni		BIG DA									
Digital Data-an Imprint: Evolution of Big Data – What is Big Data – Sources of Big Data.											
	Characteristics of Big Data 6Vs – Big Data Myths - Data Discovery-Traditional Approach, Big Data Technology: Big Data Technology Process – Big Data Exploration - Data										
-			-				-	-			
Aug	gmentatio	n – Operat	tional Anal	ysis – 360 V	view of	Customer	s – Securit	y and	ntelli	genc	e

Un	it:4	BIG DATA TECHNOLOGY							
Big	g Data Te	chnology Potentials – AI – Machine Learning – Cloud Co	omputing – Mobile						
Co	Communication – IoT – Big Data in Industry 4.0- Big Data Platforms – HADOOP –								
SPARK – No SQL Databases - Types - Big Data Challenges									
Un	it:5	BIG DATA USE CASES							
Big	g Data Ro	les Data Scientist, Data Architect, Data Analyst - Skills	– Case Study : Big						
Da	ta – Cust	omer Insights – Behavioural Analysis – Big Data Indus	stry Applications -						
Ma	Marketing – Retails – Insurance – Risk and Security – Health care								
Un	it:6								
Ex	pert lectur	es, online seminars – webinars							
Te	xt Book(s								
1	Minelli,	M. (2013), Big Data, Big Analytics, New Delhi: Wiley Indi	a.						
Re	ference <b>B</b>	ooks							
1	V. Bhuva	aneswari T. Devi, "Big Data Analytics: Scitech Publisher,2	2018						
2	2 Han Hu, Yonggang Wen, Tat-Seng, Chua, XuelongLi, "Toward Scalable Systems for								
	Big Data Analytics: A Technology Tutorial", IEEE,2014.								
Re	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://or	nlinecourses.nptel.ac.in/noc20_cs92/preview							

## Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	М	М	S	S	S	М	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	M	S	M	S	S	М	S
CO4	S	S	S 5	S TRAN	М	S	S	S	S	М
CO5	S	М	М	S	Seimbatore	S Bal	М	М	S	S
Bissiumon 2 unitable										
*S-Stu	*S-Strong; M-Medium; L-Low									

BACHELOROF BUSINESS ADMINISTRATION (BBA) -General

Syllabus

(With effect from 2022 to 2023)

Program Code: 21F



## DEPARTMENT OF BUSINESS ADMINISTRATION

Bharathiar University (A State University, Accredited with "A" Grade by NAAC and 13<sup>th</sup> Rank among Indian Universities by MHRD-NIRF) Coimbatore- 641 046. INDIA

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

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

#### **PROGRAMME OUTCOMES**

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

PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
PO5	Function effectively as an individual and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
PO6	Analyze the sampling techniques of collecting primary and secondary data and tools and techniques of data.

	Understand the methods of collecting primary and secondary data. Construction of						
PO7	scaling techniques and Determine the steps involved in design of questionnaire.						
	Analyze and preparation of project report for the Functional areas of research.						
DOG	Determine the functional areas of management such as Production, purchasing,						
PO8	marketing, sales, advertising, finance, human resource system, Industry 4.0Understand						
	the SERQUAL of the various service industries.						
PO9	Analyse the various aspect of business research in the area of marketing, human						
	resource and Finance.						
PO10	Analyse the various financial and accounting concept including Balance sheet, trial						
	balance, etc.,						

## PROGRAMSPECIFICOUTCOMES

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

#### **BHARATHIAR UNIVERSITY, COIMBATORE-641 046**

#### (For the students admitted from the academic year 2022-2023 onwards) SCHEME OF EXAMINATIONS – CBCS Pattern B.B.A. (General)

		<b>B.B.A.</b> (General)	1	1				
.н.»			rs.	E	xami	natio	ns	Ň
Part	Study Components	Course Title	Ins. Hrs.	Dur. Hrs.	CIA	Mark	Total Mark	Credits
		SEMESTER –I						
Ι	Language-I		6	3	50	50	100	4
II	English-I		6	3	50	50	100	4
III	Core I – Princip	es of Management	5	3	50	50	100	4
III	Core II –Basics	of Business and Business Environment	5	3	30	45	75	3
III	Allied Paper I – Management	Mathematics and Statistics for	6	3	50	50	100	4
IV	Environmental S	tudies #	2	-	-	50	50	2
		TOTAL	30				525	21
		SEMESTER –II	1					
Ι	Language-II		6	3	50	50	100	4
II	English-II		3	3	25	25	50*	2
IV	Proficiency for Er	<i>iect-1</i> Naan Mudhalvan: Language nployability. alvan.in/Special:Filepath/Cambridge_Course_	3	3	25	25	50**	2
III		izational Behavior	5	3	30	45	75	3
III	Core IV – Econo	omics for Executives	6	3	50	50	100	4
III	Allied Paper II – Management	Quantitative Techniques for	5	3	50	50	100	4
IV	U U	– Human Rights #	2	-	-	50	50	2
		TOTAL SEMESTED III	30				525	21
<b>T</b>	Longuage III	SEMESTER –III	4	2	50	50	100	4
I	Language III		4	3	50	50	100	4
II	English III	· 1 A /·	4	3	50	50	100	4
III	Core V – Financ	0	4	3	30	45	75	3
III		ction and Materials Management	4	3	30	45	75	3
III		teting Management	4	3	30 25	45 25	75 50	$\frac{3}{2}$
III III	Allied : III – Bus	Software (MS Office ) – Practical	4	3	25 30	45	50 75	2
IV	Tamil/Advanced	Tamil # (or) Non-major elective-I an Excellence # / Women's Rights#	2	3	-	50	50	2
IV	for employabilit	<i>ject-2:</i> Naan Mudhalvan: Digital skills y. halvan.in/Bharathiar_University_(BU)			50	50	100	2
			30				700	26
		SEMESTER –IV						
Ι	Language IV		4	3	50	50	100	4
II	English IV		4	3	50	50	100	4
III		n Resource Management	4	3	30	45	75	3
III	Core X – Financ	1al Management	4	3	30	45	75	3

III	Core XI – Financial Accounting Package – Tally	4	3	30	45	75	3
TTT	(Practical only)	-	2	20	17	75	2
III	Allied : IV– Taxation Law and Practice	5	3	30	45	75	3
IV	<i>Skill Based Subject-3:</i> Naan Mudhalvan – Office Fundamentalshttp://kb.naanmudhalvan.in/Bharathiar_U niversity_(BU)	3	3	25	25	50**	2
IV	Tamil @ / Advanced Tamil #(or) Non-major elective-II : General Awareness #	2	3	_	50	50	2
	TOTAL	30				600	24
	SEMESTER –V						
III	Core XII – Cost & Management Accounting	6	3	50	50	100	4
III	Core XIII – Research Methods for Management	6	3	50	50	100	4
III	Core XIV - Advertising and Sales Promotion	5	3	50	50	100	4
III	Core XV – Business Correspondence	6	3	50	50	100	4
III	Skill Enhancer: Institutional Training ^	-	-	25	25	50	2
III	Elective –I:	4	3	50	50	100	4
IV	Skill based Subject –4 : Campus to Corporate ^	3	3	30	45	75	3
IV	Skill Based Subject 5 : Naan Mudhalvan: Management and market strategies for employability http://kb.naanmudhalvan.in/Bharathiar_University_(BU)			50	50	100	2
	TOTAL					725	27
	SEMESTER –VI		[		1		
III	Core XVI – Entrepreneurship and Small Business Management	6	3	50	50	100	4
III	Core XVII - Investment Management	6	3	50	50	100	4
III	Core XVIII – Services Marketing	6	3	50	50	100	4
III	Elective –II :	3	3	30	45	75	3
III	Elective –III :	3	3	30	45	75	3
IV	Skill Based Subject –6 : Soft Skills for Business ^	3	3	30	45	75	3
IV	<i>Skill Based Subject-7</i> : Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing/ Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	3	3	25	25	50**	2
V	Extension Activities @	-	-	50	-	50	2
	TOTAL	30				625	25
	TOTAL	-	-			3700	144

^ Refer the detailed note on this curricular aspect

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

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

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

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

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

\$ Industrial Visit Mandatory

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

# **SEMESTER –I**

Language-I

English-I

Core I – Principles of Management

Core II –Basics of Business and Business Environment Allied Paper I – Mathematics and Statistics for

Management Environmental Studies #

Cour	rse		PRINCIPLES OF MANAGEMENT	L	Т	Р	С
Code	e		For BBA/BBA(CA)/BBA(IB)/BBA( RM)				
Core	e –I				-	-	
	Pre-re	equisite	+2 Commerce	Sylla Vers		Fi	irst
Cour	rse Obj	ectives:					
Toin	culcate	thestudentsw	th the Knowledge and Understanding of the principles of many standard sta	anage	emen	t a	and
toena	ablethes	studentstogai	valuableinsightintotheworkingofbusiness. The coursev	vill 1	revie	W	the
evolu	ition o	f manageme	nt thoughts, functions and practices through the	focus	on	Ind	ian
expe	riences,	approaches	and cases.				
Expe	ected C	ourse Outco	mes:				
On th	ne succe	essful comple	etion of the course, student will be able to:				
1	Exami	ne and explai	n the management evolution and how it will affect fut	ıre		1	K1
	manage	ers.					VI
	Estima life.	te the concep	tual framework of planning and decision-making in da	iy to c	day	]	K2
		n the various anization.	managerial functions to achieve the goals and objectiv	ves of		]	K1
	•		s of motivation, leadership and communication in a vananagement practices in organizations.	riety o	of	]	K4
5	Identify	y and explain	the importance of the management process and identied for the contemporary management practice.	fy sor	ne of	f 1	K3
K1 -	Remen	nber; <b>K2</b> - Ui	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 – (	Creat	te	
Uı	nit:1		FUNCTIONS OF MANAGEMENT				
Over	view of	f Managemer	nt: Definition -Nature and scope of management-Imp	ortanc	ce - s	kills	s of
mana	agers-L	evels of Mar	nagement-Functional areas of management- Evolution	ı of N	/Iana	gem	ent
thoug	ghts: C	Contribution	of F.W. Taylor, Henri Fayol, Elton Mayo, Peter	F. J	Druc	ker'	s -
Mana	agemen	t: a science c	r an art?.				
Uı	nit:2		PLANNING				
			ture and purpose – Planning process – Importance of period period period process and various types of deci			type	s of
Un	it: 3		ORGANIZING				
Org	anizing	g: Definition	-Types of organization - Organizational structure -	Span	of co	ontro	)l –
use o	of staff	units and con	nmittees. Delegation: Delegation and Centralization.	Centra	lizati	ion a	and
Dece	ntraliza	ation – Staffin	ng: Definition- Sources of recruitment - Selection-Def	initio	n - pi	roce	SS
Train	ning-De	finition-Type	28.				
Uı	nit:4		DIRECTING				
Dire	cting: I	Definition -N	ature and purpose of Directing - Principles - Motivat	ion -	Defi	nitic	)n -
			(Maslow's, McGregor, ERG Theory, Herzberg two				•
	-		tyles – Communication: Definition - Importance of Co	ommu	nicat	ion	-
Meth	ods of	Communicat	ion – Types – Barriers.				

1	Unit:5	CONTROLLING	
Co	ntrolling	g: Meaning and importance of controlling-control process-Budgetary and no	n-
Bu	dgetary (	Control Techniques-Requisites of an effective control system-Relationship b	oetween
pla	nning an	d controlling – Need for co-ordination.	
1	Unit:6	Contemporary Issues	
Ex	pert lectu	ires, online seminars – webinars	
Te	xt Book(	(s)	
1	Charles	W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Ed	ucation,
	Special	Indian Edition, 2007.	
2	-	n P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th	
	edition.	2005	
Re	ference l	Books	
1	Harold	Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global	
	perspec	ctive, Prentice hall, 2005	
2	P.C.Tri	pathi&P.NReddy,PrinciplesofManagements-TataMc.GrawHill-NewDelhi,20	012
Re	lated On	lline Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	NOC: F	Principles of Management – IITKGP - NPTEL	

•• <b>FF</b>	0									
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	<b>PO8</b>	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO2	М	S	М	S	S	S	М	S	S	S
CO3	S	S	М	М	S	S	М	М	М	S
CO4	S	М	S	S	S	Μ	S	S	S	S
CO5	S	S	S	S	М	S	S	S	S	М

Course code		BASICS OF BUSINESS & BUSINESS ENVIRONMENT L T For BBA/BBA(CA)/BBA(IB)/BBA(RM)	P	C		
Cor	e –II					
Pre-requisite		+2 Commerce Syllabus Version	First	t		
Cou	rse Objectives:					
The	main objectives of	f this course are to:				
1.		n entity operates in a business environment				
2.	•	arious economic conditions and effects of government policy on				
	business performa					
		gal framework that regulates the business and industry				
Exp	ected Course Out	tcomes:				
On t	he successful com	pletion of the course, student will be able to:				
1	Develop an unde	rstanding on the gamut of business activities		K2		
2	Explain the intric	cacies in starting a business and knowing the suited business form	1	K2		
3	Design a busines	s model in order to analyze its sustainability		K3		
4						

		imple and basic comprehension of the international scenario vess business world	with regard to	K5
K1 -	Rememb	er; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evalua	te: <b>K6</b> – Create	
Unit		INTRODUCTION TO BUSINESS		
Busir	nessBasic	s:NatureandPurposeofBusiness-CharacteristicsofBusiness-C	omparisonamor	ng
		fession and Employment – Various types of Industry –Co	1	U
		rmsofbusinessOrganisation-Soletraders, partnership, JointHind		Joint
		nies - Cooperative Organisations - Public Utilities and Public	=	
Unit	:2	<b>BUSINESS AND ECONOMIC</b>		
		SYSTEM		
		Economic System - Capitalism, Socialism, Communism an		-
		ors of the economy and Role of businesses in it - Diffe		
busin		firm-factorsofproduction-Businessmode	U	nple–
		& theircauses – Steps in Starting a Business – Qualities of En	trepreneur.	
Unit		BUSINESS SERVICES		
		ices – Goods & Services distinguished – Banking, Insurance	-	
		sinesstonewere-Business-Benefitsofswitchingovertoelectroni	cmode-Caution	s to
be tal	ken.			
Unit		<b>BUSINESS ENVIRONMENT AND ANALYSIS</b>		
		ronment: Concept, characteristics of environment. Environme	•	
	-	gnosis, Business environment-potential competitors, Rivalry- political & legal environment, technological and socio cultural		nment
Inte	ernationa	l environment.		
Unit		IMPACTS OF LPG		
	alization	Manning Drivetization Danafite & nitfall Clabelis		
. •		- Meaning - Privatization - Benefits & pitfall - Globaliz		-
	nale for C	Globalization – Role of WTO & GATT – Trading blocks in C	Globalization –In	npact
	nale for C		Globalization –In	npact
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of group Expe Text 1 N 2 F Refer 1 V F 2 I 0 3 I	nale for C Globaliza os. 6 rt lecture <b>Book(s)</b> Nikita Sat 2015ISBN Francis C rence Bo William A Foundatio Del, Glob Cambridg Laura Dia	Globalization – Role of WTO & GATT – Trading blocks in CationonIndia.–Business&Society-SocialResponsibilitiesofbus Contemporary Issues s, online seminars – webinars nghvi, Business Environment and Entrepreneurship, CS-FOU N-13: 978-9350716236 herunilam, Business Environment-Himalaya Publishing Hous oks A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 97 ons of Business, (5th Edition) Cengage Learning Higher Educ al Business Foundation Skill Students Handbook ye University Press ISBN-13: 978-8175967830	ilobalization –In inesstowardsdif NDATION Tax se, New Delhi 81285193946) ation	mpact ferent
of group Expe Text 1 N 2 F Refer 1 V F 2 I 6 3 I 1	nale for C Globaliza os. <b>:6</b> rt lecture <b>Book(s)</b> Nikita Sau 2015ISBN Francis C <b>rence Bo</b> William A Foundatic Del, Glob Cambridg Laura Dia Limited 2	Globalization – Role of WTO & GATT – Trading blocks in CationonIndia.–Business&Society-SocialResponsibilitiesofbust Contemporary Issues s, online seminars – webinars nghvi, Business Environment and Entrepreneurship, CS-FOU V-13: 978-9350716236 herunilam, Business Environment-Himalaya Publishing Hous oks A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 97 ons of Business, (5th Edition) Cengage Learning Higher Educ al Business Foundation Skill Students Handbook ge University Press ISBN-13: 978-8175967830 as, Amit Shah, Introduction to Business, McGraw Hill Educat	ilobalization –In inesstowardsdif NDATION Tax se, New Delhi 81285193946) ation	mpact ferent

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

Cou Cod			MATHEMATICS AND STATISTICS FOR MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	Р	С
Alli	ed – I	1			-	-	
	Pre-req	uisite	+2 Business Maths	Sylla Vers		Fi	rst
Cou	rse Obje	ctives:					
resu whi post	Its and to le solving graduate	train the stu business pr	inderstand the process of solving mathematics and in idents to apply the mathematical and statistical tools oblems in their career. The course will also serve as ized studies and research.	and te	chniq	lues	
_			etion of the course, student will be able to:				
1	1	-	hear equations by use of the matrix			1	K3
2	-		nature (maximum and minimum) of a turning point				K5
3	Outline t		g of marginal revenue and marginal cost and their rel	evanc	e for	K3 K1	
4			npute the sampling distributions, sampling distributions (S2) and the t- and F-distributions	ons of		]	K1
5	Summar correlation	U	sion analysis, and compute and interpret the coefficient	entof		]	K2
K1 -	Remembe	er; <b>K2</b> - Uno	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; <b>K6</b> –	Crea	te	
τ	J <b>nit:1</b>		MATRICES				
Inver equat	sion of sq		eas about matrices and their operational rules – Matri es of not more than 3rd order- solving system of sim SET THEORY AND MATRICES				
		han day at i a m		1	tion of	c	
Finar	ice - Simp		Types of sets - set operation - Venn Diagrams - Man apound Interest.(Simple problems only)	inema	tics of	[	
	J <b>nit:3</b>		STATISTICAL METHODS				
and s	econdary	data - Prese	of Statistics - Scope and Limitations. Collections of dentation of data by Diagrammatic and Graphical Methersures of Central tendency - Arithmetic Mean, Methersures of Central tendency - Arithmetic Mean, Methersures of Central tendency - Arithmetic Mean, Methersuresuresuresuresuresuresuresuresuresu	hod - I	Forma	ation	
τ	J <b>nit:4</b>		MEASURES OF VARIATION				
Meas	ures of Va		andard, Mean and Quartile deviations-Co efficient of 's Co-efficient of correlation – Rank correlation - Re			-	ole

Unit:5	ANALYSIS OF TIME SERIES AND INDEX NUMBER	
Analysis of Ti	ne Series: Methods of Measuring Trend - Index number – Unwei	ighted and
Weighted indic	ces-Tests of index numbers-Consumers price and cost of living in	ndices.
Unit:6	CONTEMPORARY ISSUES	
Expert lectures	, online seminars – webinars	
	THEORY and PROBLEMS carry 20% and 80% marks respe tiple keeping students' non-mathematical background	ectively Problems
Text Book(s)		
1 S.P. Gupta	a (S.P.): "Statistical Methods", Sultan Chand & Sons, 34th Editio	n,2007
2 Richard L	evin & David Rubin, "Statistics for management", Prentice Hall,	2008
Reference Bo	bks	
1 Sundaresa	n and Jayaseelan- An Introduction to Business Mathematics and	Statistical Method
2 P.R.Vittal	, "Business Mathematics", Margham publications 2nd edition, 20	003.
3 S.P. Rajag	opalan and R. Sattanathan, Business Statistics and Operation Res	search, Tata
McGraw-	Hell publishing company Ltd., 2nd edition, 2009.	
<b>Related Onlin</b>	e Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1 http://www	w.dphu.org/uploads/attachements/books/books_5117_0.pdf	

F I			ir in the second se	*	r.			ir i		· ·
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	М	М	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S	М

# **SECOND SEMESTER**

Language-II

English-II

*Skill Based Subject-1*Naan Mudhalvan: Language Proficiency for Employability.

http://kb.naanmudhalvan.in/Special:Filepath/Cambridge Course Details.p df

Core III – Organizational Behavior

Core IV – Economics for Executives

Allied Paper II –Quantitative Techniques for Management

Value Education – Human Rights #

		ORGANISATIONAL BEHAVIOUR For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
Co	ore III			-	-	
	CodeFor BBA/BBA(CA)/BBA(IB)/BBA(RM)LIIICore IIINilSyllabus VersionPre-requisiteNilSyllabus FCourse Objectives:Syllabus VersionFCourse Objectives:The main objectives of this course are to make the students to understand Organizati 			irst		
Co	ourse Objectives:					
lea inn res Ex	dership, theories of novation. And students olution. pected Course Outco	leadership, counseling, idea generation for problem s are prepared to deal with groups and for conflict ide mes:	m	solvi	ng	and
1	Analyze the individua	al and group behavior; and understand the implications of	of			K4
2	•	*	ona	1		K5
				.1		
3	1 1	anin objectives of this course are to make the students to understand Organizational blogy & personality of people and gain knowledge on belief, values and human motivation, ship, theories of leadership, counseling, idea generation for problem solving and tion. And students are prepared to deal with groups and for conflict identification and ion.ted Course Outcomes: successful completion of the course, student will be able to: nalyze the individual and group behavior; and understand the implications of ganizational behaviour on the process of managementK4entify various theories of motivation from the past and to evaluate motivational ategies used in a variety of organizational settingsK5hance productivity of the organization by ensuring required job satisfaction and ployee attitude.K3				

· · · · · · · · · · · · · · · · · · ·										
	valuate th	11 1				1 1		0		K
<b>K1 -</b> F	Remembe	r; <b>K2</b> - U	nderstand	l; <b>K3</b> - A	pply; <b>K4</b>	- Analyz	e; <b>K5</b> - E	valuate; l	<b>K6</b> – Cre	ate
Unit				0		sycholog	•			
	tance and								ntelligeno	ce tests.
Measu	urement o	f intellige	ence - Per	sonality (	tests - nat	ure, type	s and use	s.		
Unit	t:2			Perce	eption					
Percept	tion - Fac	tors affec	ting perce	eption - N	Aotivatio	n - theori	es - finan	cial and r	non-finan	cial
motiva	tion - tech	nniques of	f motivati	ion - Trar	nsactional	l Analysis	s - Brain s	storming.		
Unit	t:3			Job sat	isfaction					
Job sati	isfaction ·	- meaning	g – factors	s, Morale	- import	ance - En	nployee a	ttitude an	d behavi	our and
their sig	gnificance	e to emplo	oyee prod	luctivity -	- Job enri	chment -	job enlar	gement.		
Unit	t <b>:4</b>			Group d	lynamics	5				
Hawtho	orne Expe	eriment - i	importanc	ce - Grou	p Dynam	ics – Coh	esivenes	s. Conflic	et - Types	of
Conflic	et – Resol	ution of c	onflict - S	Sociomet	ry - Grou	p norms	– supervi	sion - sty	le - Train	ing for
supervi	sors.									
Unit	t:5		Lead	lership a	nd coun	seling				
	ship-type:		,	0	,		0.	Counseli	ng–mean	ing -
Importa	ance of co	ounselor -	types of	counselir	ng - merit	s of coun	seling			
Uni	t:6			CO	ONTEM	PORARY	Y ISSUE	S		
Exper	t lectures,	, online se	eminars –	webinar	S					
Text l	Book(s)									
1 L.1	M. Prasad	– Organi	isational	Behaviou	r. Latest	edition				
Refer	ence boo	ks								
1 Ke	ith Davis	- Human	Behavio	ur at Woi	rk					
2 Gh	los - Indu	strial Psy	chology							
3 Fre	ed Luthan	s – Orgar	nisational	Behavio	ur					
	nline Con									
NC	C: Organ	nizational	Behaviou	ır– NPTE	EL					
	oing with									
COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO3	S	S S	S	M	S	S	S	S	M	S
	$\sim$	$\sim$	· ~	<b>111</b>	· ~	· ~	· ~	· ~		· ~

CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	М	М	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S	М

Course Code	ECONOMICS FOR EXECUTIVES For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	C
Core - IV	Core		-	-	
Pre-requisite	+2 Economics	Sylla Ver	abus sion	F	irst
Course Objectives:		·			

		ctives of the							0	
		, Demand	•		•		•			make
		ze about ty		-	-				nce their	
		Inflation,			yze the c	auses of 1				
-		rse Outco			student	will be of				
		ful compl						4: -: 4 C		V
1		e objective in daily lif				d analysis	s and elas	sticity of		K6
2		the effectiv				<sup>r</sup> producti	on and B	EP Analy	vsis	K3
3	-	nd the det				-				K2
4	Describe	the object	ives and	effective	ness of m	onetary p	olicy and	l fiscal po	olicy	K4
5	To gain 1	Knowledge	e on Infla	tion, Def	lation and	d effects of	of inflatio	on.		K5
K1 -	-	er; <b>K2</b> - U							$\mathbf{X6} - \mathbf{Creat}$	ate
	J <b>nit:1</b>	,			ND ANA	-	,	,		
Obiec	tives of b	usiness firm	ns–Profit				onsibilitie	es -Demai	nd analys	sis–Law
		asticity of							J. J.	
τ	J <b>nit:2</b>			BEI	PANAL	YSIS				
Produ	ction func	tion - Fac	tors of pro	oduction	- Law of	diminishi	ing return	ns and La	w of vari	able
propo	rtions. Co	st and Rev	enue Cur	ves – Bro	eak-even-	point (BI	EP) analy	sis.		
τ	J <b>nit:3</b>		M	ARKET	CLASS	FICATI	ON			
		cation- Per		petition-	Monopo	ly- Mono	polistic C	Competiti	on- Duop	ooly-
-		ce Discrin	ination.							
	J <b>nit:4</b>					POLICY		_		
	•	y-Meaning						•	•	scal
Policy	y- Meanin	g-Objectiv	es-Monei	ary Polic	ey and Fis	scal Polic	y mix to	control in	iflation.	
U	J <b>nit:5</b>		INF	<b>LATIO</b>	N AND I	DEFLAT	ION			
Inflati	ion: Mean	ing and De	efinition-	Types of	Inflation	– Effects	s of in inf	flation - N	leasures	to
		- Deflatio	n- Meani	ng – Effe	cts of De	flation- I	nflation v	s Deflatio	on- Conti	ol of
Defla						NY YOOTT	<b>n</b> a			
	J <b>nit:6</b>					RY ISSU	ES			
1		Online se	minars &	Webinar	S					
Text										
		- Business	Econom	ics						
	rence boo			•						
		al - Busin			-	•				
		K.P &Su	ndaram –	Business	Econom	1CS				
	Online C									
	NOC: Mar	agerial Eco	onomics– 1	NPTEL						
Map	ping with	Program	me Outc	omes		1				
CO	• PO1	PO2	PO3	<b>PO4</b>	PO5	PO6	PO7	PO8	PO9	PO10

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	Μ	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	М	М	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S	М

			Q	UANTI			-	JES FOR		L	Т	Р	С
Cod	e			Eon DDA									
A 1152	a II		1	OF DDA	/DDA(	CA)/DD	$\mathbf{D}\mathbf{A}(\mathbf{I}\mathbf{D})/\mathbf{D}$	DA(KM)					
Am													
	Pre-requ	uisite	M	ATHEM				STICS FO	)R	•		Fi	irst
Cou	rse Objec	tives:								I			
The	main obj	ective of	this co	ourse is	to mal	ke the s	students t	to gain kn	owled	lge a	bout	vari	ous
conc	cepts of O	perations R	Researc	ch and to	o identi	fy and o	develop	operationa	l rese	earch	mode	ls fr	om
the v	verbal des	cription of	f the re	eal syster	m and	train th	em to ap	ply the op	perati	ons re	esearc	h to	ools
		-		-			-		-				
Exp	ected Cou	irse Outco	mes:	-									
-				f the cou	rse, stu	dent wi	ill be abl	e to:					
1	r	=							eir ar	plica	tions	F	K1
2									-	-			
										, i i i u i	ation	ł	K1
3	To comp	rehend the	e conce	pt of a T	ranspor	rtation I	Model ar	nd develop	the i	nitial		τ	K2
	solution	and optima	ality ch	necking of	of the s	olution						I	<b>X</b> 2
4			gies of	game the	eory an	d to ma	ike better	decisions	while	e solv	ing	ł	K3
5	Use critic	cal path and	alvsis	and prog	rammi	ng evalı	uation an	d review					
												ł	K3
K1 -	-		• • •		•		1	K5 - Eval	luate	K6 _	Creat	e	
											cicu	.0	
											s I ir	ear	
		-			-								
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		TRAN	NSPO	RTATIC	)N A N	D ASS	IGNME	NT PROF	RLEN	<b>1</b> S			
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		Concept of	of Pure			_		$\frac{1}{2 \times 2 \text{ matr}}$	rices	with a	nd wi	thoi	ıt
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		es_Constru	uction					vard nass_]	Rack	vard 1	1955		
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float	-				r-			-r	- FJ		J F		
I	Unit:5		REP	LACEM	IENT 1	ГНЕОІ	RY						
Theo	ory of Rep	lacement –	– Intro	duction -	Replac	cement	models -	-Replacem	ent o	f item	s that		
deter	riorates gr	adually (va	alue of	money d	loes no	t chang	e with ti	me)					
l	Unit:6			CONT	EMPO	ORARY	Y ISSUE	S					
Expe	ert lectures	s, online se	eminar	s – webir	nars					I			
-		RY and PF				stribute	ed as 20°	% and 80	% res	specti	velv.		
i	t Book(s)									-			

: Operations Research Theory & Applications, Macmillan India Limited, fifth
DK Curto and Man Mahan Operations Descende
p, P.K.Gupta and Man Mohan – Operations Research
V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi
2003.
Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
ac.in/courses/111/105/111105077/
ac.in/content/syllabus_pdf/111105077.pdf

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	М	М	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S	М

# **THIRD SEMESTER**

Language-III

English-III

Core V – Financial Accounting

Core VI – Production and Material Management

Core VII – Marketing Management

Core VIII - PC Software (MS Office ) – Practical

Allied : III – Business Law

Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women's Rights#Constitution of India #

Course Co	de	FINANCIAL ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)	Т	Р	C
Core V	For BBA/BBA(CA)/BBA(IB)/BBA(RM)       L       T         ore V       + 2 Accounting       -         re-requisite       + 2 Accounting       Syllabus Version       F         ourse Objectives:       -       -       F         nis course is to enable the students to acquire knowledge of accounting concepts, principle actices which will provide insight for the students to apply in the business administrati der to manage and be effective in decision making in the functional areas like financia counting transactions.       -         spected Course Outcomes:       -       -         n the successful completion of the course, student will be able to:       -         Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions.       -			-	
Pre-requi	site	$\pm 1 \Lambda cconnting$		Firs	t
Course O	bjectives:				
This cours	e is to enable the	he students to acquire knowledge of accounting concepts, pr	incip	les a	nd
practices v	which will pro-	vide insight for the students to apply in the business admi	nistra	ation	in
	-	effective in decision making in the functional areas like f	inanc	cial a	nd
-					
On the suc	cessful comple	etion of the course, student will be able to:			
		• • •	stem,	ŀ	<b>X</b> 1
2 Inter		alance; identify the errors and to reconcile the bank stateme	nt by	ŀ	K2
		ufacturing, trading, profit & loss account and balance sheet cial and accounting transactions.	with	ŀ	ζ5
4 Illust	rate the accou	nts for non-trading institutions through income & expend s along with the methods of depreciation.	iture,	ŀ	ζ3
		s of accounting statements from incomplete data		ŀ	Κ4
		nderstand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – C	Create	e	
Unit:1		ACCOUNTING FUNDAMENTALS			
Accountin	g, meaning, de	efinition, objectives, scope, basic, terms, accounting princip	oles, l	branc	hes
of accoun	ing, uses & li	imitations of Accounting, Concepts & Conventions, Acco	untin	igs u	ses,

Accounting	information, Accounting equations – Meaning of accounting equation, compensation					
-	g, effects of transactions.					
Unit:2	PREPARATION OF JOURNAL, LEDGER AND TRIAL					
	<b>BALANCE AND &amp; ACCOUNTING ERRORS</b>					
Basic Accou	inting Procedure – Journal, rules of debit & credit, method of journalizing, advantage,					
double entry	system - its advantage, ledger, meaning, utility, posting entries. Practical system of					
	g - Cashbook, types of cash book, Single column, double column, entries, Trial					
Balance, Ob	jective, preparation, errors & rectification, Suspense Accounting - meaning, utility &					
preparation.	Accounting Errors: Meaning and Types of errors, Rectification of errors					
Unit:3	BANK RECONCILIATION STATEMENT AND METHODS					
	OF DEPRECIATION					
Bank Record	nciliation:- Meaning, causes of differences, need & importance, preparation &					
presentation	of BRS, Depreciation – meaning, methods of charging depreciation, problems					
Unit:4	PREPARATION OF FINAL ACCOUNTS					
	nts - Meaning, need & objectives, types - Trading Account - Meaning, need &					
preparation,	Profit & loss Account - meaning, Need & preparation, Balance Sheet- Meaning, need					
& Preparatio	n, Final Accounts with adjustment entry. Problems					
Unit:5	PREPARATION OF FINAL ACCOUNTS OF JOINT STOCK					
	COMPANIES					
	(As per the Format of the Indian Companies Act)					
Preparation	of statement of profit and loss - balance sheet - schedules - Indian Accounting					
standards (u	p to IAS - 8)					
Unit:6	Contemporary Issues					
Expert lectu	ires, online seminars – webinars					
Note: (Theor	y and problems may be in the ratio of 20% and 80% respectively)					
Text Book(s	)					
1 T.S. Re	ddy & A.Murthy-Financial Accounting, Margham Publications6th edition,2012					
	Mageswari- Financial Accounting, Vikas Publishing housejan2012					
<b>Reference E</b>	ooks					
1 Shukla	& Grewal's Financial Accounting · M.C. Shukla , T.S Grewal & S. C. Gupta					
	S. Chand Publishing.					
	Financial Accounting V-Dorling Kindersley-1st edition,2010					
	Varang- Kalyani Financial Accounting publishers; 12th edition.2014.					
	ine Contents [MOOC, SWAYAM, NPTEL, Websites etc.]					
	: https://www.mooc-list.com/course/introduction-financial-accounting-coursera					
	al Accounting: Indian Institute of Technology Bombay and NPTEL via SWAYAM					

. I. I.										
COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	М	S	М	S	S	М	S	М
CO3	Μ	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	М	S	S	S	S	Μ

Pre-requisite	Principles of Management	Principles of Management Syll Ver		Fi	rst
Core VI			-	-	
Course Code	PRODUCTION AND MATERIALS MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С

Co	urse Obje	ctives:						
	-	ectives of this course are to:						
1 11		roductionandmaterialsmanagementprovidesanintroductiontoprocessof						
pro	duction r	nanagement, production planning and control, effective material ha	ndling.					
		anagement and maintenance management, helps to understand the						
		cedures, storekeeping, Total Quality Management, Quality Control and	P					
		getting an ISO.						
		ourse Outcomes:						
		ssful completion of the course, student will be able to:						
1	Enumer	ate the production processes and production planning and control.	K1					
2	Describe the importance of materials management function in an organization,							
		v it can help in integrating various plans and reduce the material related						
3	And ver	e the material management, domestic and import purchase procedures ndor rating and development.	K2					
4		e management issues in receiving, stores, traffic and transportation, using and physical distribution	K4,					
5	and ISC		K2					
K1	-Rememb	er; <b>K2</b> -Understand; <b>K3</b> -Apply; <b>K4</b> -Analyze; <b>K5</b> -Evaluate; <b>K6</b> – Create						
	Unit:1	PRODUCTION MANAGEMENT						
Pro	duction M	Ianagement -Functions-Scope-Plant Location-Factors-Site location-Plant	Layou					
Pri	nciples -F	Process-Product layout. Production Planning and control-Principles-N	/leaning					
Ro	uting-Sche	eduling-Dispatching–Control - Lean Manufacturing–Six sigma.						
Un	it:2	MATERIALS HANDLING & MAINTENANCE						
Ma	terials Ha	ndling- Importance -Principles -Criteria for selection of material handling	2					
-	-	Iaintenance-Types-Breakdown-Preventive-Routine-Methods study– Motion study.						
	Unit:3	MATERIALS MANAGEMENT						
		of Materials Management - Fundamental Principles - Structure - Integrat						
		agement. Purchasing-procedure-principles-import substitution and impor	rt					
Puı	1	cedure. Vendor rating-Vendor development.						
	Unit:4	INVENTORY CONTROL						
		nventory- Importance-Tools-ABC, VED, FSN Analysis-EOQ-Reorder						
-		Stock-LeadtimeAnalysis.Storekeeping-Objectives-Functions- Store						
kee	eper– Duti	es- Responsibilities, Location of store -Stores Ledger -Bin card.						
	Unit:5	QUALITY CONTROL AND ISO IMPLEMENTATION						
		ol - Types of Inspection - Centralized and Decentralized. TQM: Meaning	-					
		ements-Benefits.Benchmarking: Meaning-objectives-advantages.ISO:						
Fea		vantages-Procedure for obtaining ISO.						
_	Unit:6	Contemporary Issues						
		res, Online seminars&Webinars						
	xt Book(s)							
1	Publicati							
2	of India	A.K.and Gupta, R.C. "Materials Management –Text and Cases" Prenticel Private Limited ,New Delhi.	Hall					
Re	ference B	ooks						
1		A.K. "Materials Management, Procedures, Text and Cases": Prentice Ha . Ltd, New Delhi.	ll of					

2	M.M. Varma, Materials Management. Jain Book Agency Publishers, 4 <sup>th</sup> Edition.						
3	N.A.Siddiqui, "Introduction to six sigma – Methods, Approaches, and Applications",						
	New Age International Publishers (P) Ltd.						
4	Dr.JEFFREY N. LOWENTHAL, "Six Sigma Project Management", New Age						
	International Publishers (P) Ltd.						
Po	Related Online Contents [MOOC_SWAVAM_NPTEL_Websites ate ]						

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

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

## Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>	PO10
CO1	S	S	S	S	S	S	S	S	S	М
CO3	Μ	S	S	S	М	S	S	S	S	S
CO3	S	М	М	S	S	М	S	М	S	S
CO4	S	S	S	S	S	S	S	S	S	М
CO5	S	S	S	М	S	S	М	М	М	S

Cou	rse code		MARKETING MANAGEMENT	L	Т	Р	С		
Cor	o VII		For BBA/BBA(CA)/BBA(IB)/BBA(RM)		_	_			
Core VII Pre-requisite			Principles of Management		Syllabus Version		st		
Cou	rse Objec	tives:		<b>I</b>					
1. T	o introduc	e the role a	nd importance of marketing in business world.						
2. T	o develop	marketing	skills and career.						
			nel, methods of marketing and its impact in organ						
		-	marketing research, customer relationships and v	alue throu	igh b	randi	ng,		
-		d demonstra							
	-		and demonstrate e-marketing forms and benefits in	n marketi	ng				
		irse Outco							
On t	he success	sful comple	tion of the course, student will be able to:						
1	Recognize the significance of marketing and its role in economic development					K1			
2	-	te how mar n buying be	ket strategy works, market segmentation and pro haviour	duct mix	have	K2	',		
3	To apply	marketing	concepts, pricing for the development of marketin	g functior	۱.	K3			
4	Analyse	and perform	the functions of marketing in organisation.			K3			
5	Demons	trate the cri	tical thinking skills and analyse e-marketing.			K3	)		
K1 -	Rememb	er; <b>K2</b> - Ur	derstand; K3 - Apply; K4 - Analyse; K5 - Evaluat	te; <b>K6</b> – <b>(</b>	Create				
Uni	t:1		INTRODUCTION TO MARKETING						
Mar	keting: In	troduction,	objectives, Scope and Importance. Types of Mar	ket, Core	e Con	cepts	s of		
Marketing, Functions of Marketing, Marketing Orientations and Marketing Environment									
Uni			<b>CONSUMER BUYING BEHAVIOUR</b>						
			tics, Factors affecting Consumer Behaviour, Type				ion		
		onsumer Bu	Buying Decision Process, Buying Motives, Buyer Behaviour Models						
Unit:3			PRODUCT CONCEPTS						

The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Product mix – product item and product line - modification & elimination - packing - Developing new Products-strategies.

# Unit:4PRICING CONCEPTSPricing: Meaning to Buyer & Seller - pricing policies - Objective factors influencing pricing<br/>decisions - Competitors action to price changes - multi product pricing- Physical distribution -<br/>Management of physical distribution - marketing risks

Unit:5MARKET SEGMENTATIONSegmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits<br/>of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market<br/>Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market<br/>strategies, Market Positioning- Meaning, Positioning Strategies, Value PropositionUnit:6Contemporary Issues

Unit:6 Contempor Expert lectures, online seminars – webinars

Text Book(s)

1 Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.

2 Marketing Management – RajangSabena - Tata McGraw Hill, 2002.

#### **Reference Books**

1 Marketing Management - Ramasamy& Namakumari - Macmillan India, 2002.

2 Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi

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

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

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	М	М	S	М	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	М	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S -Strong M-Medium; L-Low

Course (	Code	PC SOFTWARE (MS OFFICE) – PRACTICAL For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С		
Core - VI	II		-	-				
Pre-requi	isite	Basic Computer Knowledge	Syllabus Version	]	First			
Course O	bjectives:			<u>,</u>				
Officetool	lscoursewoulden	ablethestudents incraftingpi	ofessional	worddo	ocume	ents,		
excelsprea	adsheets,	power pointpresentationsusingtheM	Aicrosoftsu	iteofot	ficeto	ools.		
Tofamilia	rizethestudents i	inpreparationofdocumentsandpresentationswi	thofficeaut	omatio	ntool	S		
Expected	<b>Course Outcon</b>	nes:						
On the su	ccessful complet	ion of the course, student will be able to:						
		ffice programs to create personal, academic an ving current professional and/or industry stand		5	K	<b>X</b> 1		
	Create scientific and technical documents incorporating equations, images, tables, and bibliographies.							
	Develop technical and scientific presentations which use charts and visual aids to share data.							

4 Buil expl	d spreadsheets to perform calculations, display data, conduct analysis, and ore	K4
5 Des	gn and construct databases to store, extract, and analyse scientific and real- d data.	K5
	per; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyse; <b>K5</b> - Evaluate; <b>K6</b> – Create	
Unit:1	WORD	
Overview of formats, align insert picture columns. Ta Merge: mail book – Busin Unit:2 Introduction menus and to option - using duplicate, lay	to Word Processing - features, creating, saving and opening documents in word menu options - word basic tool bar. Editing and Formatting: Pa ing text and paragraph, borders and shading - headers and footers. Insert op – smart art – superscript & subscript – mathematical formulas – special chara- bles - creating table - graphics – importing graphics – clipart - insert pictur merge concept - merging data source and main document. Design: Cover pa ess cards, Index page. POWER POINT to Power Point basics – terminology - getting started with power point wi of bars- creating presentations - using auto content wizard - using blank prese g design template option.Working with slides -make new slide, move, copy, outing of slide- applying transition and animation effects.Editing and form at, editing, inserting, deleting, selecting, formatting of text, bullets, footer, par	ragraph tions: - acters – e. Mail age of a ndow – entation delete, natting
formatting.	it, eating, inserting, detering, selecting, formatting of text, buncts, footer, pa	lagraph
Unit:3	EXCEL	
worksheet, e keyboard sho	<b>Dasics- Features of MS Excel</b> – spread sheet / worksheet, workbook on the networksheet- parts of MS excel window - toolbars and extcuts - Entering and editing data in worksheet – cell range – formatting – au its advantages. Charts – graphs.	menus,
Unit:4	ACCESS	
Creating and Table-Creatin	<b>to Databases</b> - Why use a Relational Database, concept of primary key relati Working with a Database -Creating a New Database-Creating a Table-Modi g a Query-Sorting a Query-Creating a Form with the Form Wizard-Cre he Report Wizard-Creating Mailing Labels with the Label Wizard-Conver ase.	ifying a ating a
Unit:5	Contemporary Issues	
Expert lecture	s, online seminars – webinars	
Text Book(s)		
	everka- MS office for dummies, Wiley & Sons	
	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1 https://	onlinecourses.swayam2.ac.in/cec20_cs05/preview	

11	0	0								
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	<b>PO8</b>	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	М	S	S	S	S	М	S	S	S
CO3	S	S	S	М	S	S	S	S	М	S
<b>CO4</b>	S	S	М	S	S	S	S	М	S	S
CO5	М	S	S	S	S	М	S	S	S	S
			-							

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

#### PC SOFTWARE (MS-OFFICE) PRACTICAL LIST OF PRACTICALS

#### MS Word:

1) Type a passage (A4 Page, Times New Roman Font Style, 12 Size Font). Save your document in

a specified location. (Say, D:\BBA\MSOffice\.docx). Save the same file with other name in different location using Save As dialogue box and also Open and View the document saved.

2) Type a simple matter, check spelling and grammar (use Auto Correct and Auto Text features), bullets and numbering list items, align the text to left, right, justify and centre.

3) Prepare a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.

4) Write any 10 Management Quotes and then change the font, style, color and size of each sentence. Make each one different than previous and next.

5) Prepare a job application letter enclosing your bio-data (with neat alignment and using tab setting).

6) Take a double column newspaper and design or create similar paragraph style in the word document

7) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.

8) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.

9) Use smart art and create organization charts with at least 3 levels.

10) Make books content page or index page (first line indent, hanging indent and the perfect useof ruler bar)

11) Insert Image into the shape. Type a title for the page and apply Styles to the same.

12) Write at least dozen mathematical/ statistical formulae known to you and key in the same in MS word.

13) Take a double column newspaper and design or create similar paragraph style in the word document.

14) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, specialcharacters (such as temp °C, rupee symbol `, Etc.,).

15) Create a table in MS Excel with an address (list containing Designation, Name of the Company, Address, Place, PIN). Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word.

#### **MS-PowerPoint:**

1) Have a PowerPoint presentation for a seminar which you are handling for your classmates.

2) Design an advertisement campaign with minimum three slides.

3) Prepare a power point presentation with at least three slides for Department inaugural function

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

#### **MS-Excel:**

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

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

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

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

#### **MS-Access:**

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

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

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

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

Cou	rse code	BUSINESS LAW For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	C
Alli	ed-III			-	-	
Pre	-requisite	Nil	Syllabus Version		Firs	st
Cou	ırse Objecti	res:				
The	main object	ves of this course are to:				
1.	To enable	he students to acquire knowledge of legal aspects of busine	ess			
2.	To provide	the brief idea about the frame work of Indian Business La	WS			
3.	To promote	the understanding of various concepts relating to business	5			
Exp	pected Cour	e Outcomes:				
On	the successf	l completion of the course, student will be able to:				
1	Develop a	understanding on business law in the global context				K1
2	Knowing t	e relevant legal terms in business				K2
3	To constru	t the relationship of ethics and law in business				K3
4	Applying	asic principles of law to business and business transaction	s			K4
5	Implement	ng current law, rules and regulations related to settling bu	siness			
	Disputes					K5
K1-	Remember;	<b>K2</b> -Understand; <b>K3</b> -Apply; <b>K4</b> -Analyze; <b>K5</b> -Evaluate; <b>K6</b> -	Create			
ļ	Unit:1	BUSINESS ETHICS				

Ethics and Bu	usiness Ethics – Ethical principles in Business - Concepts Values and Ethics –	
	brate Behavior – Social Responsibility of Business - Corporate Governance –	
	ples and Scope – Elements of good corporate governance.	
Unit:2	LAW OFCONTRACT	
Contracts -	Essentials of contract - Agreements - Classification of contracts-Of	fer-
Legalrulesast		
•	rtiestocreatecontract- Wagering agreements - Stranger to a Contract	
exceptions.		
Unit:3	CONSIDERATION IN LAW	
Consideration	1 - Legal rules as to Consideration – ContractwithoutConsideration-Conse	ent-
	dueinfluence–Misrepresentation- Fraud-Mistakeoflawand Mistakeoff	
Agreement o	pposed to public policy - Agreements in Restraint of trade - Exception	s –
	contract - Breach of contract – Remedies for breach of Contract.	
Unit:4	CONTRACT OF SALE	
Formationofc	ontractofsale –Saleandagreementtosell–Hire-purchaseagreement-	
	er of contract of sale- Effect of destruction of goods - Documents of title t	0
goods - Rule	es of Caveat - Emptor - Exceptions- Transfer of property - Goods sent o	n
	DB, CIF, FOR and Ex-ship contracts of sale -Sale by non - owners - Right of	
	tofstoppageintransit –UnpaidVendor'srights.	
Unit:5	CONTRACTOFAGENCY	
Creation of ag	gency- Classification of agents - Relations of principal and agent - Delegation	of
authority-Rel	ationofprincipalwiththirdparties-Personalliabilityofagent-Terminationof	
Agency.		
Unit:6	Contemporary Issues	
	es, Online seminars&Webinars	
Text Book(s)		
	B. – Business Ethics: Texts and Cases	
	na – Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd, Ne	W
Delhi		
	oor- Elements of Mercantile Law	
	Bhagavathi- Business Law	
Reference Bo		
	kla-A Manual of Mercantile Law	
2 Pandia R	.HMercantile Law	
<sup>3</sup> K.P.Kano	dasami- Banking Law &Practice	
<b>Online Conte</b>	ent	
https://onlinec	courses.swayam2.ac.in/cec20_hs23/preview	
-		

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	М	S	Μ	S	S	S	S	S	S
CO3	S	S	S	S	S	Μ	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S

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

## SEMESTER IV

Language-IV
English- IV
Core IX - Human Resource Management
Core X – Financial Management
Core XI – Financial Accounting Package – Tally
(Practical only)
Allied : IV– Taxation Law and Practice
Skill Based Subject-2: Naan Mudhalvan – Office
Fundamentalshttp://kb.naanmudhalvan.in/Bharathiar
_University_(BU)
Tamil @ / Advanced Tamil #(or)
Non-major elective-II : General Awareness #

Cour	se code	HUMAN RESOURCE MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
Cor	e-IX			-	-	
Pre	requisite	Principles of Management	Sylla Versi		Firs	st
Cou	rse Objecti	ves:				
1. T	o provide th	e students with knowledge on concepts, theories, scope and	develo	pme	nt of	f
	1	e Management practice at both national and global level.		1		
		l human relation skills of drafting a Job Description, Job Spe	ecifica	tion,	Job	
Desi				,		
	0	formation regarding the effectiveness of recruiting methods,	selec	tion		
	-	nake appropriate staffing decisions.				
-		training program using a useful frame work for evaluating tr	aining	ŗ		
		a training program, and evaluating training results and eval				
		ementation of a performance-based pay system.				
		ledge HRM and its significance in business.				
	•	se Outcomes:				
-		al completion of the course, students will be able to:				
1	-	e process of Job analysis and its importance as a foundation ource management practice.	of		ŀ	Χ3
2		l the Human resource planning			τ	Χ4
3		policies and practice of the primary areas of human resource				
		nt, including staffing, training and compensation.			ľ	Χ3
4	Understand	the importance of career planning and succession planning			ŀ	X4
5		policies and practice of the primary areas of human resource			F	<b>K2</b>
	manageme	nt, including staffing, training and compensation				14
K1-	Remember;	K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6– Ci	reate			
I	Unit–1	INTRODUCTION				
Hun	nan Resourc	e Management -Meaning, nature, scope and objective –Func	tions	of H	RM	-
The	Role & state	us of HR manager-Organization of HR department –Strategi				
	RM. U <b>nit–2</b>	HUMAN RESOURCE PLANNING				
		e Planning – Job Analysis – Importance & benefits - Job ana	lysis	proce	ess	_
		- Role analysis-Job specification.		L		
	Unit_3	RECRUITMENT AND SELECTION				
		Selection - Factors affecting Recruitments, Sources of Recr	nitmo	nt		
		ecruitment – Definition and Importance of Selection, Stages			n	
		ss–Types of Selection Tests and Types of Interviews.		cu II	1	
	Unit–4	TRAINING AND DEVELOPMENT				
		nefits of Induction, Content of an Induction Program–Training	nann	1		
		Performance appraisal - Job evaluation and merit rating - Pro				
	ansfer and de		mon	Л		
-117	Unit-5	CAREER PLANNING AND DEVELOPMENT				
Con			7	<u>_1</u>		
		& Development – Stages in Career Planning –Internal and H				
		bloyees — Meaning and Sources of Employee Grievance – G			0.774	
		ns –Meaning & Process of Collective Bargaining–Indisciplin	ie, Sei	uem	ent	
		dustrial Conflicts.				
	Unit-6	Contemporary Issues				
		online seminars –webinars				
lex	t Book(s)					

1	Subba Rao.P, Personnel and Human Resource Management (Text and Cases) Himalaya
	Publishing House2010
2	C.B.Gupta Human resource Management Sultan Chand& Sons 2011
Ref	ference Books
1	Rao S. (2014)essentials of Human Resource Management & Industrial Management:
	Text & Cases. New Delhi: Himalaya Publication.
2	VSP. Rao- Human Resource Management
3	B. Nandhakumar- Industrial Relations Labour Welfare and Labour Laws-Vijay Nicole
	Imprints
Rel	ated Online Contents [MOOC,SWAYAM,NPTEL,Websitesetc.]
1	NOC: Principles of Human Resource Management-NPTEL

COS/POS	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO2	S	Μ	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S

S-Strong; M-Medium; L-Low

Course Code		FINANCIAL MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	С
Core– X				-	-	
Pre-requis	site	Financial Accounting	Sylla Vers		First	
Course O	bjecti	ves:				
The main of	object	ives of this course are:				
		owledge of Finance Functions.				
		concepts of Capital Budgeting & Cost of Capital for Finar			ions.	
		ess on the Capital Structure in which Financial Manageme	nt oper	rate.		
		derstanding of Dividend Decisions.				
-		ledge using concepts, methods & procedures involved in W	orking	g Cap	oital	
Managemer						
-		se Outcomes:				
· · · · · · · · · · · · · · · · · · ·		Il completion of the course, students will be able to:				
1 Use b	ousine	ss finance terms and concepts while communicating.			]	K3
2 Expla	ain the	e financial concepts used in making financial management of	decisio	on.	]	K4
3 Use e	effecti	ve methods to promote respect and relationship for financia	al deal	s.	]	K3
4 Utiliz	ze info	ormation to maximize and manage finance.			]	K4
5 Demo	onstra	te a basic understanding of Working Capital Management.			]	K2
K1-Remer	nber;]	<b>K2</b> -Understand; <b>K3</b> -Apply; <b>K4</b> -Analyze; <b>K5</b> -Evaluate; <b>K6</b> - <b>(</b>	Create			
Unit:1		FINANCEFUNCTIONS (THEORY ONLY)				
		:DefinitionandScopeofFinanceFunctions-ObjectivesofFina				
		ofit Maximization and Wealth Maximization. Sources of F	inance	- Sh	ort-te	erm-
		ng-term-Shares –Debentures -Preferred Stock –Debt.	<u> </u>			
Unit:2	INV	ESTMENTANDFINANCINGDECISIONS(PROBLEM ONLY)	[			

Capital budgeting: Meaning, objectives &techniques–Payback -ARR –NPV– IRR–Profitability Index (SIMPLE PROBLEM ONLY).Financing Decisions: Cost of Capital-Cost of Specific Sources of Capital-Equity-Preferred Stock Debt-Reserves –Weighted Average Cost of Capital.(SIMPLE PROBLEM ONLY)

Unit:3	CAPITAL STRUCTURE THEORIES LEVERAGE	
	(THEORY ONLY)	
Capital Str	(THEORY ONLY) Capital Structure: Meaning, objectives and Importance –Optimal Capital Structure- Capital structure- Operating Leverage and Financial Leverage.	
Capital stru	cture- Operating Leverage and Financial Leverage.	
<b>T</b> T •4 4		

#### Unit:4 DIVIDENDDECISIONS (THEORY ONLY)

Dividend and Dividend policy: Meaning-Sources available for Dividends-Dividend Policy -Determinants of Dividend Policy– Models: Gordon &Walter's Model

#### Unit:5 WORKINGCAPITAL MANAGEMENT (THEORY ONLY)

Working Capital Management: Working Capital Management- concepts - importance-Determinants of Working capital. Cash Management: Motives for holding cash – Objectives and Strategies of Cash Management. Receivables Management: Objectives-Credit policies.

#### Unit:6

#### **Contemporary Issues**

Expert lectures, Online seminars & Webinars

THEORY carries 80% Marks, PROBLEMS carry 20% Marks

Text Book(s)

1 I. M. Pandey - Financial Management

2 P.V. Kulkarni - Financial Management

#### **Reference Books**

1 S.N. Maheswari - Management Accounting

2 Khan and Jain - Financial Management

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

1 NOC: Financial Management For Managers - NPTEL

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
<b>CO1</b>	S	S	S	S	S	S	Μ	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	Μ	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low

Course Code		FINANCIAL ACCOUNTING PACKAGE TALLY – PRACTICAL For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
Core: XI			<b>G</b> 11	-		<u> </u>
Pre-requi	site	<b>Financial Accounting</b>	Syllabus Version		Fir	st
Course O	bjective	s:				
The main	objective	es of this course are:				
To acquire	e the kno	wledge of Financial Management.				
To learn d	ifferent	concepts of Financing Decisions.				
To enable	awarene	ess on the Capital Structure in which Financial Management o	perate			
To develo	p an und	erstanding of tools on Working Capital Management.	-			
To provide	e knowle	edge using concepts, methods & procedures involved in Budg	eting.			
Expected	Course	Outcomes:				
On the su	ccessful	completion of the course, students will be able to:				

1	Unde	erstand basic Accounting concepts and principles	K3
2		ble to generate Accounting and Inventory Masters, Vouchers and Basic orts in Tally	K4
3	Unde	erstand Advanced Accounting and Inventory in Tally. ERP 9	K3
4	Have	e an understanding of Advanced Accounting and Inventory in Tally.ERP 9	K4
5		erstand basic concepts and practical application of VAT, CST, TDS and ice Tax	K2
<b>K1</b>	- Reme	mber; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create	
U	nit:1	INTRODUCTION	
Intro	oductio	n to TALLY ERP 9- Salient features - Accounting Features - Enhancen	nents –
Har	dware F	Requirement- Components of TALLY ERP 9 - Creation and Alteration of Comp	any.
U	nit:2	STOCK GROUPS	
Intro	oductio	n to Stock Groups- Stock Categories – Stock Items- Godowns – Units of Measur	rement.
U	nit:3	GROUPS	
Intro	oductio	n to Groups – Ledgers – Voucher Type – Purchase Orders- Sales Orders – Invoi	ces.
U	nit:4	REPORTS	
Rep	orts in '	TALLY ERP 9 – Working with Balance Sheet- Profit & Loss Account- Stock Su	Immary
Rep	ort – I	Ratio Analysis – Trial Balance – Day Book. Introduction to Payroll – En	nployee
		- Employee Groups - Employees- Attendance Production types- Pay Heads-	
Vou	ichers E	Entry/ Transactions – Payroll reports.	•
U	nit:5	SERVICE TAX	
Intro	oductio	n to Service Tax – Tax Collected at Source- Tax Deducted at Source- Value	Added
Tax	-Good	s and Service Tax- Activating GST for your company- Deactivating VAT, Exc	ise and
Serv	vice Tax	K Features – Creating Tax Ledger-Expense Ledger- Party Ledger.	
		ontemporary Issues	
Exp	ert lecti	ures, Online seminars &Webinars	
Tex	t Book	(s)	
1		Education Pvt. Ltd., Official Guide to Financial Accounting Using Tally.ERP	9 with
2		yaRanjanBehera, Learn Tally.ERP 9 with GST, BK Publications Priva	te Ltd.
-		ineswar, 2017	
Rel		nline Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	1	//onlinecourses.swayam2.ac.in/cec19_cm03/preview	
-	P3.	LIST OF TALLY PRACTICAL PROCRAMMES	

#### LIST OF TALLY PRACTICAL PROGRAMMES

- 1. Create a new company name and other relevant details and configure the company
- 2. Journalizing
- 3. Posting into ledger (with and without predefined groups)
- 4. Configuring, creating, displaying, altering and cancellation of Vouchers
- 5. Trail balance
- 6. Final accounts- trading account- profit and loss account and balance sheet
- 7. Final accounts with adjustments
- 8. Rectification off error
- 9. Show the cash, bank and other subsidiary books of the company.
- 10. Show the Day Book.
- 11. Integrate stock and inventory details (stock groups/ categories/measurement units)

- 12. Stock summary
- 13. Bank reconciliation statement
- 14. Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
- 15. Integrate pay-roll system

Hupping with Hoghumine Outcomes													
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10			
CO1	S	S	S	S	S	S	М	S	S	М			
CO3	S	М	S	М	S	S	S	S	S	S			
CO3	S	S	S	S	S	М	S	S	М	S			
CO4	S	S	S	S	М	S	S	М	S	S			
CO5	М	S	М	S	S	S	S	S	S	S			

S – Strong; M-Medium; L-Low

Course Code		TAXATION LAW AND PRACTICE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	C
Allied - IV				-	-	
Pre-requisite		Business Law	Sylla Versi		Firs	t
<b>Course Object</b>	ives:			·		
The main obje						
On successful c and Indirect Tax		of this course, the students should have understoo	od Princip	les of	Dire	ct
Students will ac	quire know	ledge on Calculation of Tax Procedures.				
	1	wledge on tax Procedures and Tax Authorities.				
To provide kno GST	wledge on	the administration of Indirect taxes and constituti	ional frame	eworl	c of	
-		procedural compliance of tax.				
Expected Cour						
	-	tion of the course, student will be able to:				
		anding of theoretical and technical knowledge of apply through legislation, for both individuals				<b>X</b> 2
2 Analyse, g matters.	generate ar	d transmit solutions to complex problems in rela	tion to tax	ation	K	Κ5
3 To efficie authoritie	• •	oute tax for Business and Profession and know	wledge or	n tax	K	<b>X</b> 3
4 To efficie	ntly handle	indirect taxes and GST.			K	Χ3
5 To be a po	otential per	son on the procedural compliance of tax.			K	Χ3
K1 - Remember	r; <b>K2</b> - Un	lerstand; <b>K3</b> - Apply; <b>K4</b> - Analyse; <b>K5</b> - Evalua	ite; <b>K6</b> – C	Create	;	
Unit:1		DIRECT TAXES				
	t a Glanc	e: Basic concepts of Income Tax —General I	Principles	of T	'axati	on,
		and Indirect taxes-Important definitions under I				
	us & Basis	of Charge-Income exempted from income tax-H	Heads of In	ncom	e.	
Unit:2		<b>COMPUTATION OF INCOME</b>				
-	Income u	der Salary and House Property. (Problems to be	included).			
Unit:3		INCOME TAX AUTHORITIES				

	1	of Income under Profits and Gains of Business or Profession (Problems to be
inc	/	ome tax Authorities – Duties and their Powers.
	Unit:4	INDIRECT TAXES
		- Goods and Service Tax - Concept of Indirect Taxes at a glance: Background;
		powers of taxation; Indirect taxes in India - An overview; Pre-GST tax structure
		es; Administration of Indirect Taxation in India; Existing tax structure — Basics of
		rvices Tax GST': Basics concept and overview of GST; Constitutional Framework
of	,	Model – CGST / IGST / SGST / UTGST.
	Unit:5	PROCEDURAL COMPLIANCE
		s of Time and Value of Taxable Supply; Basics concept of Place of Taxable Supply
		Credit & Computation of GST Liability-Overview-Procedural Compliance under
		tion; Tax Invoice, Debit & Credit Note, Account and Record, Electronic way Bill;
	•	ent of Tax, Refund Procedures; Audit - Basic overview on Integrated Goods and
	•	IGST)-GST Council-Guiding principle of the GST Council-Functions of the GST
	uncil.	
		emporary Issues
		s, Online seminars &Webinars
		RY and PROBLEMS shall be distributed at 60% & 40% respectively.
Te	xt Book(s)	
1	Ŭ	Prasad - Income Tax Law & Practice
2		Ahuja and Dr. Ravi Gupta – Practical Approach to Direct & Indirect Taxes
3		Pagare - Business Taxation
4	Balasubra	manian - Business Taxation
Re	ference Bo	oks
1	V.S. Date	ey – Indirect Taxes - Law and Practice (Taxman's)
2	Dr. Girish	n Ahuja and Dr. Ravi Gupta – Systematic Approach to Taxation
3		eni – Principles of Taxation & Tax Law Part 1
	line Conte	
httj	os://onlinec	ourses.swayam2.ac.in/ugc19_hs27/preview

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low

## Semester v

Core XII – Cost & Management Accounting Core XIII – Research Methods for Management Core XIV – Advertising and Sales Promotion Core XV- Business Correspondence Skill Enhancer: Institutional Training ^ Elective –I: Skill based Subject –3 : Campus to Corporate ^

Cor Coc	ırse le		COST AND MANAGEMENT ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С				
Cor	re - XII										
Pre	-requisit	e	FINANCIAL ACCOUNTING	Sylla Vers		Firs	st				
Cou	ırse Obj	ectives:									
		,	is course are to:								
			the students to acquire knowledge of cost and mana								
			standing for the students and apply in the business o				der				
			e in managerial decisions in functional areas like finar	nce and	l cost	ing.					
		ourse Outco									
On	the succe	ssful comple	tion of the course, student will be able to:								
1	Underst	anding the c	oncept of cost accounting, Recognize the merits and	demer	its of	T	71				
	cost and	managemen	t accounting along with the elements of cost concepts			ľ	<b>K1</b>				
2	Describe	st and management accounting along with the elements of cost concepts.       K1         escribe the cost sheets for the purpose of stores control through economic order       K2									
	quantity	, pricing and	sheets for the purpose of stores control through economic order d material issues.								
3	Measure	the financi	al statements through comparative and common siz	ze by	using	Ľ	ζ5				
	various	financial rati	os.			r	72				
4	Simplify	the fund flo	ow and cash flow statements by calculating funds and	d cash	from	K	<b>K</b> 4				
	operatio					Ľ	7.4				
5	Produce	various bud	gets and apply standard costing for material variance	es; mar	ginal	K	3				
	0	for cost volu	1				1.5				
<b>K1</b>	- Remem	ber; <b>K2</b> - Ur	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	<b>K6</b> - C	reate						
ι	U <b>nit:1</b>	I	NTRODUCTION TO COST ACCOUNTING								
Mea	aning-def		e-objectives-function-merits and demerits of Cost	and	Mana	agem	ent				
	-	-	etween cost, management and financial accounting -			-					
	-		lassification. (Theory and Problems).								

		1
Unit:2	COST SHEETS & STORES CONTROL	
	of cost sheet-stores control- EOQ-maximum, minimum, reordering le	
materials iss	ues-FIFO, LIFO, AVERAGE COST, STANDARD PRICE-methods	s -labour cost-
remuneration	and incentives. (Problems and theory questions)	
Unit:3	FINANCIAL STATEMENT ANALYSIS	
Financial stat	tement Analysis - preparation of comparative and common size stater	nents -analysis
and interpreta	ation. Ratio analysis - classification of ratios-liquidity, profitability, se	olvency – inter
-	son. (Theory and Problems)	
Unit:4	FUND FLOW & CASH FLOW STATEMENT	
Fund flow an	alysis-cash flow analysis (problems only)	
Unit:5	MARGINAL COSTING AND STANDARD COSTING	
Standard cos	ting-variance analysis-material and labour variances Marginal Costin	ng-cost volume
profit analysi	s. (Theory and Problems), Budgetary Controls	
Unit:6	Contemporary Issues	
Expert lectur	es, Online seminars & Webinars	
Text Book(s)		
1 Arora. M	(2012) – Cost and Management Accounting, Vikas publishing house I	Pvt Ltd.,
	and Narang, 2016. Cost Accounting Principles and Practice. Kalya hi, 5 <sup>th</sup> Edition.	ani Publishers,
<b>Reference B</b>	ooks	
	nd Vashisth: Cost and Management Accounting, Sultan Chand and So	ns, New Delhi,
2008.		
	ine Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
	ps://www.mooc-list.com/course/managerial-accounting-cost-behaviors	s-systems-and
analysis-		10
2 E Books:	https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Exe	cutive.pdf

				011100						
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	М	М	S	S	S	М	М	S	S	S
CO3	М	S	М	S	S	М	S	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
<b>CO4</b>	S	S	S	М	S	S	S	S	М	S
CO5	S	S	М	S	S	S	S	М	S	S
. ~ ~										

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

Course Code	RESEARCH METHODS FOR MANAGEMENT		L	Т	Р	С
coue	ForBBA/BBA(CA)/BBA(IB)/BBA(RM)			_	-	
Core-XIII				-	-	
Pre-requis	ite QuantitativeTechniquesforManagement		Syllabus Version		Firs	
CourseObj	ectives:			·		
Themain ob	jectives of this courseareto:					
1. l	ntroducethebasic conceptsof researchand applythe					
f	undamentalsofsamplingandscalingtechniquesalongwith	methods of	of dat	a		
	collection.					
2. I	Learntheprocessofanalyzingthe collecteddata,					
i	nterpretation, report writing and application of computers in	n research				
8	unddocumentation.					

Exp	ectedCourseOutcomes:	
Ont	hesuccessfulcompletionofthecourse, studentwillbeable to:	
1	Understandfundamentalconceptsofresearch,typesandresearchprocess.	K2
2	Summarizethesamplingdesignandscalingtechniques.	K2
3	Constructamethod fordatacollection andable toedit,code, classifyand	К3
	tabulatethecollected data.	KJ
4	Analyzethe collecteddatatoproveordisprovethehypothesis.	K4
5	Interpretthedataandpreparea researchreport.	K5
K1-	Remember; K2 - Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6–Create	
U	nit:1 INTRODUCTIONTORESEARCHMETHODOLOGY	
	earch -Definition-Significance-Criteriaof GoodResearch-Types- Growing impo	
	ne research - ResearchProcess- Selecting the Research Problem - Techniques Ir	
	ining a Problem -ResearchDesign: Features of a Good Design - Important	Concepts
Rela	ating to Research Design -DifferentResearch Designs.	
U	nit:2 SAMPLINGANDSCALING	
San	pling Design–Steps-Types-SamplingErrorsandNon-SamplingErrors –Factors	
Infl	uencing the Size of the Sample - Scaling - Classification of Measurement	Scales -
	lingTechniques.	
U	nit:3 DATACOLLECTIONANDPREPARATION	
Col	ection of Primary Data: Observation Method –Interview Method- Questionnaire	Method
	heduleMethod-Online data collection methods-CollectionofSecondaryData -	
	e Study Method – Data Preparation: Editing - Coding- Classification - Tabulation	-
	phicalRepresentation.	
	nit:4 PROCESSINGANDANALYZINGOF DATA	
Hyp	othesis-BasicConceptsConcerningTestingofHypothesis-	
• •	cedureforHypothesisTesting-ZTest -TTest-Chi-SquareTest-ANOVA-Application	
	PSS (Simple	
	blemsOnly).	
U	nit:5 INTERPRETATIONANDREPORTWRITING	
Inte	rpretation:Techniques -Precautions-Report Writing-StepsinWritingReport- Layou	ıt
ofth	eResearchReport–Types ofReports -Mechanics ofWritingaResearchReport-	
Pree	cautionsforWritingResearchReports – Plagiarism – Research Ethics.	
Uni	t:6 CONTEMPORARYISSUES	
Expe	rtlectures,Onlineseminars& Webinars	
Tex	tBook(s)	
1	C.R.Kothari, GauravGarg. 2019. Research Methodology (Methods & Technique	es).
	NewAgeInternationalPublishers,NewDelhi.4thEdition.	,
2	S.P.Gupta.2017.Statistical Methods.Sultan Chand&Sons,New Delhi.44 <sup>th</sup> Edi	tion.
Ref	erenceBooks	
1	BoydandWestfall:MarketingResearch	
2	GownM.C.MarketingResearch	
3	GreenPaulandTall:MarketingResearch	
	ineContent	
~	https://onlinecourses.swayam2.ac.in/cec20_hs17/preview	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S

CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

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

Course	•	ADVERTISING AND SALES PROMOTION	L	Т	Р	С
Code Core: X	XIV	For BBA/BBA(CA)				
Pre-ree		Knowledge on management concepts		abus sion	Fi	rst
Course	Object	ves:				
	, v	ective of this course is to develop students' understanding	of th	e		
		strategy of a firm, particularly with advertising and sales p				
		e of advertising and sales promotion as a marketing tool.				
3 To Ex	xplore ho	w companies use advertising and marketing to sell product	s;			
4.Evalu	ate diffe	rent strategies for selling products				
		se Outcomes:				
		vertising mediums, both traditional, new and experimental			K	1
	-	the function of Advertising Agencies			K	1
		the principles of advertising layout and campaign			K	2
		se sales promotions to push sales and attract buyers.			K	
		vertising mediums, both traditional, new and experimental	K1		K	
		; K2 – Understand; K3 – Apply; K4 – Analyze, K5 – Evaluat		– Cre		
Unit: 1		ODUCTION TO ADVERTISING				
Journal	-Magazi	eaning-importance-objectives-media-forms of media-press nes-Outdoor advertising-Poster-Banners - Neon signs, Publ ers, House organs-Direct mail advertising-Cinema and T	icity ]	literat	ure	
Radioar	nd Telev	ision advertising-Exhibition-Trade fair-Transportation adve	ertisin	g.		
Unit: 2		ADVERTISING AGENCIES				
Adverti	sing age	ncies-Advertising budget-Advertising appeals - Advertising	g orga	nisati	on-	
socialef	ffects of	advertising-Advertising copy - Objectives-Essentials - Type	es-Ele	ement	s of	
	Vriting: l	Headlines, Body copy - Illustration-Catch phrases and sloga	ns-Id	entifie	catio	n
marks.						
Unit: 3		ADVERTISING LAYOUT				
Adverti	sing lay	out- Functions-Design of layout. Layout, Qualities of a go	od lay	out, I	Layo	ut
principl	les. Size	of advertising-repeat advertising campaign- Steps in campa	aign p	lannir	ng.	
Unit: 4		SALES FORCE MANAGEMENT				
		agement-Importance-sales force decision-sales force size-r				
		ng-methods-motivating salesman, Controlling - compensati	on &i	ncent	ives	
	1	tories-quota - Evaluation.				
Unit: 5		SALES PROMOTION				
		: Meaning-Methods-Promotional strategy-Marketing comm				
	ion-Pror		otion_			
persuasi		notional instruments: advertising -Techniques of sale prome			anti	ves
persuasi andDea	-	notion. After sales service-packing – Guarantee - Personal		g- Ob	jecu	
persuasi andDea	nanship-1	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman.		g- Ob	jectr	
persuas andDea -Salesm <b>Unit: 6</b>	nanship-1	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman. CONTEMPORARY ISSUES		g- Ob	jectr	
persuas andDea -Salesm <b>Unit: 6</b> Expert 1	hanship- lectures,	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman.		g- Ob		
persuas andDea -Salesm Unit: 6 Expert 1 Text Bo	hanship-J lectures, ook (s)	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman. CONTEMPORARY ISSUES Online seminars – Webinars	sellin			
persuas andDea -Salesm Unit: 6 Expert 1 Text Bo	hanship-J lectures, ook (s)	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman. CONTEMPORARY ISSUES	sellin			lia,
persuas andDea -Salesm Unit: 6 Expert 1 Text Bo	hanship-J lectures, ook (s)	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman. CONTEMPORARY ISSUES Online seminars – Webinars	sellin			lia,
persuas andDea -Salesm Unit: 6 Expert 1 Text Bo Referen	hanship- lectures, ook (s) Advertis	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman. CONTEMPORARY ISSUES Online seminars – Webinars	sellin			lia,
persuas andDea -Salesm Unit: 6 Expert 1 Text Bo Referen 1	hanship- lectures, ook (s) Advertis nce Boo Bolen J.	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman. CONTEMPORARY ISSUES Online seminars – Webinars ing And Sales Promotion by S H H Kami, Satish K Batra, 2 Ks	sellin			lia,
persuasi andDea -Salesm Unit: 6 Expert 1 Text Bo Referen 1 2.	hanship- lectures, ook (s) Advertis Bolen J. Advertis	notion. After sales service-packing – Guarantee - Personal Process of personal selling-Types of salesman. CONTEMPORARY ISSUES Online seminars – Webinars ing And Sales Promotion by S H H Kami, Satish K Batra, 2 Ks H – Advertising	sellin			lia,

https://onlinecourses.swayam.ac.in/cec20_ge02/preview	
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COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

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

Course code		BUSINESS CORRESPONDENCE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
Core – XV			G 11	-	-	
Pre-requisite	•	English	Sylla Vers	abus sion	Firs	st
<b>Course Obje</b>						
		his course are:				
		ompletion of this course, the students should h	nave un	nderst	ood	the
		Aethods, Types and Barriers.	thinkin	a chill	c	
		pose, produce, and present effective business docum		5 SKIII	5.	
		arn the appropriate ways to meet industry stand		apply	crit	ical
		ques to business documents.	ŗ	11.0		
-		ge to demonstrate the importance of coherent, Eth	nical C	ommu	inicat	tion
Princi	ples in Busi	ness and Industry.				
	0.4					
Expected Co						
		letion of the course, student will be able to:			TZ	)
		ective written communication techniques.			K	
		ommunications skills.			<b>K</b> 4	
_	-	vering effective presentations.			K	
	1	proper psychological approach in writing situations.			K4	
		e team effectiveness in the world of work.			K	5
K1 - Rememb	per; <b>K2</b> - Ur	nderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate	; <b>K6</b> –	Create	e	
	1					
Unit:1		UAL COMMUNICATION		9		
		ion: Resume Preparation – General and Job-Sp				
		ms with neat formatting; Scanning and placing of Ph – E-mail – Video Conferencing – Websites and the				
		= Social Media Communications (blogs & twitter—				
		platform specific best practices)	posting	5 1	, 10	
,						
Unit:2	TRADE I	LETTERS				
		f Inquiry - Placement of Orders - Delivery and it				
		djustments -Credit and Status Enquiry - Collectio	n letter	- Inte	er-of	fice
Corresponder	nce – Memo	randum – Office Orders – Circulars				

<b>T</b> T •4	•									
Unit:		REPORT			.1	. 1			<b>1</b>	
		Meaning								
		dy, conclu							Report with	riting for
		ses - Types	-				-			
		ng: Busines								
		'oday, Pro								
Devel	lopments	in Techno	ology an	d Busine	ess pract	tice. Rev	view bas	ic gramr	nar, pun	ctuation,
capita	alization, n	umber usa	ge.							
Unit:	:4	CORRES	PONDEN	NCE OF	A COM	PANY SI	ECRETA	RY		
Corre	espondence	e of a Co	mpany S	ecretary:	Secretar	y Notice	, Agend	a and M	inutes—	types-
conte	nts-guide	elines—Mi	nutes of	statutory	meeting	Board	meeting-	—Annual	General	Meeting
		minutes-								
		ers.Interna								
		lemos – le								
	gement.			1			1	0 1		1 2
Unit:		GENERA	L CORR	ESPON	DENCE					
		ondence:				rmation (	RTI) Act	– Gener	al compl	aints and
		olic utilitie		-					-	
-	ical letter v					ie noperpe		- 8	uspects 1	
-		mporary	Issues							
		online sen		vehinars						
-		s must prov			vith theor	etical cor	etructe u	vhorovor 1	nacassaru	in order
to oro	oto overo	ness. How	over stuc	lonts show	uld not h	a tastad c	istitucis w	ory The	v should	instand
		ving situati	ons in or	del to wi	ne me ap	opropriate	e letter by	comprei	lending t	ne given
situati										
1	Book(s)	-1 1 T C	IZ1 - 1	11: E		f D	C		Carlter a	71
		al and J. S		III. Ess	sentials o	f Busines	s Comm	unication	, Sultan (	nand &
		Delhi, 200			11	<b>N T</b> 11	•		0	• ,•
		sh, C. C			dhumati	M. Kull	karni -	Business	Commu	nication,
		Co, New I					9	<b>D</b> 111 1 1		
		riquez, - I	Effective	Business	Commu	inication,	Concept	Publishi	ng comp	any Pvt.
	_td.,									
Refer	rence Boo	ks								
1 A	Ashlev. A -	- A Handb	ook of Co	ommercia	l Correst	ondence.	Oxford	Universit	v Press (2	2003).
		H. Robin								
		e in Busine	,	•					0011111	
		nachandra					ick& M	Krishna	kumar	Rusiness
		ation. Mac			III, <b>IX</b> . I	x. ixartin	icka IVI.	<b>IXI15IIII</b>	iKumar,	Dusiness
	ne Conten		11111an, 20	007.						
			am) as is	/imab 10	m ~ 1 / /m #					
_		urses.sway			mg14/pre	eview				
Cours	se Designe	d By: Dr. `	v. Savith	a						
		-	<b>A</b>							
		Programn								
COs		PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	S	S	M	S	S	M
CO3		M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	Μ	S	S	Μ	S
<b>CO4</b>	S	S	S	S	Μ	S	S	Μ	S	S
CO5	М	S	М	S	S	S	S	S	S	S
		Aedium I -	Low		<u>.</u> .	1		1		1

CO5MSMSS\*S-Strong; M-Medium; L-Low

### **SEMESTER –VI**

Core XVI – Entrepreneurship and Small Business Management

Core XVII - Investment Management

Core XVIII – Services Marketing

Elective –II :

Elective –III :

Skill Based Subject –4 : Soft Skills for Business ^

Skill Based Subject-5:Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing/ Operational Logistics)

http://kb.naanmudhalvan.in/Bharathiar\_University\_(BU)

Extension Activities @

Cou ode	Irsec	ENTREPRENEURSHIPANDSMALL BUSINESS MANAGEMENT ForBBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	С	
Cor	e- XVI			-	-		
Pre	-requisite	Nil	-	abus sion	HIPCT		
Cou	rseObjectives:						
The	mainobjectives of	thiscourseareto:					
	Entrepreneuriall entrepreneuriald Tomakethestude	students to acquire the knowledge of Entrepreneurship, Development Programmes, Project management, Institution evelopment. ntsawareoftheimportanceofentrepreneurshipopportunitiesa emwith the challengesfacedbythe entrepreneur			ociet	y	
Exp	ectedCourseO						
Ont	hesuccessful con	npletionofthecourse, student willbe ableto:					
1		Entrepreneur and what his or her characteristic features are, what successful and what qualities are required to be come an Entrep			K	l	
2		sintheareasofentrepreneurial growthandequipwithdifferent evelopmentprogrammes.			K2	2	
3		nent isapowerful disciplineinthecoreareasofprojectlifecycle rolesandresponsibilitiesofaprojectmanager.	and		K	3	
4		benefitsofdeliveringtheprojectidentificationandselectingthe twiththevariousguidelinesissuedbytheauthorities.	;		K5	5	
5	Classifythevario thatsupportinge	ussourcesofbusinessfinanceandidentify thedifferentinstitut htrepreneurs.	ions		K4	1	
K1-	Remember;K2-	Understand; <b>K3</b> -Apply; <b>K4</b> -Analyze; <b>K5</b> -Evaluate; <b>K6</b> –	Create				
1	Unit:1	CONCEPTOFENTREPRENEURSHIP					

Ν	leaning of Er	trepreneurship - characteristics, functions and types of entr	epreneurship –
G	reen Entrepr	eneurs – Digital Entrepreneurs – Entrepreneurial Motivation	_
N	leedforAchie	vement Theory–Risk-taking Behaviour–InnovationandEntre	preneur-
R	oleofentrepre	neurship ineconomicdevelopment.	_
	Unit:2	POLICY&INSTITUTIONALECOSYSTEMFOR	
		ENTREPRENEURSHIP	
F	actors affecti	ngentrepreneurgrowth -Economic-Non-economic.Entreprer	eurship
D	evelopment l	Programmes- Need - Objectives -Course contents – Phases -	
E	valuation I	nstitutionalsupport to entrepreneurs.	
	Unit:3	BUSINESSPLAN	
Ir	ntroductionto	SmallBusiness:Evolution &Development–Meaning– Conce	pts –Categories
_	Characteristic	sofsmallbusiness–	
R	ole,importan	ceandresponsibilities of smallbusiness. Business Ideas – Source	ces and
ir	cubating; Te	chnical Assistance for small business –	
P	reparationofF	easibilityReports,LegalFormalities andDocumentation	
	Unit:4	PROJECTIMPLEMENTATION	
Bu	siness Plan –	Outline – Components – Marketing strategy for small busin	ness –
		MarketDemands–Salesforecast – CompetitiveAnalysis–The	
	•	tancethroughgovernmentalchannels–RiskAnalysis–Breakev	•••
	Unit:5	ENTREPRENEURIALFINANCE	
Sta	art-up costs –	The financial Plan – Source of finance for new ventures – s	mall business –
	-	ncesupportingSSIs –Bountiesto SSIs –VentureCapital –basi	
		d for Angel investors.	
	Unit:6	ContemporaryIssues	
Ex	pertlectures	Onlineseminars –Webinars	
	xtBook(s)		
1	KhanM A-E	ntrepreneurshipDevelopment ProgrammesinIndia,Delhi,Kanishka	Publishing
1	House.		u uononing
2		dSrinivasanN.P,1992,EntrepreneurshipDevelopment,NewDelhi,S	SultanChand
	andSons.		
Re	ferenceBook	S	
1	MishraD.N.,	1990, Entrepreneurship, Entrepreneur Development and Planning in	India,
		hughPublishers.	
2		Liedholm, C. The dynamics of microand small enterprises indevelop	ing
	countries.(19	98).	
Re	latedOnline	Contents[MOOC,SWAYAM,NPTEL,Websitesetc.]	
1	http://164.1	00.133.129:81/econtent/Uploads/Entrepreneurship_Develop	oment.pdf
2	https://www	mooc-list.com/course/essentials-entrepreneurship-thinking-actio	n-coursera



COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

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

Cou	rse code			MANAGEMENT R BBA	]	Ĺ	Т	Р	С
Core	e - XVII						-	-	
Pre-	requisite		Financial I	Management		Sylla Versi		Firs	st
Cou	rse Object	ives:			·				
The	main objec	tives of this c	ourse are to:						
			acquire knowledge		gemen	nt			
			e on investment instr	uments					
			ze stock movements						
		rse Outcomes							
On the second se	he successi	ful completion	of the course, studen	t will be able to:					
1	Understa	nd the fundam	ental concepts of inve	estment.				K1	
2	2 Design an investment model in order to analyze its sustainability.							K3	
3		-	t tools and technique	es to take appropr	iate ir	nvest	ment	K3	;
	decisions							17.4	
4	-	skills in tradir	-					K4	
5		g investment						K5	
K1 -	Remembe	1	stand; <b>K3</b> - Apply; <b>K</b> 4			e; <b>K</b>	<b>6</b> – C	reate	
U	Unit:1	FUNDAM	ENTAL CONCEPT	S OF INVESTME	NT				
Conc	cept of in	vestment - i	nportance. Features	of Investment, Sp	pecula	tion	- Fo	orms	of
inves	stment -Ba	ank deposits,	Post office scheme	es, Government Se	ecuriti	les, l	Mutu	al fu	ınd
scher	mes, Provi	dent funds, Co	mpany deposits - Rea	al estate, Gold & sil	ver.				
U	U <b>nit:2</b>	INS	TRUMENTS OF IN	VESTMENT					
Inves	stment Inst	ruments-Capi	al market instrument	s, Money market in	strum	ents,	Deri	vativ	es-
Futu	res & Opti	ons. Shares -	ypes &features. Deb	entures - nature & 1	types.	Prim	ary n	narke	et -
Role	of NIM, n	nethods of flo	ting new issues.						
τ	U <b>nit:3</b>		SECONDARY MA	RKET					
Seco	ndary mar	ket-functions	Bombay Stock Exc	hange, National St	ock E	xcha	nge -	-trad	ing
pract	tices, secur	ity market inc	icators. Return - Risk	- kinds. Role of SH	EBI.				

	Unit:4	INVESTMENT ANALYSIS							
Sec	urity analys	is- Fundamental analysis: economic, industry and compan	y analysis.						
Tec	TechnicalAnalysis, Dow Theory, types of Charts, important chart patterns.								
	Unit:5								
Effi	cient Marke	et theory. Random Walk Theory, weak form, semi strong f	form & strong						
form	n. Portfolio	Analysis: Markowitz theory –Portfolio management.							
	Unit:6	Contemporary Issues							
Exp	ert lectures,	online seminars – webinars							
Tex	t Book(s)								
1	Punidhava	dhi Pandiyan - Security Analysis & Portfolio Managemen	t						
2	Bhalla G.S	Investment Management							
Ref	erence Boo	ks							
1	Francis Ch	erunilam- Investment Management							
2	Dr. Avadhani-Investment Management								
3	Preethi Singh- Investment Management								
Rel	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://onli	https://onlinecourses.swayam2.ac.in/imb19_mg09/preview							

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	М	S	S	S	S	М	S	S	S
CO3	S	S	S	S	М	S	S	S	S	М
CO3	S	S	S	М	S	S	S	S	М	S
CO4	S	S	М	S	S	S	S	М	S	S
CO5	М	S	S	S	S	М	S	S	S	S

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

Cou	rse code SERVICES MARKETING FOR BBA/BBA (CA) L T							
Core	e XVIII				-	-		
Pre-	requisite	MARKETING MANAGEMENT	•	llabu ersio		Fi	rst	
Cou	rse Objectives:							
The	main objectives of th	is course are to:						
1. I	t focuses on targeting	g and position of services.						
2. I	t helps the students t	o know the consumer behaviour in service						
Exp	ected Course Outco	mes:						
On t	he successful comple	etion of the course, student will be able to:						
1	Examine the nature of services, and distinguish between products and services K1							
2	Identify the major elements needed to improve the marketing of services K3							
3	Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a serviceK3							

4	Appraise the nature and development of a services marketing strategy	K4
4		174
5	Recognise how services marketing principles can be used as a conceptual	K5
	framework to help managers identify and solve marketing problems	
	- Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Crea	ate
	it:1 Introduction to Services	
	roduction — What are services? — The Services Sector in the Indian Economy —	
	mponents of services economy — Distinctive characteristics of services — Important	
	vices — Classification of services — Players in services sector — Evolution and g	rowth
of s	ervice sector — Differences between goods and services	
	it:2 Service Marketing	
	vice marketing system — Importance of services in marketing — Exp	
	keting mix Services marketing mix — Service product planning — Service p	
	tegy- Services distributions - Employees' and Customers' Roles in Service De	
	Services promotions — Physical evidence — Role of technology in services marketing	ng.
	it:3 SERVICE QUALITY	
	vice quality — Understanding customer expectations and perceptions— Measurement	
	vice quality — Gap model of service quality — SERVQUAL — Service Quality fur	
	elopment — Service Quality Management — Quality Function Deployment for Serv	vices
	it:4 CLASSIFICATION OF SERVICES	
	vices from sectoral perspective — Hospitality – Travel & Tourism – Finance	cial –
	gistics – Educational – Entertainment – Healthcare & Medical — Telecom Services	
	it:5 FINANCIAL SERVICES	
	rketing the Financial Services — Devising of Strategies in financial Se	
	keting mix. Education as service — Marketing of educational services — Strategi	es for
	cational marketing.	
	it:6 Contemporary Issues	
	se Study, Expert Lectures, Online Seminars - Webinars	
Tex	xtbook(s)	
1	Services Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH	
2	Services Marketing – Rampal Gupta - Galgotia Publications.	
Ref	erence Books	
1	Services Marketing - Christopher Lovelock – Pearson Publications	
2	Adrian Payne- The Essence of Service Marketing, Prentice- Hall of India,	
3	Hellen Woodruffe - Service Marketing, Macmillan India Ltd. Delhi, 1997	
Rel	ated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Service marketing (Web) – NPTEL	

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	М	М	М	S	S	М	Μ	М
CO2	S	S	М	М	М	S	S	М	М	М
CO3	S	S	М	М	М	S	S	М	М	М
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	М	М	S	S	S	М	М	S

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

#### Bachelor of Business Administration (BBA) <u>ALL</u> streams <u>Skill Based Subjects</u> 5 and 6 Curriculum Framework

#### Need for the course

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

Course code	code For BBA/BBA(CA)/BBA(IB)/BBA(RM)					
		Skill Based Subject - 3		-		
Pre-requisite		Communication Skills	Syllabus Version			st
Course Obj	ectives:					
The main ob	jectives o	f this course are to:				
1. Enable the students to present him as an employable candidate						
2. Underst	tand indus	try requirement.				

3.	Improv	e the business etiquette and attire.							
		p aptitude and logical abilities							
	-	right attitude							
		ourse Outcomes:							
	I.	essful completion of the course, student will be able to:	_						
1		ber the industry expectations	K1						
2	Understand the importance of etiquette in organizational culture K2								
3	Able to develop a confidence level and facing interviews K3								
4	Demons	strate a good command in responding to any queries	K4						
5	Achieve	the desired result thro proper evaluation of competencies and be	K5,						
	creative		K6						
K1	- Remen	ber; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> - C	Create						
Uni		Organisational Culture							
		tural traits, personality and behviour, socialization - Exercises							
Uni		Business etiquette and netiquette							
		siness attire, requirements, confidence building, pleasing mannerisms, g	greetings						
		ns, netiquette – Exercises							
Uni		Building aptitude skills Quantitative aptitude	• 1						
		aptitude, percentage, ratio and proportion, partnership, profit and loss							
	kercises	nd interest, average, time and distance, permutation and combination, pro	boabinty						
Uni		Verbal ability							
		provement, reading comprehension, sentence rearrangement, cloze test,	analogy.						
		rammar, noun and pronoun - Exercises	057						
Uni	it:5	Logical ability							
		decoding, data sequence, calendars, blood relations, statements and arg	guments,						
-	-	phabet test – Exercises							
Uni		CONTEMPORARY ISSUES							
		business culture, cultural variations and cultural adaptability, multi-culture	ıral						
	rironment								
1 ex	t Book(s	,							
$\frac{1}{2}$		andran K.K., and K.K. Karthik, Pearson Education, 2016 har Joshi, Campus to Corporate – Your road map to employability, Sage							
4	0	ions, 2015							
Ref	ference B								
			0.0						
1	Barun K 2012	. Mitra, Personality Development and Soft Skills, Oxford Higher Educati	on,						
Rel	ated On	ine Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	https://se	ervices.india.gov.in/service/detail/career-informationassessment-tests							

mappin		1091411		comes						
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	S	S	S	Μ	S	S	S	S	М
CO3	S	S	Μ	S	S	S	S	Μ	S	S
CO3	S	Μ	S	Μ	S	S	М	S	М	S
CO4	S	S	S	Μ	S	S	S	S	М	S
CO5	S	S	S	S	S	S	S	S	S	S

## \*S-Strong; M-Medium; L-Low Course Content: Skill Based Subject

Course code		SOFT SKILLS FOR BUSINESS For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
		Skill Based Subject-4		-		
Pre-requisite	e		Sylla Vers		Firs	st
Course Obje						
		f this course are to:				
		ts to understand the importance of soft-skills.				
-		soft skills to be an employable person. ompetitive edge and increasing the chances of	recrui	itmor	nt ar	hd
selection	-	ompetitive edge and mereasing the chances of	icciu		n ai	Iu
Expected Co		comes:				
		pletion of the course, student will be able to:				
1 Rememb	ber the va	rious organizational entry level skill requirements			K	<b>K1</b>
2 Understa	and the ne	eed for different skill requirement at different occas	ions		K	<b>K</b> 2
3 Able to a	appropria	tely respond to the situation during recruitment and	selecti	on	K	<b>Χ3</b>
		od command in work environment			K	ζ4
5 Achieve	the desir	ed result of a good employability				(5,
						<b>K</b> 6
K1 - Remem	ber; <b>K2</b> -	Understand; K3 - Apply; K4 - Analyze; K5 - Evalu	late; <b>K</b>	6 – C	reate	е
Unit:1		nal Intelligence				
	-	e, emotional quotient, ability to understand, use man	-	vn en	notio	ns,
		e stress, empathy and resolving conflict – Exercises	\$			
Unit:2		pirit and Growth		<u>c</u>		
achievement		indset, high performing teams, trust and mind align	iment,	TOCUS	s, tar	get
Unit:3		ss to Feedback				
		negative feedback, improving self-awareness, of	criticisr	n-typ	es a	and
overcoming t				21		
Unit:4	Adapta					
	-	g and nature, change in thought process, willing	gness t	o tal	ke ri	.sk,
		vards open mindedness, continuous learning				
Unit:5	Work F					•
responsibility		liability, dedication, discipline, productivity, coo	peratio	n, 11	itegr	ity,
Unit:6	, protessi	CONTEMPORARY ISSUES				
	ith execu	tives, success stories of professional and business p	eople.			
Text Book(s)			<u></u> <u>-</u>			
		, Shalini Upadyay, Soft skills: Key to success in we	orkplac	e, Ce	ngag	ge
		Edition 2017				
<b>Reference B</b>	ooks					
1 Barun K.	Mitra, P	ersonality Development & Soft Skills, Oxford High	er Edu	catio	n, 20	12
		ents [MOOC, SWAYAM, NPTEL, Websites etc.]				
1 <u>https://lea</u>	arnenglis	h.britishcouncil.org/skills				

	0									
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	S	М	S	S	S	S	М	S	S
CO3	S	М	S	М	S	S	М	S	М	S
CO4	S	S	S	М	S	S	S	S	М	S
CO5	S	S	S	S	S	S	S	S	S	S

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

#### SKILL BASED SUBJECTS EVALUATION METHOD

#### **Evaluation Method**

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

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

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

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

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

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

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

	Metrics to be evaluated and the weightage for each component
pus to Corp	Etiquettes': Exhibition of various aspects (dressing, on the viva-voce exam table, etc.)

	Use of ICT in daily life - frequency and extent of usage
	(Validate the same)
	Dress codes and attire aspects
	Quantitative Aptitude developed (Time bound test –
	question paper in consultation with the internal)
	SDRN's originality and maintenance
	Presentation, Negotiation and Team-working skills
	Job-specific Resume preparation, mock interview /
Soft Skills for Business	group discussion Presentation of the on the chosen general study
Ski	(vox-pop) with evidences
ft S Bu	Career-related: SWOT analysis and its presentation,
or So	[job-offering] Industry-related awareness, so on
4	SDRN's originality and maintenance

#### A note

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

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

#### SUGGESTED BOOKS FOR REFERENCE

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

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

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

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

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

Good English in Business A P H Publishers.

Getting from College to Career: Your Essential Guide to Succeeding in the Real World by Lindsey Pollack **Soft Skills Enhancing Employability: Connecting Campus With Corporate** by M.S. Rao. I.K. International

#### Effective Communication and Soft Skills by Bhavnagar

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

Sparkplug to Creative Communication (eBook) by Littleton, John

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

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

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

Enhancing Employability @ Soft Skills by Varma

Personality Development and Soft Skills by Barun K Mitra

#### **INSTITUTIONAL TRAINING \***

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

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

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

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

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the

company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

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

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

#### **Evaluation Method:**

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

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

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

#### LIST OF ELECTIVES

#### **ELECTIVE-I**

Α	Intellectual Property Rights.
B	Modern Office Management
С	Company Law and Secretarial Practice
D	Customer Relationship Management
Е	Application of IT in Business

Cou code		INTELLECTUAL PROPERTY RIGHTS FOR BBA, BBA CA ,BBA RM AND BBA IB		Т	Р	С
Elec	ctive- I (A)			-	-	
Pre-requisite		Business Law	•	llabus rsion Firs		st
Cou	rse Objectives:					
The	main objectives of	f this course are to:				
		tual Property Rights to students who are going to p	lay a	major	role	e in
	-	agement of innovative projects in industries.				
Тос	disseminate knowl	edge on patents, patent regime in India and abroad	d and	regis	tratio	on
aspe						
		edge on copyrights and its related rights and registrat		-		
		ledge on Design, Geographical Indication (GI), H	Plant	Varie	ty ai	nd
	0	ion and their registration aspects				
		t trends in IPR and Govt. steps in fostering IPR				
	ected Course Out					
On t	he successful com	pletion of the course, student will be able to:				
1	The students once	e they complete their academic projects, shall get an	adeq	uate	K2	,
	knowledge on pat	tent and copyright for their innovative research work	S		112	-
2	-	arch career, information in patent documents provide				
	U	ty of their idea from state-of-the art search. Thi	s pro	vide	K2	2
	•	eveloping their idea or innovations				
3	•	the students to catch up Intellectual Property(IP) as Counsel, Government Jobs – Patent Examiner, Priv			K	3

	Patent a	gent and Trademark agent, and Entrepreneur		
		knowledge on trademarks and registration aspects		K4
5	1	simple and basic comprehension of the Indian scenario with	regard to	K5
		per; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluat	e: <b>K6</b> – Cr	eate
Unit:		OVERVIEW OF INTELLECTUAL PROPERTY		
Intro	duction	and the need for intellectual property right - IPR in Indi	a – Genes	sis and
Deve	lopment	IPR in abroad Some important examples of IPR - Different	Classifica	tions –
Impo	rtant Pri	nciples Of IP Management - Commercialization of Intellectua	al Property	Rights
by Li	censing	– Intellectual Property Rights in the Cyber World.		
Unit:	:2	PATENTS		
		– Classification –Importance – Types Of Patent Application vention – Inventions Not Patentable.	ons In Ind	ia –
Unit:		TRADE MARKS		
		– Fundamentals – Concept – Purpose – Functions – Characteri	stics – Gui	delines
		ion of Trade Mark – Kinds of TM – Protection – Non Regist		
	-	signs – Need for Protection of Industrial Designs – Proced		
	gn Proteo			tuning
Unit:		COPY RIGHT		
		to Copyright – Conceptual Basis – Copy Right And Related	Rights -	Author
		of Copyright - Rights Conferred By Copy Right- Registrat	-	
	_	- Copyright pertaining to Software/Internet and other Digital n		15101
Unit:	-	Geographical Indications and Plant Varieties &		
emt.		Farmers Right		
GEO	GRAPH	ICAL INDICATIONS: Concept of Appellations of Origin, Inc	dication of	Source
		hical Indication – What is a geographical indication? How		
		otected? Why protect geographical indications? Classical exar		-
	-	PLANT VARIETIES: Protection of Plant Varieties and	-	
-		d Registry – Why protect new varieties of plants? How ca		-
	•	hat protection does the breeder get? How long do the breeder	-	
-		lant variety protection?	U	
Unit:	-	Contemporary Issues		
Expe	rt lecture	es, online seminars – webinars		
	Book(s)			
1 I	NTELL	ECTUAL PROPERTY RIGHTS Text and Cases: Dr. R lasubramanian	. Radhakr	ishnan,
	rence Bo			
		al Property Patents, Trade Marks, & Copy Rights - Richardstin	n	
		ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
		tel.ac.in/courses/110/105/110105139/		
I I	mps.//II	101.a0.111/0001505/110/105/110105157/		

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	PO10
CO1	S	М	М	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	Μ	М	S	S

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

Co	urse		MODERN OFFIC	CE MANAG	EMENT	L	Т	Р	С	
	code		FOI	R BBA		-		-		
Ele	ctive-I(l	<b>B</b> )					-	-		
Pre-requisite			Basic Compu	iter Knowle	dge	Syll: Ver:	abus sion	Fir	rst	
Co	urse Obje	ectives:								
То	enable th	e students,	earn about the Office r	nanagement	and its funct	ions ar	nd ma	ke th	iem	
to a	apply in th	ne practical	manner in the company	y. To underst	and how to	organiz	ze the	ir of	fice	
and	l maintair	n it. To t	ain students in the th	neoretical an	d practice s	skills (	of usi	ing a	and	
ma	intaining	office eq	ipment's. To make	the students	aware of	the ir	nporta	ance	of	
org	anization,	managem	nt, procedure– and prac	ctice in an of	fice					
Ex	pected Co	ourse Outo	mes:							
On	the succe	ssful comp	etion of the course, stud	lent will be a	ble to:					
1	Outline	the different	t categories of chart	against tabu	lated data in	an el	ectror	nic	K1	
	spreadsł	neet packag							N1	
2	Become	efficient C	omputer Operators and	Front Office	Representativ	ves			K2	
3	Apply the	he need of	he industrial houses an	nd organizati	ons in term	of con	nmerc	ial		
	correspo	ondence, bo	k keeping, preparation	of reports an	nd records by	opera	ting a	nd	K3	
	handling	g both type	riter and computer.							
4	Practice	modern of	ce procedures in busin	ess administr	ation and sol	ve pro	blems	to	K4	
	make the	e service of	products more competi	tive.					111	
5	Design a	a desk top j	iblishing page which co	ontains text, o	chart and gray	phics			K6	
K1	- Remem	ber; <b>K2</b> - U	nderstand; K3 - Apply;	K4 - Analyz	e; <b>K5</b> - Evalu	iate; K	<b>X6</b> – C	reate	2	
-	it:1		MANAGEMENT AN							
	_		– Importance – Functio				-			
		-	rtments – scientific off	-		-	-	-	-	
		-	- types / systems of	organization	n – charts –	- centr	alizat	ion	Vs.	
	entralizat									
	it:2		ENVIRONMENT & (							
			teristics / Qualities of		-			•		
		-	- security – secrecy – c	ommunicatio	on – meaning	g - esse	ential	featu	ires	
		1	to communication.			_ 1				
Un	it:3	OFFICE	CORRESPONDE	NCE &	RECOR	D				
~		MANAG					<u> </u>	-		
Cer	ntralized	Vs Depart	ental correspondence	– depart me	ental typing	and ty	ping	pool	s –	

classification of records – principles of record keeping – filling – methods.

Unit:4 OFFICE SYSTEMS & PROCEDURES

Systems – procedure – Advantages – Characteristics of sound office system& procedures– work simplification – principles – kinds of reports.

#### Unit:5 OFFICE PERSONNEL RELATIONS

Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

#### Unit:6 CONTEMPORARY ISSUES

Expert lectures, online seminars – webinars

#### Text Book(s)

- 1 S.P.Arrora -Office organization and management- Vikas publishing housenov,2009
- 2 Chopra-Office management-Vikas publishing house 2nd revised edition,2015

#### **Reference Books**

1 M.E. Thukaram Rao –Office Management and Organization-Atlantic Publishers.

2 RanjanNangia -Office management- - Neha Publishers.

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

1 https://onlinecourses.swayam2.ac.in/cec19\_mg35/preview

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

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

Pre-requisite	<b>Business Law</b>	Syll Ver	abus sion	Fire	st
Elective- I (C)			-	-	
	FOR BBA				
Course code	COMPANY LAW AND SECRETARIAL PRACTICE	L	Т	Р	С

#### The main objectives of this course are:

To enlighten students' knowledge on Companies Act.

To develop an understanding of the regulation of registered companies.

To provide thorough understanding of the various provisions of the Indian Company Law

To provide conceptual understanding of the memorandum of association and article of association, prospectus and contents of prospectus.

To provide the knowledge of the role of Directors and Secretary, Meetings and Proceedings and Winding up Procedures of the Company.

Expected Course Outcomes:	
On the successful completion of the course, student will be able to:	
1 To know the concept of Company, Memorandum of Association and Article of Kassociation, Shares and Debentures.	2
2 To know the qualification of Directors, Powers and Duties. K.	3
3 To know the Position of a Secretary of the Company. K.	3
4 Understand the Kinds of Meeting and Drafting Correspondence K	6
5 Understand the Meeting and Winding Up Procedures. K	
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create	-
Unit:1 FORMATION OF COMPANIES	-
Formation of Companies: Promotion – Meaning – Promoters – their functions – Duties Promoters – Incorporation – Certificate of Incorporation – Memorandum of Association Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association Forms – Contents – Alteration of Article – Relationship between Articles and Memorand – Doctrine of Indoor Management – Exceptions to Doctrine of Indoor Managemen Prospectus – Definitions – Contents – Deemed Prospectus – Misstatement in Prospectu Kinds of Shares and Debentures.	on – on – dum nt –
Unit:2 APPOINTMENT OF DIRECTORS	
Removal of Directors – Director's remuneration – Powers of Directors – Duties of Directors         – Liabilities of Directors.         Unit:3       ROLE OF COMPANY SECRETARY         Company Secretary – Who is a Secretary – Types – Positions – Qualities – Qualification         Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Compa         Secretary – Role of a Company Secretary – (1) As a Statutory Officer, (2) As a Company	ns – Dany
Coordinator, (3) As an Administrative Officer.	
Unit:4 MEETINGS AND PROCEEDINGS	
Kinds of Company Meetings – Board of Directors Meeting – Statutory meeting – Ann General Meeting – Extra Ordinary General Meeting - Duties of a Company Secretary to the Company Meetings – Drafting of Correspondence – Relating to the Meetings – Notice Agenda – Chairman's Speech – Writing of Minutes.Unit:5WINDING UP PROCEDURES	o all
Winding up – Modes of Winding up – Compulsory Winding up by the Court – Volunt Winding up – Types of Voluntary Winding Up – Members Voluntary Winding up – Credit voluntary Winding up – Winding up subject to supervision of the court – Consequences Winding up(General).	itors
Unit:6 Contemporary Issues	
Expert lectures, online seminars – webinars	
Text Book(s)	
1       Kapoor N.D., Elements of Company Law, Sultan Chand Publications, 2014.         2       Glash D.K. & D.h. Isono M. Glash D. S.	
2 Ghosh P.K &Balachandran .V, Company Law and Practice, Sultan Chand and Sc	ons,
2014.	
Reference Books	

- 1 M. C. Shukla and S. S. Gulshan, Principles of Company Law, S.Chand& Co.,
- 2 SangeethKedia, Advanced Company Law and Practice, Pooja Law Publishing co, 2017.
- 3 M. C. Kuchhal, Secretarial Practice, Vikas Publications.

### **Online Content**

https://onlinecourses.swayam2.ac.in/cec20\_hs23/preview

# Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	М	М	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
<b>CO3</b>	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Course code	CUSTOMER RELATIONSHIP MANAGEMENT	L	Т	Р	С
course coue	FOR BBA, BBA(IB), AND BBA (RM)		-	-	
Elective- I (D)			-	-	
Pre-requisite	Marketing Management	Syllabus Revision			rst
Course Objectives Management	: To enable the students to learn the basics of Cust	omer	Relati	ons	hip
Objectives: On suc	cessful completion of the course the students should have	ve:			
	tionship Marketing				
2. Learnt Sales For					
3. Learnt Database					
Expected Course					
1	completion of the course, student will be able to:				
1 Understand th	e Basics of Relationship Marketing		K2		
2 Understand Cl	RM		K2		
3 Understand Sa	les Force Automation		K2		
4 Understand V	lue chain		K2		
5 Understand M	arketing Database		K2		
K1 - Remember; K	2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evalua	nte; K	6 – Cr	eate	-
Unit:1 Bas	cs of Relationship Marketing				
	onship marketing – Basis of building relationship – Ty	pes of	f relati	ons	hip
marketing – custon	2				
	oduction to CRM				
	and evolution of the concept – CRM and Relationship	marke	eting -	- CF	łM
	ce of customer divisibility in CRM				
	s Force Automation		<u>م</u>		
	mation – contact management – concept – Ent beliefs – CRM in India	erprise		rket	ing

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

#### Unit:5 Marketing Database

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

#### **Contemporary Issues**

Expert lectures, online seminars – webinars

#### **Reference Books**

- 1 S. Shajahan Relationship Marketing McGraw Hill, 1997
- 2. Paul Green Berg CRM Tata McGraw Hill, 2002 Philip Kotler marketing management

**Online content** 

https://onlinecourses.swayam2.ac.in/imb19\_mg10/preview

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	М	Μ	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	Μ	S	S	S	М	Μ	S	S

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

Pre-requisite	Nil	·	abus sion	Fir	st
Elective- I (E)					
code	FOR BBA ,BBA(IB), AND BBA (RM)	L	L	•	
Course	APPLICATION OF IT IN BUSINESS	т	т	р	C

#### **Course Objectives:**

At the end of completing this course, students will have knowledge on Industry 4.0, need for digital transformation and the following Industry 4.0 tools:

- 1. Artificial Intelligence
- 2. Big Data and DataAnalytics
- 3. Internet of Things

#### **Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the drivers and enablers of Industry 4.0	K2
2	Appreciate the smartness in Smart Factories, Smart cities, smart products and smart services	K2
3	Able to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world	K3
4	Appreciate the power of Cloud Computing in a networked economy	K4
5	Understand the opportunities, challenges brought about by Industry 4.0 and how	K5

U	ations and individuals should prepare to reap the benefits	
K1 - Remen	aber; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evalu	uate; <b>K6</b> – Create
Unit:1	Industry 4.0	
	son for Adopting Industry 4.0 - Definition – Goals and De	0 1
	s of Industry 4.0 – Big Data – Artificial Intelligence (AI) – I	ndustrial Internet
	Cyber Security – Cloud – Augmented Reality	
Unit:2	Artificial Intelligence	
	telligence: Artificial Intelligence (AI) – What & Why? -	
	of AI - The AI - environment - Societal Influences of A	
of AI	d Tools - Associated Technologies of AI - Future Prospects o	I AI - Chanenges
Unit:3	Big Data and IoT	
	Evolution - Data Evolution - Data: Terminologies - Big	Data Definitions
-	Big Data in Industry 4.0 - Big Data Merits and Adva	
	: Big Data Characteristics - Big Data Processing Frame	• •
-	- Big Data Tools - Big Data Domain Stack: Big Data in Data	-
	Data in Machine Learning - Big Data in Databases - Big I	-
	al Causes - Big Data for Industry -Big Data Roles and Skill	
		-
	atforms; Internet of Things (IoT) : Introduction to IoT - A	
	s for IoT - Developing IoT Applications - Applications of IoT	- Security infor
Unit:4	Applications and Tools of Industry 4.0	an and Defense
	of IoT – Manufacturing – Healthcare – Education – Aerospa – Transportations and Logistics – Impact of Industry 4.0 or	
0	, Government, People. Tools for Artificial Intelligence, Bi	• •
	irtual Reality, Augmented Reality, IoT, Robotics	5 Duite and Duite
Unit:5	Jobs 2030	
	<b>Jobs 2030</b> – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills requ	uired for Future -
Industry 4.0	Jobs 2030- Education 4.0 - Curriculum 4.0 - Faculty 4.0 - Skills requiredJucation - Artificial Intelligence Jobs in 2030 - Jobs 2030	
Industry 4.0 Tools for E	– Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills requireducation – Artificial Intelligence Jobs in 2030 – Jobs 2030 acation with Industry 4.0	
Industry 4.0 Tools for E	– Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required lucation – Artificial Intelligence Jobs in 2030 – Jobs 2030	
Industry 4.0 Tools for Ed aligning Edu <b>Unit:6</b>	– Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills requireducation – Artificial Intelligence Jobs in 2030 – Jobs 2030 acation with Industry 4.0	
Industry 4.0 Tools for Ed aligning Edu <b>Unit:6</b>	<ul> <li>Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required action – Artificial Intelligence Jobs in 2030 – Jobs 2030 action with Industry 4.0</li> <li>Contemporary Issues</li> <li>res, online seminars – webinars</li> </ul>	
Industry 4.0 Tools for Edu aligning Edu Unit:6 Expert lectu Text Book(s 1 P. Kalin	<ul> <li>Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required action – Artificial Intelligence Jobs in 2030 – Jobs 2030 action with Industry 4.0</li> <li>Contemporary Issues</li> <li>res, online seminars – webinars</li> <li>raj,T.Devi, Higher Education for Industry 4.0 and Traditional Action for Industry 4.0 and Traditional Actional Actionactional Actional Actional Actional Actional Actionactional A</li></ul>	- Framework for
Industry 4.0 Tools for Educationaligning Education Unit:6 Expert lectur Text Book(st 1 P. Kalin Education	<ul> <li>Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required action – Artificial Intelligence Jobs in 2030 – Jobs 2030 action with Industry 4.0</li> <li>Contemporary Issues</li> <li>Tres, online seminars – webinars</li> <li>Traj,T.Devi, Higher Education for Industry 4.0 and Tradition 5.0, 2020</li> </ul>	- Framework for
Industry 4.0 Tools for Edu aligning Edu <b>Unit:6</b> Expert lectu <b>Text Book</b> (s 1 P. Kalin	<ul> <li>Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required action – Artificial Intelligence Jobs in 2030 – Jobs 2030 action with Industry 4.0</li> <li>Contemporary Issues</li> <li>Tres, online seminars – webinars</li> <li>Traj,T.Devi, Higher Education for Industry 4.0 and Tradition 5.0, 2020</li> </ul>	- Framework for
Industry 4.0 Tools for Edu aligning Edu Unit:6 Expert lectu Text Book(s 1 P. Kalin Education Reference H 1 Alasdain	<ul> <li>Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required action – Artificial Intelligence Jobs in 2030 – Jobs 2030 action with Industry 4.0</li> <li>Contemporary Issues</li> <li>res, online seminars – webinars</li> <li>raj,T.Devi, Higher Education for Industry 4.0 and Transform 5.0, 2020</li> <li>Books</li> <li>Gilchrist, Industry 4.0: The Industrial Internet of Things, AP</li> </ul>	- Framework for ansformation to PRESS
Industry 4.0 Tools for Ed aligning Edu Unit:6 Expert lectu Text Book(s 1 P. Kalin Education Reference H 1 Alasdain	<ul> <li>Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required action – Artificial Intelligence Jobs in 2030 – Jobs 2030 action with Industry 4.0</li> <li>Contemporary Issues</li> <li>Tres, online seminars – webinars</li> <li>Traj,T.Devi, Higher Education for Industry 4.0 and Tradem 5.0, 2020</li> <li>Books</li> </ul>	- Framework for ansformation to PRESS

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М

CO5	S	М	М	S	S	S	М	Μ	S	S
*S-Str	ong; M-M	ledium; L-I	JOW							

#### **Elective II**

A	Consumer Behaviour
В	Industrial Relations and Labour Laws
С	Insurance Principles and Practice
D	Banking Law and Practice
Е	Big Data Analytics

Course code	CourseCONSUMER BEHAVIOUR FOR BBA ,BBA(IB), AND BBA (RM)L								
Elective- II (A)				-	-				
Pre-requisite		Marketing Management	Marketing Management Syllab Versio						
Course Ob	jectives:								
<ol> <li>By comp behaviour;</li> <li>Appreciat</li> </ol>	leting this of the	ing to the topics both verbally and in written form course, students will: Appreciate the challenges s variables contributing to consumer behaviour ches towards consumer satisfaction.		; in co	onsur	ner			
		he main components of consumer behaviour theorem	ory.						
Expected C	ourse Outc	omes:							
On the succ	essful comp	letion of the course, student will be able to:							
1 Identif	y the major	influences in consumer behaviour			KZ	2			
2 Disting relation		n different consumer behaviour influences and th	eir		K2	2			
	sh the releva	ance of consumer behaviour theories and concepts	s to		K3	3			
4 Implen	nent appropr	iate combinations of theories and concepts			K4	ł			
5 Recogni behavie		nd ethical implications of marketing actions on co	onsume	r	K5	5			
K1 - Remer	nber; <b>K2</b> - U	Understand; K3 - Apply; K4 - Analyze; K5 - Eval	uate; <b>K</b>	<b>X6</b> – C	reate	;			
Unit:1	INTROL	DUCTION							
Introduction	- Consun	ner Behaviour — definition - scope of cons	umer	behavi	iour	_			
		er behaviour — Customer Value Satisfaction							
Marketing e	thics.								

Uni	t:2	CONSUMER RESEARCH
Con	sumer re	esearch — Paradigms — The process of consumer research - consumer
mot	ivation —	- dynamics — types — measurement of motives — consumer perception
Uni	t:3	CONSUMER LEARNING
Con	sumer Le	arning — Behavioural learning theories — Measures of consumer learning —
Con	sumer att	itude — formation — Strategies for attitude change
Uni	t:4	SOCIAL CLASS CONSUMER BEHAVIOUR
Soci	ial class	Consumer Behaviour — Life style Profiles of consumer classes — Cross
Cult	tural Cust	omers Behaviour Strategies.
Uni	t:5	CONSUMER DECISION MAKING
Con	sumer De	ecision Making — Opinion Leadership — Dynamics — Types of consumer
deci	sion maki	ing — A Model of Consumer Decision Making
Uni	t:6	CONTEMPORARY ISSUES
Exp	ert lecture	es, online seminars – webinars
Tex	t Book(s)	
1	Leon G.	Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice -Hall of
	India, Six	th Edition, 1998.
Ref	erence Bo	ooks
1	Paul Gree	en Berg-Customer Relationship Management -Tata McGraw Hill, 2002
2	Barry Be	erman and Joel R Evans — Retail Management — A Strategic Approach-
	•	Hall of India, Tenth Edition, 2006
3	Gibson G	Vedamani — Retail Management — Functional Principles and Practice, Jaico
	Publishin	g House, Second Edition, 2004
Rela	ated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://on	linecourses.nptel.ac.in/noc20_mg14/preview

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	М	М	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Course Code	INDUSTRIAL RELATIONS AND LABOUR LAW FOR BBA, BB(CA), BBA( IB)&BBA(RM)	L	Т	Р	С
Elective- II (I	)		-	-	
Pre-requisite	Human Resource Management	Sylla Vers		Fir	st
Course Object	tives:				

main obje	ctives of this course are to:										
5	et knowledge on industrial relation, determines of industrial relation	n and									
-	relation scenario in India	in und									
	the students to acquire knowledge of trade unions, legislation related to	o trade									
-		ent of									
-											
I		(									
_	_	K1									
Develop	skill in negotiation with unions and conflict resolution.	K2									
Handle grievances.											
Develop	Develop skill in collective bargaining.										
Know th	e application of Industrial dispute Act 1947and The Employee's State	175									
		K5									
- Remembe	er; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> - Cro	eate									
t:1	INTRODUCTION TO INDUSTRIAL RELATIONS										
ustrial relat	ions - industrial disputes - causes - handling and settling disputes - emplo	oyee									
vances - ste	eps in grievance handling - causes for poor industrial relations - remedies	5.									
t:2	COLLECTIVE BARGAINING AND WORKER'S										
	PARTICIPATION										
lective Bar	gaining: - Concept - Principles and forms of collective bargaining - Proc	edure -									
ditions for	effective collective bargaining - worker's Participation in management.										
t:3	FACTORIES ACT AND THE WORKMAN'S										
	COMPENSATION ACT										
tories Act 1	948 - The Workman's Compensation Act, 1923.										
t:4	1940 The Workman's Compensation Ret, 1923.										
	THE INDUSTRIAL DISPUTES ACT AND THE										
	-										
Industrial	THE INDUSTRIAL DISPUTES ACT AND THE										
Industrial <b>t:5</b>	THE INDUSTRIAL DISPUTES ACT AND THE TRADE UNION ACT										
	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.										
t:5	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE										
t:5	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT										
<b>t:5</b> Payment of <b>t:6</b>	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues										
<b>t:5</b> Payment of <b>t:6</b>	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948										
t:5 Payment of t:6 ert lectures t Book(s)	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues										
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act,1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha Imprints	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha Imprints	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act,1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars         hi - Personnel Management & Industrial Relation         kumar - Industrial Relations Labour Welfare and Labour Laws –Vijay         or – Industrial Law.	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha Imprints N.D Kapo erence Boo	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars         chi - Personnel Management & Industrial Relation         kumar - Industrial Relations Labour Welfare and Labour Laws –Vijay         or – Industrial Law.         oks	Nicole									
<b>t:5</b> Payment of <b>t:6</b>	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues										
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act, 1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha Imprints	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act,1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         a, online seminars – webinars	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha Imprints N.D Kapo	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act,1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars         hi - Personnel Management & Industrial Relation         kumar - Industrial Relations Labour Welfare and Labour Laws –Vijay         or – Industrial Law.	Nicole									
t:5 Payment of t:6 ert lectures t Book(s) P.C.Tripat B.Nandha Imprints N.D Kapo erence Boo	THE INDUSTRIAL DISPUTES ACT AND THE         TRADE UNION ACT         Disputes Act 1947 - The Trade Union Act, 1926.         THE PAYMENT OF WAGES ACT AND THE         EMPLOYEE'S STATE INSURANCE ACT         of Wages Act,1936 - The Employee's State Insurance Act, 1948         Contemporary Issues         s, online seminars – webinars         hi - Personnel Management & Industrial Relation         kumar - Industrial Relations Labour Welfare and Labour Laws –Vijay         or – Industrial Law.	Nicole									
	union and To promo Wages Act ected Cou the success Develop scenario i Develop Handle g Develop Know the Insurance - Remember t:1 ustrial relativances - sto t:2 lective Barg ditions for a	union and IR management To promote the understanding of various Industrial Disputes Act, The Paym Wages Act and Factories ActWages Act and Factories Actwetted Course Outcomes:the successful completion of the course, student will be able to:Develop an understanding on industrial relation determinates of IR and IR scenario in India.Develop skill in negotiation with unions and conflict resolution.Handle grievances.Develop skill in collective bargaining.Know the application of Industrial dispute Act 1947and The Employee's State Insurance Act, 1948 Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crett:1INTRODUCTION TO INDUSTRIAL RELATIONSIstrial relations - industrial disputes - causes - handling and settling disputes - employ vances - steps in grievance handling - causes for poor industrial relations - remediest:2COLLECTIVE BARGAINING AND WORKER'S PARTICIPATIONlective Bargaining: - Concept - Principles and forms of collective bargaining - Proceditions for effective collective bargaining - worker's Participation in management.tt:3FACTORIES ACT AND THE WORKMAN'S COMPENSATION ACT									

- 2 Srivastava Industrial Relations and Labour Laws, Vikas 4th Edition, 2008.
- 3 P.Subbarao Essentials of Human Resource Management and Industrial Relations Himalaya Publishers

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

1 https://onlinecourses.swayam2.ac.in/nou20\_mg02/preview

#### **Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	М	S	S	S	S	М	S	S	S	S
CO3	S	М	S	S	S	S	М	S	S	S
CO3	S	S	S	М	S	S	S	S	М	S
CO4	S	S	М	S	S	S	S	М	S	S
CO5	S	S	S	S	М	S	S	S	S	М

Cou Cod		INSURANCE PRINCIPLES&PRACTICE	L	Т	Р	С						
		FOR BBA/BBA (CA)										
Elec	ctive- II (C)		Syll	- abus	-							
Pre	-requisite	Financial Management	•	sion	Fir	st						
Cou	rse Objectives:	1		I								
The	main objectives of	this course are to:										
		to provide a basic understanding of the insurance	mec	hanis	m, 1	isk						
		rket operations, and insurance contracts.										
2. An overview of major life insurance and general insurance products are discussed.												
T.												
-	ected Course Outc											
	-	letion of the course, student will be able to:										
1		and relevance involved in insurance industry and t	o sug	ggest	K1							
	the importance of i											
2		tance of life insurance, terms and conditions of i	insura	ance,	K2	)						
	contract and produ											
3	Insight the knowle	dge of general insurance practice, laws, terms and c	ondit	ions,	K3	2						
	claim and procedur	re of insurance.			IX.	'						
4	Differentiate the fi	re and marine insurance, general insurance, loss and	d rec	over.	K4	1						
	To study the terms	and conditions of insurance.			17-							
5	To Evaluate other	business insurances and practices of Health ins	uranc	e in	K5	:						
	Indian climate.				IX3	)						
<b>K1</b>	- Remember; <b>K2</b> - U	Inderstand; K3 - Apply; K4 - Analyze; K5 - Evaluat	te; K	6 – Cr	eate	;						
Uni	t:1 CONCE	PT OF RISK IN INSURANCE & IRDA										
Defi	ining Risk and U	ncertainty - Classification of risk - Managemen	t of	risk	- 1	OSS						
min	imization technique	es. Insurance - Meaning, nature and significan	ce o	f Ins	urar	ice,						

Insu	arance market, principles of insurance; Evaluation insurance business in India; Insurance
Reg	gulatory Development Authority (IRDA) – Recent Developments in the Insurance sector.
Uni	
Life	e Insurance - Law relating to life Insurance; General Principles of Life Insurance Contract
- d	lifferent products offered by life insurers- Premiums and bonuses - Assignment,
Noi	nination and Surrender of policy - Policy claims; ULIPs; Postal Life Insurance; LIC -
Rol	e and functions.
Uni	it:3 GENERAL INSURANCE
Ger	neral Insurance - Law relating to general insurance; different types of general insurance;
gen	eral insurance Vs life insurance; Proposal form- Cover notes - Endorsement.
Uno	derwriting policy; Role of Actuary; Renewal procedure; Claims - Surveyors and loss
asse	essors. Reinsurance - Function of General Insurance Corporation of India.
Uni	it:4 FIRE & MARINE INSURANCE CLAIMS
Fire	e insurance - various types of fire policy; coverage's; subrogation; double insurance;
con	tribution; proximate cause; claims of recovery. Marine Insurance - Law relating to marine
insı	arance; scope and nature; types of policy; insurable interest; disclosure and representation;
insı	red perils; proximity cause; voyage; warranties; measurement; subrogation; contribution;
und	er insurance.
Uni	it:5 MISCELLANEOUS INSURANCE
Mis	cellaneous Coverages - Motor Insurance - Liability only policy - Package policy. Nature,
terr	ns and conditions of Health Insurance - Personal Accident insurance - Burglary insurance
- Le	egal Liability insurance- Engineering insurance - Rural insurances - Micro insurance.
Uni	it:6 CONTEMPORARY ISSUES
Exŗ	pert lectures, online seminars – webinars
Tey	xt Book(s)
1	M. N., Mishra, "Insurance Principles and Practice", S. Chand and Company Limited,
	New Delhi (2004).
2	Periasamy P., "Principles and Practices of Insurance", Himalaya Publishing House,
	Mumbai (2005).
Ref	erence Books
1	Gupta, P.K., "Insurance and Risk Management", Himalaya Publishing House, Mumbai
	(2004).
2	Insurance Institute of India – Study Materials IC 01, 02 & 11.
Rel	ated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
	Fundamental of Insurance: CEC and Madurai Kamaraj University, Madurai, Tamil
	Nadu via Swayam,
1	

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	S	S	S	М	S	S	S	S	М
CO3	М	S	М	S	S	М	S	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S

<b>CO4</b>	S	М	S	М	S	S	М	S	М	S
CO5	S	S	S	S	М	S	S	S	S	Μ

Cor Coc	ırse le			BAN	KING		W A		PRAC	TIC	E	L	Т	Р	С
Ele	ctive- II (	<b>D</b> )											-	-	
Pre	-requisite	2		Bus	siness ]	Law	v and	l Tax	ation ]	Law			abus sion	Fire	st
Coι	ırse Obje	ctives:													
То	enlighten	the student	t's kn	owledg	ge on E	Bank	king l	Regul	ation A	Acts.					
Unc	lerstand th	ne features	of In	dian Ba	anking	g Sys	stem								
To	Know the	significant	t cont	ributio	n of di	liffere	ent ty	pes c	of bank	<b>KS</b>					
App	preciate ho	ow importa	ant ba	nking s	service	es foi	or the	econ	omy						
Exp	ected Co	urse Outco	omes	:											
On	the succes	ssful compl	letion	of the	course	se, sti	uden	t will	be abl	e to:					
1	Demons banking	trate know	vledge	e amor	ng the	e stud	dents	s with	h theor	retica	l struc	tures	about	K2	2
2	U		e stud	ents w	ith the	e chil	lls of	mode	ern har	hing				K	1
3															
3	dentify the students will be taken for trainings to banks and insurance K. companies.												2		
4	Develop	and inculc	cate th	he traits	s of pr	rofes	ssion	alism	among	gst th	e stude	ents		K3	3
5	Professi	onal attire	re, pi	rofessio	onal	com	nmun	icatio	on ski	ills	and p	profes	sional	K4	1
	disciplin	ne will be ir	nculca	ated											
<b>K1</b>	- Rememl	ber; <b>K2</b> - U	Jnders	stand; I	<b>K3</b> - A	Apply	y; <b>K</b> 4	<b>1</b> - An	nalyze;	K5 -	· Evalu	ate; K	<b>6</b> – C	reate	•
Uni	t:1	Banker a	and C	Custom	ıer										
Def	inition of	banker an	nd cus	stomer	– Rela	latior	nship	os bet	ween 1	bank	er and	custo	mer –	spe	cial
feat	ure of R	BI, Bankin	ng reg	gulation	n Act	t 194	49. F	RBI c	redit c	contr	ol Mea	asure	– Sec	crecy	of
cust	omer Acc	count													
Uni	t:2	Banker (	Opera	ations											
		account – s banker – ba						– ty	pes of	dep	osit –	Bank	Pass	boo	k –
Uni	t:3	Cheque a	and I	Legal I	mplica	catio	ns								
Che	que – feat	tures essent		-	-			sing -	– maki	ng ar	nd endo	orsem	ent – 1	baym	ient
	-	tatutory pro			-	-		-		-			-		
	-	jues Duties													
Uni		Loans an													
Loa	n and ad	vances by	com	mercial	l bank	k len	nding	polic	cies of	com	mercia	al ban	k - F	orms	of
		en pledge					-	-							
	tgage.	- 0	~ •					-						-	
Uni	t:5	Title of t	the U	nit (Ca	apitaliz	ize ea	ach '	Word	l)						
Pos	ition of s	urety – Le			-					Purc	hase a	nd di	scoun	ting	bill
		eque, credit							-					C	
	2	-			-										

it:6	Contemporary Issues								
pert lecture	s, online seminars – webinars								
Text Book(s)									
1 A.B. Srivastava and : Seth's Banking Law, Law Publisher's India (P) Limited K.									
Elumalai									
2 R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Publications									
ference Bo	oks								
Sundhara	m and Varshney, Banking theory Law & Practice, Sultan C	Chand & Sons., New							
Delhi.									
Reddy &	Appanniah : Banking Theory and Practice								
lated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.	]							
https://np	tel.ac.in/courses/110/106/110106040/								
	pert lecture <b>xt Book(s)</b> A.B. Sriv Elumalai R.K. Gup <b>ference Bo</b> Sundharan Delhi. Reddy & A <b>lated Onlin</b>	pert lectures, online seminars – webinars <b>xt Book(s)</b> A.B. Srivastava and : Seth's Banking Law, Law Publisher's In Elumalai R.K. Gupta : BANKING Law and Practice in 3 Vols.Modern Law Pu <b>ference Books</b> Sundharam and Varshney, Banking theory Law & Practice, Sultan C							

2 https://alison.com/course/introduction-to-banking Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	Μ	S	S	Μ	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

cod	ırse e	BIG DATA ANALYTICS FOR BBA ,BBA CA ,BBA IB AND BBA RM	Т	Р	С
Ele	ctive- II (E)		-	-	
Pre	-requisite	Quantitative techniques for ManagementSyllab Version		Firs	st
Cor	arse Objectives:		i		
big appl	data technologies lications. Mainly	learning approaches, which include the study of modern and scaling up machine learning techniques focusing of the course objectives are: conceptualization and summa	on in arizati	dus	try
mac		earning, trivial data versus big data, big data computing te- iques, and scaling up machine learning approaches. comes:	chnol	logi	
mac Exp	chine learning technic content of the course	iques, and scaling up machine learning approaches.	chnol	logi	
mac Exp	chine learning technic cected Course Outco the successful comp	iques, and scaling up machine learning approaches.	chnol	logi K2	es,
mac Exp	chine learning technic cected Course Outco the successful comp	iques, and scaling up machine learning approaches. comes: eletion of the course, student will be able to: guish big data analytics applications	chnol		es,
mac Exp On 1	chine learning technic pected Course Outor the successful compound Identify and disting	iques, and scaling up machine learning approaches. comes: eletion of the course, student will be able to: guish big data analytics applications analytics tools	chnol	K2	es,
mac Exp On 1 2	chine learning technic bected Course Outco the successful comp Identify and disting Describe big data a Explain big data an	iques, and scaling up machine learning approaches. comes: eletion of the course, student will be able to: guish big data analytics applications analytics tools	chnol	K2 K2	es,

to big data analytics problems
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create
Unit:1 INTRODUCTION
Introduction – Data – Information – Data Terminologies – Database – Data Mining – Data
Warehouse – Data Evolution Roadmap – Big Data – Definition – Type of Data - Numeric
- Categorical - Graphical - High Dimensional Data - Data Classification - Hot Data -
Cold Data – Warm Data – Thick Data – Thin Data - Classification of digital Data:
Structured, Semi-Structured and Un-Structured- Data Sources - Time Series -
Transactional Data – Biological Data – Spatial Data – Social Network Data
Unit:2 DATA SCIENCE
Data Science-A Discipline – Data Science vs Statistics, Data Science vs Mathematics, Data
Science vs Programming Language, Data Science vs Database, Data Science vs Machine
Learning. Data Analytics - – Relation: Data Science, Analytics, Big Data Analytics. Data
Science Components: Data Engineering, Data Analytics-Methods and Algorithm, Data
Visualization
Unit:3 BIG DATA
Digital Data-an Imprint: Evolution of Big Data – What is Big Data – Sources of Big Data.
Characteristics of Big Data 6Vs – Big Data Myths - Data Discovery-Traditional Approach,
Big Data Technology: Big Data Technology Process – Big Data Exploration - Data
Augmentation – Operational Analysis – 360 View of Customers – Security and Intelligence
Unit:4 BIG DATA TECHNOLOGY
Big Data Technology Potentials – AI – Machine Learning – Cloud Computing – Mobile
Communication – IoT – Big Data in Industry 4.0- Big Data Platforms – HADOOP –
SPARK – No SQL Databases - Types - Big Data Challenges
Unit:5 BIG DATA USE CASES
Big Data Roles Data Scientist, Data Architect, Data Analyst – Skills – Case Study : Big
Data – Customer Insights – Behavioural Analysis – Big Data Industry Applications -
Marketing – Retails – Insurance – Risk and Security – Health care
Unit:6 CONTEMPORARY ISSUES
Expert lectures, online seminars – webinars
Text Book(s)
1     Minelli, M. (2013), Big Data, Big Analytics, New Delhi: Wiley India.
Reference Books
1 V. Bhuvaneswari T. Devi, "Big Data Analytics: Scitech Publisher ,2018
2 Han Hu, Yonggang Wen, Tat-Seng, Chua, XuelongLi, "Toward Scalable Systems for
Big Data Analytics: A Technology Tutorial", IEEE,2014.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1 https://onlinecourses.nptel.ac.in/noc20_cs92/preview

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	Μ	Μ	S	S

CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

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

# **Elective III**

Α	E-Commerce
B	Project Work & Viva-Voce
С	Financial Services
D	Design Thinking
Ε	Artificial Intelligence

Co	urse	E-COMMERCE	-	T	n	
cod	e	FOR BBA, BBA(IB), AND BBA (RM)	L	Т	Р	С
Ele	ctive- III (A)			-	-	
Pre	-requisite	Nil	Syllabus Revision		First	
Co	urse Objectiv	es:				
The	e main objectiv	ves of this course are to:				
	1. To know	bout e-commerce models and its practical application	ons			
	2. To unders	tand customer buying behaviour in e-commerce and	d way	ys to re	etain	them
	through e	fective web advertising.				
	3. To know	he role of Government in securing the rights of cust	omer	S		
Exp	pected Cours	e Outcomes:				
On	the successful	completion of the course, student will be able to:				
1	To Understa	nd e-commerce models -its benefits and limitations				K2
2	To use of ma	rket research tools in analyzing customer buying be	havic	or		K3
3	To analyze t	he web advertising modes				K4
4	To understan	d the application of B2B e-commerce model				K2
5	To critically	evaluate public policy on privacy and security				K5
<b>K1</b>	- Remember;	K2 - Understand; K3 - Apply; K4 - Analyze; K5 - H	Evalua	ate; <b>K</b> (	6 – C	reate
Uni	it:1 IN	TRODUCTION TO E-COMMERCE				
Fou	indation of ele	ctronic Commerce :- Definition and content of the f	ield –	- Drivi	ng fo	rce of
EC	-Impact of EC	- Managerial Issues- Benefits and Limitations of H	EC Re	etailing	g in E	EC:
Bus	siness models	of E - marketing - Aiding comparison shopping -	The	impac	t of I	EC or
Tra	ditional Retai	ing System.				
Uni	it:2 M	ARKET RESEARCH				
Inte	ernet Consum	ers and market Research: - The consumer behav	ior n	nodel -	– Pe	rsona

Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.

#### Unit:3 WEB ADVERTISING

Advertisement in EC: - Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

#### Unit:4 B2B EC MODEL

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System \_ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

#### Unit:5 PUBLIC POLICY

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

#### Unit:6 CONTEMPORARY ISSUES

Expert lectures, online seminars - webinars

**Text Books:** 

#### 1 Kalakotta, Elements of E Commerce

**Reference books** 

1EfraimTurbun, Jae Lee, David King, H. Michael ChungElectronic Commerce – AManagerial Perspective , Pearson Education Asia – 2000.

#### **Online Content**

https://onlinecourses.swayam2.ac.in/cec19\_cm01/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	М	S	S	S	S	М	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	М	S	S	S	S	М	S

Course Code	FINANCIAL SERVICES For BBA/BBA(CA)/BBA(IB)	L	Т	Р	С
Elective- III (C)			-	-	
Pre-requisite	Financial Management	Syll Ver	abus sion	Fir	st
<b>Course Objectives:</b>					

On successful completion of the course the students should have: To learn the various financial services provided by NBFCs. To understand the modes of raising capital from domestic and foreign market. To evaluate feasibility of projects on hire purchase and leasing. To study and understand mutual funds, venture capital, merges and apprec along with other financial services.										
To understand the modes of raising capital from domestic and foreign market. To evaluate feasibility of projects on hire purchase and leasing. To study and understand mutual funds, venture capital, merges and apprec										
To evaluate feasibility of projects on hire purchase and leasing. To study and understand mutual funds, venture capital, merges and apprec										
To study and understand mutual funds, venture capital, merges and apprec										
along with other financial services.	eiation									
Expected Course Outcomes:										
On the successful completion of the course, student will be able to:										
1 Identify and distinguish big data analytics applications	K2									
2 Describe big data analytics tools	K2									
3 Explain big data analytics techniques	K3									
4 Present cases involving big data analytics in solving practical problems	K4									
5 Conduct big data analytics using system tools and Suggest appropriate sol	utions									
to big data analytics problems K5										
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> – Create										
Unit:1										
Financial Services –Introduction, Fee Based and Fund Based Financial Services, NBFC's in										
India-types	es, NDFC s III									
Unit:2										
Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing	ng - Lease									
Accounting - Types of leases	ing Lease									
Unit:3										
Mutual funds - operations performances, regulation - SEBI guidelines for mutua	lfunde									
Unit:4	u runus.									
Other financial services. Venture Capital - Factoring - credit rating - Depositorie	25									
Unit:5										
Merchant Banking - Functions – Pre Issues and Post Issue Management - SEBI	guidelines on									
merchant banking in India FinTech and recent developments in India	8									
Unit:6 CONTEMPORARY ISSUES										
Expert lectures, online seminars – webinars										
_										
Text Book(s)										
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.										
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.										
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books										
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books         1       R.M.Srivastava, Indian Financial System.										
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books         1       R.M.Srivastava, Indian Financial System.         2       Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T	.SundarRajan,									
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books         1       R.M.Srivastava, Indian Financial System.         2       Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T Merchant Banking.	.SundarRajan,									
Text Book(s)1M.Y.Khan, Indian Financial Systems.2K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.Reference Books1R.M.Srivastava, Indian Financial System.2Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T Merchant Banking.3R.M.Srivastava, Indian Financial System.	.SundarRajan,									
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books         1       R.M.Srivastava, Indian Financial System.         2       Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T Merchant Banking.         3       R.M.Srivastava, Indian Financial System.         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	.SundarRajan,									
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books       1         1       R.M.Srivastava, Indian Financial System.         2       Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T Merchant Banking.         3       R.M.Srivastava, Indian Financial System.         8       ated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]         1       https://onlinecourses.swayam2.ac.in/cec20_mg10/preview	.SundarRajan,									
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books       1         1       R.M.Srivastava, Indian Financial System.         2       Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T Merchant Banking.         3       R.M.Srivastava, Indian Financial System.         8       Eted Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]         1       https://onlinecourses.swayam2.ac.in/cec20_mg10/preview         Mapping with Programme Outcomes       1										
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books         1       R.M.Srivastava, Indian Financial System.         2       Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T Merchant Banking.         3       R.M.Srivastava, Indian Financial System.         3       R.M.Srivastava, Indian Financial System.         8       Retated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]         1       https://onlinecourses.swayam2.ac.in/cec20_mg10/preview         Mapping with Programme Outcomes         COs       PO1       PO2       PO3       PO4       PO5       PO6       PO7       PO8       I	PO9 PO10									
Text Book(s)         1       M.Y.Khan, Indian Financial Systems.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         2       K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.         Reference Books       I         1       R.M.Srivastava, Indian Financial System.         2       Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T Merchant Banking.         3       R.M.Srivastava, Indian Financial System.         8       Lted Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]         1       https://onlinecourses.swayam2.ac.in/cec20_mg10/preview         Mapping with Programme Outcomes       Image: Page Page Page Page Page Page Page Page										

CO3	S	S	S	S	S	М	S	S	М	S
CO4	S	S	S	S	Μ	S	S	Μ	S	S
CO5	Μ	S	Μ	S	S	S	S	S	S	S

Course			SN THINKING	L	Т	Р	C			
code		For BBA/BBA(	CA)/BBA(IB)/BBA(RM)							
Elective- II Pre-requisi		Knowledge on Bus	iness Operations	-	- labus ·sion	- Firs	st			
Course Obj	ectives:			VCI	51011					
•		this course are to:								
		adopting principles of d	lesign thinking							
		ransforming organisation								
		ms which are difficult to			_					
			f design thinking which in	cludes (a)	) Empa	thy	(b)			
		ping (d) Storytelling								
Expected C			atu dant mill ha ahla tar							
1			student will be able to:							
		on the principles of de				K2 K6				
2 Frame	design and design thinking strategies									
3 Solve p	roblems by	v exploring tools				K∠	1			
4 Genera	erate ideas and develop concepts									
5 Unders	and design	thinking integration	in organisations			K3				
			oly; <b>K4</b> - Analyze; <b>K5</b> - Ev	valuate: 1	<b>X6</b> – C	reate	,			
Unit: 1			ERSPECTIVE ON DESIG							
ome i	DLII	THINKING								
Introduction:	Definition -	The role of design thinl	king and designers - The mo	les of thir	nking -	Desig	gn			
process (Dou	1	d) -Design principles ar								
Unit:2		TION OF COMPL CGY FOR ORGANIZA	EXITIES AND BUILDI ATIONS	NG						
			rame design and generate de							
			tion of the problem for the o							
performance.	ng strategy	and capability (structur	e, culture, skills, process) -	to reduce	risk an	d ena	able			
Unit:3	PROBL	EM SOLVING BY EX	PLORING TOOLS							
			n empathy study- Empathy s	tudy tool	s - perf	orm 1	risk			
assessment.	over enune	inges interpret unoug	r empuny study Empuny	<i>iuu</i> y 1001	pen					
Unit: 4	IDEA G	ENERATION AND DI PTS	EVELOPMENT OF							
Ideate: Gener			tion - perform risk assessme	nt. Create	: Devel	ор				
			financial analysis of the solu			_				
assessment.										
Unit: 5	DEVEL	THINKING SETUP								
Evolve: Desi			ions - Success factor and me							
	tective serv	and Davalored Drodys	t vs. Development services -	service d	evelopr	nent -	-			
Design for ef		ces: Developed Produc	e vis. De verophiene ser viees		-					
	ecycle.	MPORARY ISSUES	_		-					

#### Text Book(s)

1 Vianna, M., Vianna, Y., K. Adler, I., Lucena, B. and Russo, B., 2012. Design Thinking Business Innovation. 1st ed. Rio de Janeiro: MJV Press, pp. 1-85. 2. Ling, D., 2015

#### **Reference Books**

1 Complete Design Thinking Guide For Successful Professionals. 1st ed. Singapore: Create Space Independent Publishing Platform, pp.1-183

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

1 https://onlinecourses.nptel.ac.in/noc20\_cs92/preview

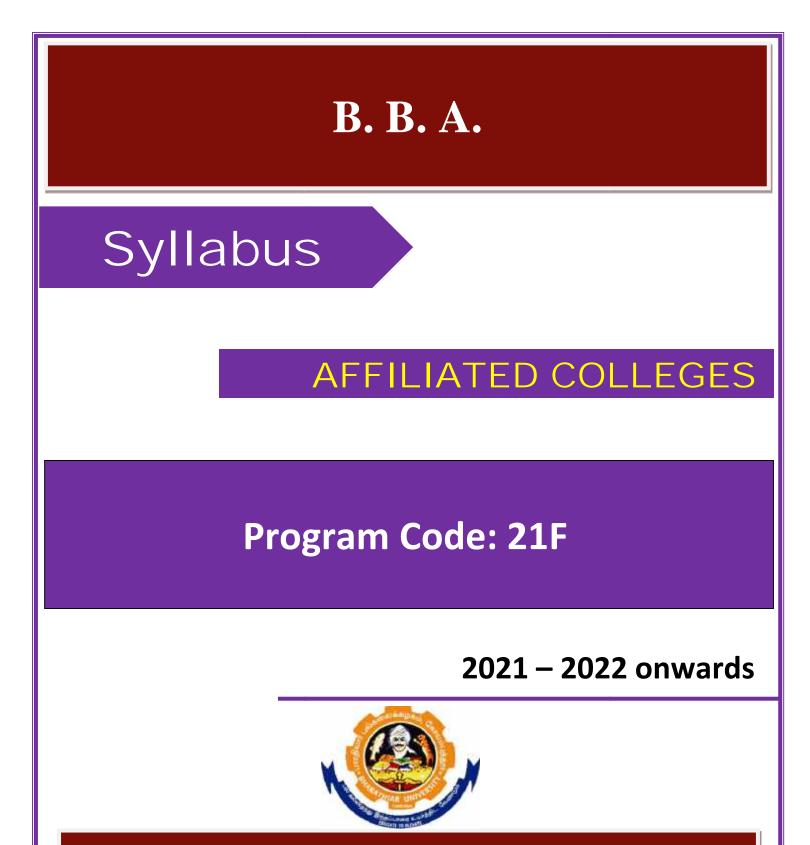
#### Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	Μ	S	S	Μ	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Course code		ARTIFICIAL INTELLIGENCE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Р	С			
Elective- II	I (E)			-	-			
	Pre-requisite Basic Computer Knowledge Syllabus Version							
Course Obj	ectives:		1	<u>,</u> L				
fastest grow fascinating a industry, def students a Intelligence. Expected Co	ving areas andcompel ense, healt rigorous, ourse Outc	an opportunity to gain expertise in one of the n of Computer Science through classroom pr ling topics related to human intelligence and hcare, agriculture and many other areas. This co advanced and professional graduate-level four comes: letion of the course, student will be able to:	ogram its ap ourse v	that plicat vill g	cov ions ive	rers in the		
	=	and pros & cons of franchisee option			K1			
	-	alities & process of franchisee			K1			
3 Develop	o relationsh	ip between Franchisor &franchisee Resolve the c	onflict		K2	]		
4 Develop	Franchisee	marketing plan			K2	2		
5 Analyse	the way t	o enter into International Market entry strategies			K3	;		
K1 - Remem	ber; <b>K2</b> - U	Jnderstand; K3 - Apply; K4 - Analyze; K5 - Eval	uate; K	<b>6</b> – C	reate	;		
Unit:1	Introduc	tion						
Applications	of Artific	ial Intelligence, Foundations and History of Ar ial Intelligence, Intelligent Agents, Structure of al Language Possessing.						

Searching for solutions, Uniformed search strategies, Informed search strategies, Local search algorithms and optimistic problems, Adversarial Search, Search for games, Alpha – Beta pruning.         Unit:3       Knowledge Representation & Reasoning         Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.         Unit:4       Machine Learning         Supervised and unsupervised learning, Decision trees, Statistical learning models, Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars       Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education 2         2       Artificial Intelligence and Expe	Unit:2 In	ntroduction to Search	
Beta pruning.       Imit:3       Knowledge Representation & Reasoning         Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.         Unit:4       Machine Learning         Supervised and unsupervised learning, Decision trees, Statistical learning models, Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars       Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India	Searching for s	solutions, Uniformed search strategies, Informed search strategies	rategies, Local
Unit:3       Knowledge Representation & Reasoning         Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.         Unit:4       Machine Learning         Supervised and unsupervised learning, Decision trees, Statistical learning models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars       Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]       Text Bookies	search algorithr	ms and optimistic problems, Adversarial Search, Search for g	games, Alpha –
Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.         Unit:4       Machine Learning         Supervised and unsupervised learning, Decision trees, Statistical learning models, Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars       Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Beta pruning.		
Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.         Unit:4       Machine Learning         Supervised and unsupervised learning, Decision trees, Statistical learning models, Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars       Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Unit:3 K	Knowledge Representation & Reasoning	
Models (HMM), Bayesian Networks.         Unit:4       Machine Learning         Supervised and unsupervised learning, Decision trees, Statistical learning models, Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars         Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Propositional lo	ogic, Theory of first order logic, Inference in First order le	ogic, Forward &
Unit:4       Machine Learning         Supervised and unsupervised learning, Decision trees, Statistical learning models, Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars         Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Backward chai	ining, Resolution, Probabilistic reasoning, Utility theory,	Hidden Markov
Supervised       and       unsupervised       learning, Decision trees, Statistical       learning models, Learning with hidden         Learningwith       complete       data – Naive       Bayes       models, Learning with hidden       data – EM         algorithm, Reinforcement learning.       Unit:5       Pattern Recognition       Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter       estimation       methods – Principle       Component       Analysis (PCA) and Linear         Discriminate       Analysis (LDA), Classification       Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.       Unit:6       CONTEMPORARY ISSUES         Unit:6       CONTEMPORARY ISSUES       Expert lectures, online seminars – webinars       Education.         2       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.       2         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill       Reference Books         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]       India	Models (HMM)	), Bayesian Networks.	
Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.         Unit:5       Pattern Recognition         Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars         Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Unit:4 N	Aachine Learning	
Introduction, Design principles of pattern recognition system, Statistical Pattern recognition,         Parameter estimation methods – Principle Component Analysis (PCA) and Linear         Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule,         Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars         Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Learningwith c	complete data – Naive Bayes models, Learning with hid	0
<ul> <li>Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.</li> <li>Unit:6 CONTEMPORARY ISSUES</li> <li>Expert lectures, online seminars – webinars</li> <li>Text Book(s)</li> <li>1 Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.</li> <li>2 Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill</li> <li>Reference Books</li> <li>1 Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education.</li> <li>2 Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India</li> <li>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</li> </ul>	Unit:5 P	Pattern Recognition	
Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule,         Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars         Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       1         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Introduction, D	esign principles of pattern recognition system, Statistical Pa	ttern recognition,
Bayes Classifier, Support Vector Machine (SVM), K – means clustering.         Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars         Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Parameter esti	mation methods - Principle Component Analysis (PC	CA) and Linear
Unit:6       CONTEMPORARY ISSUES         Expert lectures, online seminars – webinars         Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Discriminate A	nalysis (LDA), Classification Techniques - Nearest Neigh	bour (NN) Rule,
<ul> <li>Expert lectures, online seminars – webinars</li> <li>Text Book(s)</li> <li>1 Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.</li> <li>2 Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill</li> <li>Reference Books</li> <li>1 Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education</li> <li>2 Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India</li> <li>Retet Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</li> </ul>	Bayes Classifier	r, Support Vector Machine (SVM), K – means clustering.	
Text Book(s)         1       Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Unit:6 C	CONTEMPORARY ISSUES	
<ol> <li>Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.</li> <li>Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill</li> <li>Reference Books</li> <li>Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education</li> <li>Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India</li> <li>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</li> </ol>	Expert lectures,	, online seminars – webinars	
Education.         2       Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill         Reference Books         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	Text Book(s)		
Reference Books         1       Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education         2       Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India         Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		ntelligence – A Modern Approach – Stuart Russell and Peter I	Norvig, Pearson
<ol> <li>Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education</li> <li>Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India</li> <li>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</li> </ol>	2 Artificial In	ntelligence – Elaine Rich and Kevin Knight, McGraw-Hill	
2 Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	<b>Reference Boo</b>	ks	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	1 Introduction	n to Artificial Intelligence – E Charniak and D McDermott, P	earson Education
	2 Artificial In	ntelligence and Expert Systems – Dan W. Patterson, Prentice	Hall of India
	<b>Related Online</b>	e Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1   https://onlinecourses.swayam2.ac.in/cec20_cs10/preview	1 https://onlin	necourses.swayam2.ac.in/cec20_cs10/preview	

COS/POS	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	М	S	S	S	S	Μ	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	М	S	М	S	S	М	S	М	S	S
CO5	М	S	S	S	S	М	S	S	S	S



# **BHARATHIAR UNIVERSITY**

(A State University, Accredited with "A" Grade by NAAC, Ranked 13<sup>th</sup> among Indian Universities by MHRD-NIRF, World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 1047 )

Coimbatore - 641 046, Tamil Nadu, India

#### **PROGRAMME EDUCATIONAL OBJECTIVES:**

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



#### **PROGRAMME OUTCOMES**

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

# PROGRAM SPECIFIC OUTCOMES

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

### BHARATHIAR UNIVERSITY, COIMBATORE-641 046

(For the students admitted from the academic year 2021-2022 onwards)

# SCHEME OF EXAMINATIONS – CBCS Pattern

## **B.B.A.** (Bachelor of Business Administration)

		D.D.A. (Dachelor of Dusiness Autom	<b>`</b>	Ĺ	xamiı	natio	ns	z <b>o</b>
Part	Study Components	Course Title	Ins. Hrs Week	Dur. Hrs.	CIA	Mark	Total Mark	Credits
	Componentis	SEMESTER –I	ΪX	ΠH	C	$\geq$	ΕZ	C
Ι	Language-I		6	3	50	50	100	4
II	English-I		6	3	50	50	100	4
III	-	les of Management	5	3	50	50	100	4
III	-	of Business and Business Environment	5	3	30	45	75	3
III	Allied Paper I – Management	Mathematics and Statistics for	6	3	50	50	100	4
IV	Environmental S	Studies #	2	_	-	50	50	2
		SEMESTER –II	<u> </u>				L l	
Ι	Language-II		6	3	50	50	100	4
II	English-II		6	3	50	50	100	4
III	Core III – Organ	izational Behavior	5	3	30	45	75	3
III	Core IV – Econo	omics for Executives	6	3	50	50	100	4
III	Allied Paper II – Management	Quantitative Techniques for	5	3	50	50	100	4
IV	U	– Human Rights #	2	-	-	50	50	2
		SEMESTER –III	_]			I		
III	Core V – Financ	ial Accounting	5	3	50	50	100	4
III	Core VI – Produ	ction and Material Management	5	3	50	50	100	4
III	Core VII – Mark	teting Management	5	3	50	50	100	4
III	Core VIII - PC S	Software (MS Office ) – Practical	5	3	30	45	75	3
III	Allied : III – Bus	siness Law	5	3	50	50	100	4
IV	Skill based Subj	ect-1 Communication Skills I ^	3	3	30	45	75	3
IV		nced Tamil # (or) Non-major elective-I uman Excellence # / Women's tion of India #	2	-	5	0	50	2
	rughts#Constitu	SEMESTER –IV	<u>]</u>					
III	Core IX - Huma	n Resource Management	5	3	50	50	100	4
III	Core X – Financ	0	5	3	50	50	100	4
III		cial Accounting Package – Tally	4	3	30	45	75	3
III		gement Information System	4	3	30	45	75	3
III		ation Law and Practice	4	3	30	45	75	3
IV		ect-2 : Communication Skills II ^	3	3	30	45	75	3
	U	ect-3: Naan Mudhalvan – Office	1		<u> </u>			
IV	•	p://kb.naanmudhalvan.in/Bharathiar_U	3	3	25	25	50**	2
IV	Tamil @ / Adva	nced Tamil #(or) ive-II : General Awareness #	2	-	5	0	50	2
TTT		SEMESTER –V	-	2	50	50	100	4
III		& Management Accounting	6	3	50	50	100	4
III	Core XIV - Rese	earch Methods for Management	6	3	50	50	100	4

#### B. B. A. 2021-22 onwards - Affiliated Collegs - Annexure No.44(A) SCAA DATED: 23.06.2021

III	Core XV - Advertising and Sales Promotion	5	3	50	50	100	4
III	Core XVI – Business Correspondence	6	3	50	50	100	4
III	Skill Enhancer: Institutional Training ^	-	-	25	25	50	2
III	Elective –I:	4	3	50	50	100	4
IV	Skill based Subject –4 : Campus to Corporate ^	3	3	30	45	75	3
IV	<i>Skill Based Subject 5 :</i> Naan Mudhalvan: Management and market strategies for employability http://kb.naanmudhalvan.in/Bharathiar_University_(BU)			50	50	100	2
	SEMESTER –VI						
III	Core XVII – Entrepreneurship and Small Business Management	6	3	50	50	100	4
III	Core XVIII - Investment Management	6	3	50	50	100	4
III	Core XIX – Services Marketing	6	3	50	50	100	4
III	Elective –II :	3	3	30	45	75	3
III	Elective –III :	3	3	30	45	75	3
IV	Skill Based Subject –6 : Soft Skills for Business ^	3	3	30	45	75	3
IV	<i>Skill Based Subject</i> 7 :- Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing/ Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	3	3	25	25	50**	2
V	Extension Activities @	-	-	50	-	50	2
	TOTAL	-	-			3600	140

^ Refer the detailed note on this curricular aspect

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

\$ Industrial Visit Mandatory

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) &

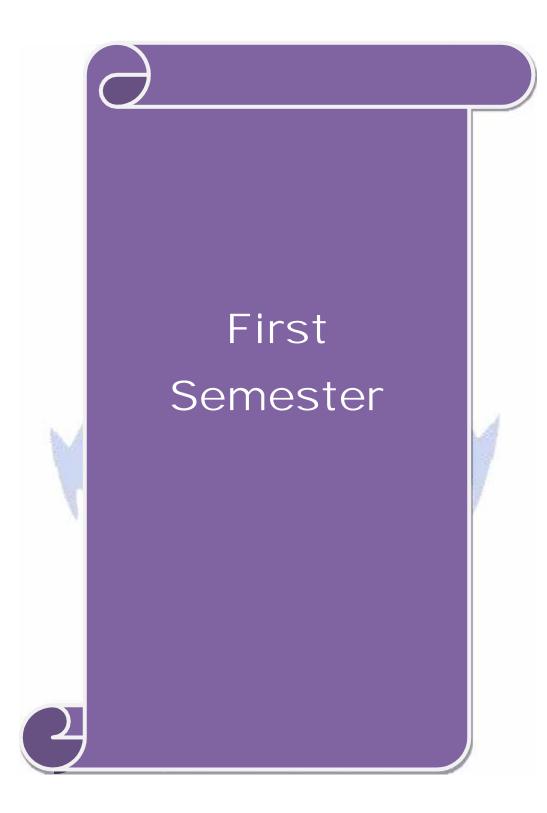
Viva Voce- 50 marks (External) 🔅 50 marks for Internal Assessment & 50 marks for External Assessment)

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

List of Electiv	e pap	ers (Colleges can choose any one of the paper as electives)
Elective – I	Α	Intellectual Property Rights.
	B	Modern Office Management
	С	Company Law and Secretarial Practice
	D	Customer Relationship Management
	Е	Industry 4.0
Elective – II	Α	Banking Law and Practice
	B	Industrial Relations and Labour Laws
	С	Insurance Principles and Practice
	D	Consumer Behaviour
	Е	Big Data Analytics
Elective - III	Α	E-Commerce
	B	Project Work & Viva-Voce
	С	Financial Services
	D	Global Business Management
	E	Artificial intelligence

Project Work & Viva-Voce

Project Work-50 Marks (25 Marks for Internal and 25 Marks for External) & Viva Voce- 50 marks (External) :(50 marks for Internal Assessment & 50 marks for External Assessment)



	Course PRINCIPLES OF MANAGEMENT L T										
cod	e		For BBA/BBA(CA)/BBA(IB)/BBA( RM)								
Cor	e -I			5	-	-	4				
Pre	-requisit	e	+2 Commerce	Sylla Vers		Fir	st				
Coι	ırse Obje	ectives:		<u> </u>							
	v		nts with the Knowledge and Understanding of the pr	rincir	oles	of					
	management and to enable the students to gain valuable insight into the working of										
	business. The course will review the evolution of management thoughts, functions and										
			cus on Indian experiences, approaches and cases.								
1		0	1 / 11								
Exr	ected Co	ourse Outc	omes:								
-			letion of the course, student will be able to:								
1		1	in the management evolution and how it will affect :	future	e	K	1				
-	manager	-		l'acai (			•				
2	0		ptual framework of planning and decision-making in	n dav	to	K	2				
-	day life.		full numework of planning and decision making in	I du y	10		-				
3	Explain	the various nization.	managerial functions to achieve the goals and object	ctives	s of	K	1				
4	Analyze	the theo <mark>rie</mark>	es of motivation, leadership and communication in a and management practices in organizations.	varie	ety	K4	4				
5			n the importance of the management process and ide	entify		K.	3				
	some of	the key ski	lls required for the contemporary management pract	tice.							
<b>K1</b>	- Remem	ber; <b>K2</b> - U	Inderstand; K3 - Apply; K4 - Analyze; K5 - Evaluat	te; K	6 – (	Crea	te				
		113		1							
Uni			FUNCTIONS OF MANAGEMENT		ho						
		-	ent: Definition – Nature and scope of management-In	-							
		-	els of Management-Functional areas of management				of				
	-	-	Contribution of F.W.Taylor, Henri Fayol, Elton May	70, Pe	eter ]	F.					
Dru	cker's -M	lanagemen	t: a science or an art?.								
** •											
Uni			PLANNING		ho						
			lature and purpose – Planning process – Importance naking - Definition – steps and process and various t			ng -	-				
• 1	isions.	-Decision I	naking - Demittion –steps and process and various t	ypes	01						
aces	bions.										
Unit	: 3		ORGANIZING	12	ho	nrs					
		: Definitior	-Types of organization – Organizational structure –				rol				
			committees. Delegation: Delegation and Centralizati	-	21						
			ntralization – Staffing : Definition- Sources of recru		nt –						
		finition - p	C		-						
		inition-Typ									

UL	nit:4	DIRECTING	12hours
Di	recting:	Definition -Nature and purpose of Directing Principles – Motiva	tion -
De	finition -	Theories of Motivation (Maslow's, McGregor, ERG Theory, Her	rzberg two
fac	tor theor	y)- Leadership: Definition-Styles - Communication: Definition -	Importance of
Co	ommunic	ation –	
Me	ethods of	Communication – Types – Barriers.	
Ur	nit:5	CONTROLLING	11hours
Co	ontrollin	g:Meaningandimportanceofcontrolling-controlprocess-Budgetary	andnon-
	•	ControlTechniques–Requisitesofaneffectivecontrolsystem–	
Re	lationshi	pbetweenplanning and controlling – Need for co-ordination.	
Ur	nit:6	Contemporary Issues	02-hours
Ex	pert lect	ures, online seminars – web <mark>inars</mark>	
		A DECEMBER OF A	
		Total Lecture hours	60hours
Te	xt Book	( <b>s</b> )	
1		W L Hill, Steven L McShane, 'Principles of Management', Mcgra	aw Hill
	Educat		
	1	Indian Edition, 2007.	
2	Stepher	P. Robbins and Mary Coulter, 'Management', Prentice Hall of Ind	dia, 8th
	eannon		
	ference	Books	-7
Re		DOONS	
		Kaanta Haina Waihigh and Mark V Cannias 'Management A	labol
<b>Re</b> 1		Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A g	lobal
1	perspec	tive, Prentice hall, 2005	
	perspec		
1 2	perspec P.C.Tri	tive, Prentice hall, 2005 pathi&P.NReddy,PrinciplesofManagements-TataMc.GrawHill-Ne	
1 2	perspec P.C.Tri	tive, Prentice hall, 2005	

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO2	М	S	М	S	S	S	М	S	S	S
CO3	S	S	М	М	S	S	М	М	М	S
CO4	S	М	S	S	S	М	S	S	S	S
CO5	S	S	S	S	М	S	S	S	S	М

Pre-requisite	Iabus     Firs       siness     Income service	K
Core –II       +2 Commerce       5         Pre-requisite       +2 Commerce       5         Pre-requisite       *2 Commerce       5         Course Objectives:       ************************************	Ilabus     Firs       rsion     Firs       policy	rst Ki Ki
Pre-requisite       +2 Commerce       Sylla         Course Objectives:       Image: Section 1 in the section 2 in the section	Ilabus     Firs       rsion     Firs       policy	rst Ki Ki
Pre-requisite       rsi         Course Objectives:       Image: state of the state of	rsion Firs	K
Course Objectives:         The main objectives of this course are to:         1. To outline how an entity operates in a business environment         2. To analyze the various economic conditions and effects of government po on business performance         3. To explain the legal framework that regulates the business and industry         Expected Course Outcomes:         Dn the successful completion of the course, student will be able to:         I       Develop an understanding on the gamut of business activities         2       Explain the intricacies in starting a business and knowing the suited busin form         3       Design a business model in order to analyze its sustainability         4       Comprehend the environmental factors that are conducive /detrimental to respective businesses         5       Have a simple and basic comprehension of the international scenario with regard to borderless business world	rsion policy siness	K
<ul> <li>The main objectives of this course are to: <ol> <li>To outline how an entity operates in a business environment</li> <li>To analyze the various economic conditions and effects of government poon business performance</li> <li>To explain the legal framework that regulates the business and industry</li> </ol> </li> <li>Expected Course Outcomes: <ol> <li>Develop an understanding on the gamut of business activities</li> <li>Explain the intricacies in starting a business and knowing the suited busin form</li> <li>Design a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ol> </li> </ul>	siness	K
<ol> <li>To outline how an entity operates in a business environment</li> <li>To analyze the various economic conditions and effects of government poon business performance</li> <li>To explain the legal framework that regulates the business and industry</li> </ol> Expected Course Outcomes: On the successful completion of the course, student will be able to: I Develop an understanding on the gamut of business activities Explain the intricacies in starting a business and knowing the suited busin form B Design a business model in order to analyze its sustainability Comprehend the environmental factors that are conducive /detrimental to respective businesses Have a simple and basic comprehension of the international scenario with regard to borderless business world	siness	K
<ul> <li>2. To analyze the various economic conditions and effects of government poon business performance</li> <li>3. To explain the legal framework that regulates the business and industry</li> <li>Expected Course Outcomes:</li> <li>Do the successful completion of the course, student will be able to:</li> <li>Develop an understanding on the gamut of business activities</li> <li>Explain the intricacies in starting a business and knowing the suited busin form</li> <li>B Design a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ul>	siness	K
<ul> <li>on business performance</li> <li>3. To explain the legal framework that regulates the business and industry</li> </ul> Expected Course Outcomes: On the successful completion of the course, student will be able to: <ul> <li>Develop an understanding on the gamut of business activities</li> <li>Explain the intricacies in starting a business and knowing the suited busin form</li> <li>Besign a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses Have a simple and basic comprehension of the international scenario with regard to borderless business world</li></ul>	siness	K
<ul> <li>3. To explain the legal framework that regulates the business and industry</li> <li>Expected Course Outcomes:</li> <li>On the successful completion of the course, student will be able to:</li> <li>Develop an understanding on the gamut of business activities</li> <li>Explain the intricacies in starting a business and knowing the suited busin form</li> <li>Besign a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ul>	siness	K
Expected Course Outcomes:         On the successful completion of the course, student will be able to:         I       Develop an understanding on the gamut of business activities         2       Explain the intricacies in starting a business and knowing the suited busin form         3       Design a business model in order to analyze its sustainability         4       Comprehend the environmental factors that are conducive /detrimental to respective businesses         5       Have a simple and basic comprehension of the international scenario with regard to borderless business world	siness	K
<ul> <li>Develop an understanding on the gamut of business activities</li> <li>Develop an understanding on the gamut of business activities</li> <li>Explain the intricacies in starting a business and knowing the suited busin form</li> <li>Design a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ul>	to the	K
<ul> <li>Develop an understanding on the gamut of business activities</li> <li>Explain the intricacies in starting a business and knowing the suited busin form</li> <li>Design a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ul>	to the	K
<ul> <li>Explain the intricacies in starting a business and knowing the suited busin form</li> <li>Design a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ul>	to the	K
form         B       Design a business model in order to analyze its sustainability         Comprehend the environmental factors that are conducive /detrimental to respective businesses         Have a simple and basic comprehension of the international scenario with regard to borderless business world	to the	
<ul> <li>Design a business model in order to analyze its sustainability</li> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ul>	to the	
<ul> <li>Comprehend the environmental factors that are conducive /detrimental to respective businesses</li> <li>Have a simple and basic comprehension of the international scenario with regard to borderless business world</li> </ul>	to the	
respective businesses Have a simple and basic comprehension of the international scenario with regard to borderless business world	to the	K
5 Have a simple and basic comprehension of the international scenario with regard to borderless business world		K
regard to borderless business world	541. J.	
	ith	K
<b>NI</b> - Kemember, <b>NZ</b> - Understand, <b>NJ</b> - Apply, <b>N4</b> - Analyze, <b>N</b> J - Evaluate:	W6 Cro	aata
· · · · · · · · · · · · · · · · · · ·	$\mathbf{C}, \mathbf{R}\mathbf{O} = \mathbf{C}\mathbf{I}\mathbf{C}$	
Unit:1 INTRODUCTION TO BUSINESS	11hou	ours
BusinessBasics:NatureandPurposeofBusiness–CharacteristicsofBusiness–Con		
mong Business, Profession and Employment – Various types of Industry –Co	-	
ndustry with commerce-Forms of business Organisation- Sole traders, partne	-	
oint Hindu family firm- Joint Stock Companies - Cooperative	-	
Organisations - Public Utilities and Public Enterprises.		
Unit:2 BUSINESS AND ECONOMIC	11hou	ours
SYSTEM		
Business and Economic System – Capitalism, Socialism, Communism and mix	• 1	
I littarant cactore of the acchemic and Dole of hucinecces in it.		-
•		-
ousiness firm-factors of production-Business model Meaning & example-	takeholders	-
ousiness firm-factors of production-Business model Meaning & example-	takeholders	-
ousiness firm–factors of production–Business model Meaning & example– BusinessRisks&theircauses – Steps in Starting a Business – Qualities of Entrep	takeholders repreneur.	s of
<ul> <li>Different sectors of the economy and Role of businesses in it – Different stak business firm–factors of production–Business model Meaning &amp; example–BusinessRisks&amp;theircauses – Steps in Starting a Business – Qualities of Entrep</li> <li>Unit:3 BUSINESS SERVICES</li> <li>Business Services – Goods &amp; Services distinguished – Banking Insurance &amp; W</li> </ul>	takeholders repreneur. 12hou	s of
ousiness firm–factors of production–Business model Meaning & example– BusinessRisks&theircauses – Steps in Starting a Business – Qualities of Entrep	takeholders repreneur. <b>12hou</b> & Warehousi	s of

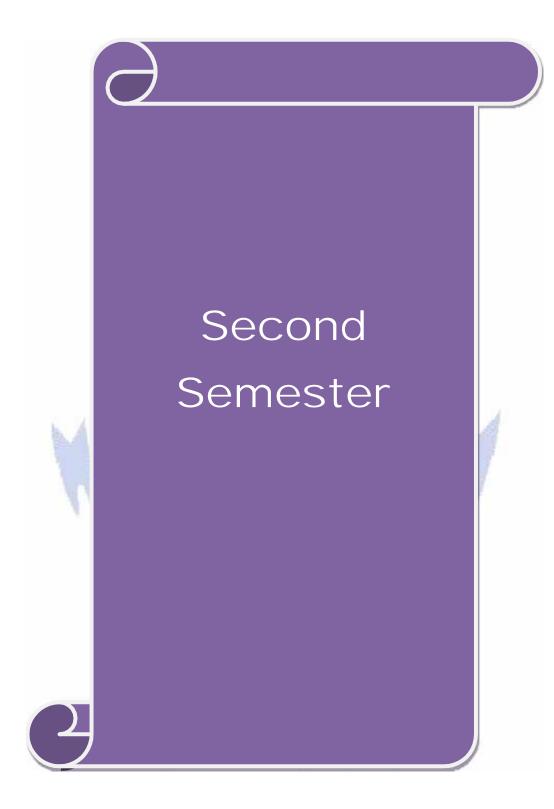
Un	it:4	BUSINESS ENVIRONMENT AND ANALYSIS	12hours
Bus	siness En	vironment: Concept, characteristics of environment. Enviro	nmental Analysis
	•	gnosis, Businessenvironment-potential competitors, Rivalry-	
		vironmentEconomic, political & legal environment, technol	ogical and socio
C	ultural en	vironment, Internationalenvironment.	
Un	it:5	IMPACTS OF LPG	12hours
Lib	eralisatio	n - Meaning - Privatization - Benefits & pitfall - Globalizat	ion – Meaning &
rati	onale for	Globalization – Role of WTO & GATT – Trading blocks i	n Globalization –
Imp	pact of Gl	obalizationonIndia.–Business&Society-	
Soc	cialRespo	nsibilitiesofbusinesstowardsdifferent groups.	
Im	it:6	Contomporery Ignor	2 hours
		Contemporary Issues	2 nours
EX	pert lectur	es, online seminars – webinars	50
		Total Leature hours	60hours
T	( D 1 (	Total Lecture hours	oonours
	xt Book(s		
1	Taxman	anghvi, Busin <mark>ess Environment and Entrepreneurship</mark> , CS-F	OUNDATION
		N-13: 97 <mark>8-93507</mark> 16236	
2		Cherunila <mark>m, Bus</mark> iness Environment-Himalaya Publishing H	ouse New Delhi
2	1 runeis	neraman, Basiness Environment rimanya raonsing ri	
Re	ference B	ooks	
1		A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13:	9781285193946)
1		ons of Business, (5th Edition) Cengage Learning Higher E	
2		bal Business Foundation Skill Students Handbook	
2	· ·	ge University Press ISBN-13: 978-8175967830	
3		as, Amit Shah, Introduction to Business, McGraw Hill Edu	cation (India)
5	Private		
	Limited	2012 ISBN-13: 978-1121085084	1-1
			5. C
Re	lated Onl	ine Contents [MOOC, SWAYAM, NPTEL, Websites et	c.]
		ine Contents [MOOC, SWAYAM, NPTEL, Websites et vw.coursera.org/courses?query=business%20fundamentals	c.]

		I I Volui		ccomes						
COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	S	S	S	S	S	М	S	М	S
CO2	М	S	М	М	S	М	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	М	S	S	М	S	S	S	S	S
CO5	S	S	S	S	S	S	S	М	S	М

Cot	irse code		MATHEMATICS AND STATISTICS FOR MANAGEMENT	L	Т	Р	С
			for BBA/BBA(CA)/BBA(IB)/BBA(RM)				
Alli	ed - I			6	-	-	4
Pre	-requisite	e	+2 Business Maths	Sylla		Firs	st
~				rsi	ion		
	irse Obje						
			understand the process of solving mathematics and the students to apply the mathematical and statistic				
			g business problems in their career. The course wil				ล
			duate and specialized studies and research.	i uibo	501 (	e us	u
Exp	ected Co	urse Outc	omes:				
On	the succes	ssful comp	letion of the course, student will be able to:				
1	Solve sy	stems of li	near equations by use of the matrix			K?	3
2	Be able	to find the	nature (maximum and minimum) of a turning poir	ıt		K.	5
3		the meanir 's profitabi	ng of marginal revenue and marginal cost and their	relev	ance	K	l
4		-	mpute the sampling distributions, sampling distrib	ution	of	K	1
+			es (S2) and the t- and F-distributions	ution	5 01	IX.	L
5	Summar	rize a reg <mark>re</mark>	<mark>ssion</mark> analysis, and compute and <mark>interpret the</mark> coeff	ïcien	tof	K2	2
correlation.							
K1 Crea		ber; <b>K2</b> - <mark>U</mark>	Understand; K3 - Apply; K4 - Analyze; K5 - Evalu	iate;	<b>K</b> 6	_	
Uni	t:1	1 8	MATRICES	1	14 -	-hou	ırs
			A Statement of the All				
			ideas about matrices and their operational rules – N				
	-		of square matrices of not more than 3rd order- sol	ving	syste	m of	
sim	ultaneous	linearequa	itions.				
<b>T</b> T •				1	14		
Uni	t:2		SET THEORY AND MATRICES		14 -	-nou	rs
	•		n - Types of sets - set operation - Venn Diagrams -	Matl	hema	tics	of
Fina	ance - Sim	ple and Co	ompound Interest.(Simple problems only)				
<b>T</b> T •					1 -		
Uni	t:3		STATISTICAL METHODS		15	hou	urs
data Fori	and seco	ndary data Frequency	ns of Statistics - Scope and Limitations. Collection - Presentation of data by Diagrammatic and Graph Distribution. Measures of Central tendency - Arit	nical I	Meth	od -	nary

Unit:4	MEASURES OF VARIATION	14hours
Measures of	of Variation : Standard, Mean and Quartile deviations-Co effic	cient of variation.
Simple Co	rrelation - Karl Pearson's Co-efficient of correlation – Rank c	orrelation -
Regression	lines.	
Unit:5	ANALYSIS OF TIME SERIES AND INDEX NUMBER	13hours
•	f Time Series: Methods of Measuring Trend - Index number –	6
Weighted	ndices-Tests of index numbers-Consumers price and cost of l	iving indices.
Unit:6	CONTEMPORARY ISSUES	02 –h
		ours
	ures, online seminars – webinars	
-	in theory and problems carry 20% and 80% marks respec	ctively Problems
need to be	simple keeping students' non-mathematical background	PT
	Total Lecture hours	72hours
Text Book	<b>(</b> ( <b>s</b> )	
1 S.P. G	upta (S.P.): "S <mark>tatistical</mark> Methods", Sultan Chand & Sons, 34th	Edition,2007
2 Richar	d Levin & David Rubin, "Statistics for management", Prentice	e Hall, 2008
Reference	Books	
1 Sunda Metho	resan and J <mark>ayaseel</mark> an- An Introduction to Business Mathematic	cs and Statistical
2 P.R.V	ttal, "Business Mathematics", Margham publications 2nd editi	on,2003.
3 S.P.Ra	jagopalan and R.Sattanathan, business statistics and Operation	Research, Tata
Mcgra	w-Hell publishing company Ltd.,2nd edition,2009.	11
-		
Related O	nline Contents [MOOC, SWAYAM, NPTEL, Websites etc	.]
	www.dphu.org/uploads/attachements/books/books_5117_0.pd	
	www.cognella.com/pdf/Step-by-Step-Business-Math-and	
	<u>cs_sneak_preview.pdf</u>	
	THE REAL PROPERTY AND ADDRESS OF THE PARTY	
Course De	signed By: Dr. P.KOMARASAMY , <u>pkskv@rediffmail.com</u>	<u> </u>

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	М	S	М	М	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S	М



code		ORGANISATIONAL BEHAVIOUR For BBA/BBA(CA)/BBA(IB)/BBA(RM)	P	С
Core II		5 -	-	3
Pre-requi	site		Fi	-
Course O	bjectives:			
The main	objectives of t	this course are to make the students to understand Organization	nal	
psycholog	y & personali	ity of people and gain knowledge on belief, values and human		
	· •	theories of leadership, counseling, idea generation for problem		
		And students are prepared to deal with groups and for conflict		
identificat	ion and resolu	Juon.		
Expected	Course Outc	comes:		
-		letion of the course, student will be able to:		
	1	ual and group behavior; and understand the implications of		K4
5		viour on the process of management		
U		ories of motivation from the past and to evaluate motivational		K5
	-	variety of organizational settings		
3 Enhan	ce productivit	ty of the organization by ensuring required job satisfaction and	1	K3
emplo	yee attitude.			
4 Under	stand the supe	ervisory effects on performance and to train supervisors by		K2
unders	standing dif <mark>fer</mark>	rent supervision styles.		
5 Evalua	ate the approp	riateness of various leadership styles and counseling methods		K5
K1 Dom	ember: <b>K2</b> - I	Jn <mark>derstand; K3 - Apply; K4 - Analyze; K5</mark> - Evaluate; K6 – C	1	4.0
<b>KI</b> - Kelli	•••••••••••••••••••••••••••••••••••••••	inderstand, no rippiy, no rindigze, no livalate, no c	rea	ue
<b>KI</b> - Kelli			rea	ue
Unit:1	602	Organisational psychology 121		
Unit:1 Importanc	Ma	And and and and	hou	ırs
<b>Unit:1</b> Importanc tests	e and scope o	Organisational psychology 12 Individual differences - Intellige	hou	irs
<b>Unit:1</b> Importanc tests	e and scope o	Organisational psychology 12 1	hou	ırs
Unit:1 Importanc tests Measurem	e and scope on the scope of the	Organisational psychology       12I         of organisational psychology – Individual differences - Intelligence - Personality tests - nature, types and uses.	hou enc	irs æ
Unit:1 Importanc tests Measurem Unit:2	e and scope on the scope of the	Organisational psychology       12I         of organisational psychology – Individual differences - Intellige         gence - Personality tests - nature, types and uses.         Perception       12I	hou enc	irs æ
Unit:1 Importanc tests Measurem Unit:2 Perception	e and scope on ment of intellig	Organisational psychology       12I         of organisational psychology – Individual differences - Intelligence - Personality tests - nature, types and uses.       Intelligence - Personality tests - nature, types and uses.         Perception       12I         recting perception - Motivation - theories - financial and non-	hou enc	irs
Unit:1 Importanc tests Measurem Unit:2 Perception	e and scope on ment of intellig	Organisational psychology       12I         of organisational psychology – Individual differences - Intellige         gence - Personality tests - nature, types and uses.         Perception       12I	hou enc	irs
Unit:1 Importanc tests Measurem Unit:2 Perception financial r	e and scope on nent of intellig n - Factors affe notivation - te	Organisational psychology       12I         of organisational psychology – Individual differences - Intellige         gence - Personality tests - nature, types and uses.         Perception       12I         fecting perception - Motivation - theories - financial and non- echniques of motivation - Transactional Analysis - Brain storm	hou enc hou	irs se
Unit:1 Importance tests Measurem Unit:2 Perception financial r Unit:3	e and scope o nent of intellig n - Factors affe notivation - te	Organisational psychology       12I         of organisational psychology – Individual differences - Intelligence - Personality tests - nature, types and uses.       Intelligence - Personality tests - nature, types and uses.         Perception       12I         recting perception - Motivation - theories - financial and non-echniques of motivation - Transactional Analysis - Brain storm       Intelligence - Intelligence - Intelligence - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelli	hou enc hou	irs e irs g.
Unit:1 Importance tests Measurem Unit:2 Perception financial r Unit:3 Job satisfa	e and scope o nent of intellig n - Factors affe notivation - te	Organisational psychology       12I         of organisational psychology – Individual differences - Intellige         gence - Personality tests - nature, types and uses.         Perception       12I         fecting perception - Motivation - theories - financial and non- echniques of motivation - Transactional Analysis - Brain storm         Job satisfaction       11I         ng – factors, Morale - importance - Employee attitude and beh	hou enc hou	irs e irs g.
Unit:1 Importance tests Measurem Unit:2 Perception financial r Unit:3 Job satisfa	e and scope o nent of intellig n - Factors affe notivation - te	Organisational psychology       12I         of organisational psychology – Individual differences - Intelligence - Personality tests - nature, types and uses.       Intelligence - Personality tests - nature, types and uses.         Perception       12I         recting perception - Motivation - theories - financial and non-echniques of motivation - Transactional Analysis - Brain storm       Intelligence - Intelligence - Intelligence - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Personality tests - Intelligence - Intelligence - Personality tests - Intelligence - Intelli	hou enc hou	irs e irs g.
Unit:1 Importance tests Measurem Unit:2 Perception financial r Unit:3 Job satisfa	e and scope o nent of intellig n - Factors affe notivation - te inction - meaning significance to	Organisational psychology       12I         of organisational psychology – Individual differences - Intellige         gence - Personality tests - nature, types and uses.         Perception       12I         fecting perception - Motivation - theories - financial and non- echniques of motivation - Transactional Analysis - Brain storm         Job satisfaction       11I         ng – factors, Morale - importance - Employee attitude and beh	hou enc hou iing hou	irs g.
Unit:1 Importance tests Measurem Unit:2 Perception financial r Unit:3 Job satisfa and their s Unit:4	e and scope o nent of intellig n - Factors affe notivation - te notivation - meaning significance to	Organisational psychology       121         of organisational psychology – Individual differences - Intellige         gence - Personality tests - nature, types and uses.         Perception       121         recting perception - Motivation - theories - financial and non- echniques of motivation - Transactional Analysis - Brain storm         Job satisfaction       111         ng – factors, Morale - importance - Employee attitude and beh         o employee productivity - Job enrichment - job enlargement.	hou enc hou iing hou iav	irs g. irs
Unit:1 Importance tests Measurem Unit:2 Perception financial r Unit:3 Job satisfa and their s Unit:4 Hawthorn	e and scope o nent of intellig n - Factors affe notivation - te significance to e Experiment	Organisational psychology       121         of organisational psychology – Individual differences - Intellige         gence - Personality tests - nature, types and uses.         Perception       121         recting perception - Motivation - theories - financial and non- echniques of motivation - Transactional Analysis - Brain storm         Job satisfaction       111         ng – factors, Morale - importance - Employee attitude and beh o employee productivity - Job enrichment - job enlargement.         Group dynamics       121	hou enc hou iing hou iav	irs g. irs
Unit:1 Importance tests Measurem Unit:2 Perception financial r Unit:3 Job satisfa and their s Unit:4 Hawthorn Conflict –	e and scope o nent of intellig n - Factors affe notivation - te significance to e Experiment	Organisational psychology       121         of organisational psychology – Individual differences - Intelligence - Personality tests - nature, types and uses.       Intelligence - Personality tests - nature, types and uses.         Perception       121         recting perception - Motivation - theories - financial and non-echniques of motivation - Transactional Analysis - Brain storm       Int1         Job satisfaction       111         ng – factors, Morale - importance - Employee attitude and beh of employee productivity - Job enrichment - job enlargement.       Int1         Group dynamics       121         - importance - Group Dynamics – Cohesiveness. Conflict - Ty       f conflict - Sociometry - Group norms – supervision - style -	hou enc hou iing hou iav	irs g. irs

Unit:5	Unit:5Leadership and counseling11hours									
-	-types-theories–Trait,ManagerialGrid,Fiedder'scontingency.C ce of counselor - types of counseling - merits of counseling	Counseling-meaning								
Unit:6	CONTEMPORARY ISSUES	02 –hours								
Expert lect	ures, online seminars – webinars	·								
Text Book	asad – OrganisationalBehaviour. Latest edition									
	vavis - Human Behaviour at Work									
2 Ghos -	Industrial Psychology									
3 Fred Lu	thans – OrganisationalBehaviour	~								
Online	Content									
NOC:O	rganizationalBehaviour - NPTEL	la.								

#### Mapping with Programme Outcomes

··· I· I·										
COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	M	S	S	S	М	M	S	S
CO4	М	S	M	S	М	M	S	M	S	М
CO5	S	S	S	S	М	S	S	S	S	М

Course code		ECONOMICS FOR EXECUTIVES	L	Т	Р	C						
Core - IV		For BBA/BBA(CA)/BBA(IB)/BBA(RM) Core	6			4						
Pre-requisite		+2 Economics	-	abus	- Fir	-						
110-requisite		12 Debitomies	Ver		1 11	51						
Course Objec	ctives:											
		s course are to make the students to understand				of						
		alysis and Elasticity of demand, BEP Analysis										
		ut types of competitions and priceadministrati	on an	id enh	ance	e						
then knowledg	ge about Gov	vernment and Business.										
Expected Cou	irse Outcon	les:										
On the success	sful completi	on of the course, student will be able to:										
1 Apply th	e objectives	of business firms, demand analysis and elastic	ity of	Ē		K6						
demand	in daily life a	and in their career.										
2 Identify	Identify the effective applications of factors of production and BEP AnalysisK3Understand the determination of the Price. Market structure and competition.K2											
3 Understa												
4 Analyze	various theo	<mark>ries of</mark> wages, Interest and profit in Business f	ield.			K4						
5 Evaluate	the perform	ance of the Government sector in India.				K5						
K1 - Rememb	er; K2 - Unc	l <mark>er</mark> stand; <b>K3</b> - Apply; <b>K4</b> - An <mark>alyze; K5 -</mark> Eva	luate;	K6 -	- Cre	eate						
	- 1 B		1	1								
Unit:1		DEMAND ANALYSIS	2			ours						
Objectivesofb Law of Dema		Profit Maximization-Socialresponsibilities-D ty of demand.	emar	ıdana	lysis	,—						
	RA		77									
Unit:2		BEP ANALYSIS	-	1	2 H	ours						
Production fur	nction - Facto	ors of production - Law of diminishing returns	and	Law o	of							
variable prope	ortions. Cost	and Revenue Curves – Break-even-point (BEF	P) ana	ılysis.								
		SALUrent -	50									
Unit:3	Ν	MARKET STRUCTURE		1	1 H	ours						
	-	s - Pricing under perfect Competition - Pricing		er Mo	nope	oly -						
Price discrimin	nation - Prici	ng under Monopolistic competition - Oligopo	ly.									
T		ECONOMIC THEORIES		10	TT							
Unit:4	factors of pr	oduction; wages - Marginal productivity theor	v In		Ηοι	ILS						
0	-	ce theory – Theories of Profit - Dynamic theor	•			sk						
Theory - Unce		y.	<b>j</b> 01 1									
Unit:5		GOVERNMENT AND BUSINESS		11	Hou	irs						
		- Performance of public enterprises in India -	Price	polic	y in							
-		r–Goals–Typesandclassification–										
	objectivesofp	ublicsector in India.		021	<u> </u>							
Unit:6	a online	CONTEMPORARY ISSUES		02-h	ours	5						
Expert lecture	s, onnne sen	ninars – webinars										

	Total Lecture hours         60hours
Te	xt Book(s)
1	Sankaran - Business Economics
Re	ference books
1	Markar et al - Business Economics
2	Sundaram K.P & Sundaram – Business Economics
	Online Content
	NOC:Managerial Economics - NPTEL

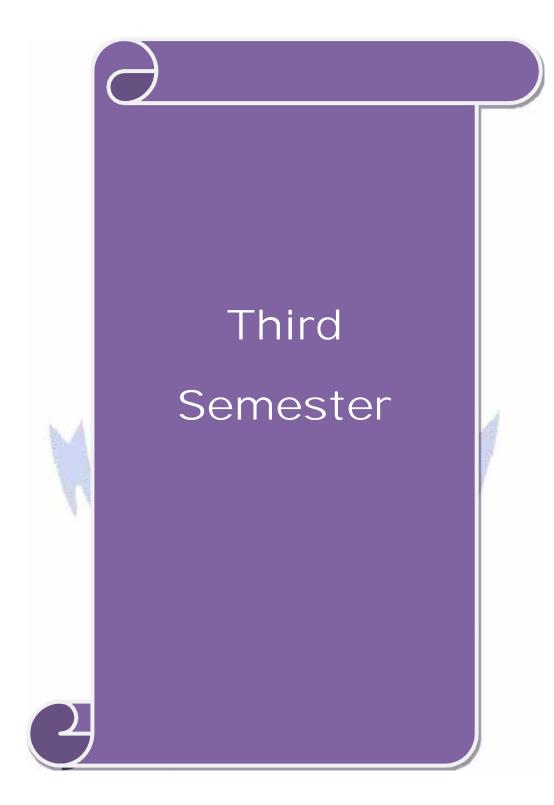
	0	0								
COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	Μ	S	S
CO4	М	S	М	S	М	М	S	М	S	М
CO5	S	S	S	S	M	S	S	S	S	М



Cou	ırse code		QUANTITATIVE TEC MANAGEMEN BBA/BBA(CA)/BBA(I	NT For	L	T	P	С			
Alli	ed - II	<u> </u>			5			4			
Pre	-requisite	2	MATHEMATICS AND MANAGE		Sylla Vers		Firs	st			
Cou	ırse Obje	ctives:									
The	main obj	ective of th	s course is to make the studer	nts to gain knowledge	abou	it var	ious				
cond	cepts of C	perations	esearch and to identifyandd	evelop operationalres	earch	mod	els				
		-	oftherealsystem and train th	em to apply the opera	tions	rese	arch				
tool	s that are	needed to	olve optimization problems.								
<b>F</b>											
-		urse Outc	tion of the co <mark>urse, stude</mark> nt w	vill be able to:							
1			No. of the second se		r		K	1			
1	Define and formulate linear programming problems and evaluate their applications										
2	To understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method										
3	To comp	-	concept of a Transportation lity checking of the solution		ne in	itial	K2				
4	To apply		ies of game theory and to m		hile	1	K3	3			
5		and the second se	alysis and programming eval y project scheduling and co	1	1		K3	3			
<b>K1</b> ·	- Rememl	oer; <b>K2</b> - U	nderstand; <b>K3</b> - Apply; <b>K4</b> -	Analyze; <b>K5</b> - Evalu	ate; I	<b>K6</b> –	Crea	ıte			
Uni	t:1	INT	RODUCTION TO OPERA	TION RESEARCH		11	ho	urs			
		-	ns Research – Meaning – Sco thematicalFormulation-	ope – Applications - I	limit	ation	s.				
		-	ntdecisionmaking(Graphical	method only)							
лрр	meationin	innanlagenik	nuccisioninaxing(Orapinear	inculod only).							
Uni		PROBI					ho	urs			
Trar	nsportatio	n problem	Introduction-Finding Initia	ll Basic Feasible solut	ions-	- mov	ving				
towa	ards optin	nality (non	degenerate only) – Maximiza	ation in transportation	n prol	olem-	-				
		-	n problem. Assignment prob		-						
	ignment r olem.	nethod – N	aximization in Assignment p	oroblem – Unbalancec	l Ass	ignm	ent				
Uni	t:3		GAME THEORY			12 -	-hoı	irs			
Gar		: Concept	f Pure and Mixed strategies	– solving 2 x 2 matric	ces w						

	ldle point. operty.	Graphical solution - mx2 and 2xn games. Solving games by	Dominance
Un	it:4	NETWORK ANALYSIS	11hours
Ba	ckwardpas	eles–Constructionofnetwork- Critical path –Forwardpass– scomputations–PERT – Time scale analysis - probability of es of floats.	completion of
Un	it:5	<b>REPLACEMENT THEORY</b>	12hours
	•	placement – Introduction - Replacement models –Replacem radually (value of money does not change with time)	ent of items that
Un	it:6	CONTEMPORARY ISSUES	02-hours
Ex	pert lecture	es, online seminars – webinars	
No	te: Theor	y and problem shall be <mark>distributed</mark> as 20% and 80% resp	ectively.
		Total Lecture hours	60hours
Te	xt Book(s)	A loss to the	
1	P. K. Gu	ota, Man Mo <mark>han,</mark> Kanti Swarup: "Operations Research", Sul	tan Chand, 2008.
2	J. K. Sha fifth edition.2	rma: Op <mark>erations</mark> Research Theory & Applications, Macmilla	an India Limited,
Re	ference B	ooks	
1	Kanti Sw	arup, P.K.Gupta and Man Mohan – Operations Research	Band
2		an V, Ganapathy K.S, Ganesan K, Resource Management T ons, 2003.	echnique- Lakshmi
Re	lated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.	]
1	1	otel.ac.in/courses/111/105/111105077/	
2		otel.ac.in/content/syllabus_pdf/111105077.pdf	9 8
		ENUCATE IN PASIMI	15
Co	urse Desig	ned By: Dr. P.KOMARASAMY ,pkskv@rediffmail.com	
Ma	oping with	Programme Outcomes	

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	S	S	М	S	S	S	S	М	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	М	М	S	S	S	М	М	S	S
CO4	М	S	Μ	S	М	М	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S	М



Course code		FINANCIAL ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BB		L	Т	Р	C			
Core V			()	5	-	-	4			
Pre-requisite		+ 2 Accounting		Sylla Vers		Firs	st			
Course Obje	ctives:			V CI S						
This course is principles and administration	to enable to practices in in order to	he students to acquire knowledge of according to according the student of the stu	s to apply i	n the	busi					
Expected Co										
	1	etion of the course, student will be able to				1				
		ng concepts and understand the rules of o sting to ledger in the business transaction		y syst	tem,	k	<b>K</b> 1			
2 Interpret by cash		lance; identify the errors and to reconcil	e the bank s	stater	nent	k	K2			
3 Summaries the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions.										
4 Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation.										
		s of accounting statements from incompl			1	k	ζ4			
K1 - Rememb	oer; K2 - U	nderstand; K3 - Apply; K4 - Analyze; K	<mark>5 - E</mark> valuat	e; Ke	<b>6</b> – Ci	reate	;			
100		O Levier Burg - 10		1 =3						
Unit:1		ng Fundamentals	and a			2 ho	ur			
		finition, objectives, scope, basic, terms,				5,				
		uses & limitations of Accounting, Conce					~			
		nting information, Accounting equations of accounting, effects of transactions.	s – Meaning	g of a	iccou	nun	g			
equation, com	ipensation	accounting, encets of transactions.	1							
Unit:2	Preparat	on of Journal, Ledger and Trial Bala	nce And &		1	2 ho	ur			
		ng Errors								
Basic Accourt	ting Proce	lure – Journal, rules of debit & credit, m	ethod of jo	urnal	izing	,				
		system - its advantage, ledger, meaning,								
		keeping – Cashbook, types of cash book								
		lance, Objective, preparation, errors & re								
errors, Rectifi		tility & preparation. Accounting Errors:	Meaning a		pes (	51				
Unit:3		conciliation statement and Methods of			1	2 ho				
Unit.5	Deprecia				1.	2 110	ui			
	liation:- M	eaning, causes of differences, need & im preciation – meaning, methods of charging								
Unit:4	Preparat	on of Final Accounts			1	1 ho	ur			
		g, need & objectives, types - Trading A			-					
		Account - meaning, Need & preparatio		Shee	t- Me	eanir	ıg,			
	notion Find	l Accounts with adjustment entry. Proble								

	it:5	Preparation of Final accounts of Joint stock Companies (As per the Format of the Indian Companies Act)	11 hours
		of statement of profit and loss – balance sheet – schedules – Indian to IAS - 8)	Accounting
Un	it:6	CONTEMPORARY ISSUES	2 hours
Ex	pert lectu	res, online seminars – webinars	
No	te: (Theor	y and problems may be in the ratio of 20% and 80% respectively)	
	X	Total Lecture hours	60 hours
Te	xt Book(s	)	
1		y&A.murthy-Financial Accounting, Margham Publications6th ec	lition,2012
2	Dr.S.N.N	Mageswari- Financial Accounting, Vikas Publishing housejan201	2
<b>Re</b>	<b>ference B</b> Shukla &	ooks 2 Grewal's Financial Accounting · M C Shukla , T S Grewal & S C	]
		. Chand Publishing.	
2		l Accounting V-dorling Kindersley-1st edition,2010	
3	Jain &N	arang-kalyani Financial Accounting publishers;12th edition.2014.	
Re	lated Onl	ine Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1		: https://www.mooc-list.com/course/introduction-financial-accoun	ting-coursera
2		al Accounting: Indian Institute of Technology	
		y and NPTEL via Swayam	
Co	urse Desig	gned By: Dr. P.KOMARASAMY, pkskv@rediffmail.com	

Марр	oing with	Progran	nme Out	comes	200000					
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	PO7	PO8	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	М	S	М	S	S	М	S	М
CO3	М	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	М	S	S	S	S	Μ

Course co Core VI	de	PRODUCTION AND MATERIALS MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L 5	Т	P	C				
Pre-requi	site	Principles of Management	Sylla Vers		- Firs	-				
Course O	bjectives:									
Th production materials purchase p	e production a n management nanagement a	this course are to: and materials management provides an introduction , production planning and control, effective materia and maintenance management, helps to understand prekeeping, Total Quality Management, Quality Co ISO.	al hanc the im	lling, port						
Expected	<b>Course Outc</b>	omes:	1 2							
		letion of the course, student will be able to:								
1 Enur	nerate the pro-	duction processes and production planning and con	trol.		K	1				
and l	Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related costs									
		ial management, domestic and import purchase pro	ocedure	es	Kź	2				
		ent issues in receiving, stores, traffic and transportation	tion,		K4	1,				
	uss about the	quality control, Total Quality Management, Bench	marki	ng	K2	2				
		Understand; K3 - Apply; K4 - Analyze; K5 - Evalua PRODUCTION MANAGEMENT	ate; <b>K(</b>		reate - ho					
layout - Pi	inciples - Pro	t - Functions - Scope - Plant location - Factors - Sit cess - Product layout. Production Planning and con neduling - Dispatching - Control								
Unit:2	MA	FERIALS HANDLING & MAINTENANCE		12-	- ho	urs				
equipmen	U	portance - Principles - Criteria for selection of mat ce - Types - Breakdown - Preventive - Routine - Mo dy.			0					
Unit:3		MATERIALS MANAGEMENT		12-	- ho	urs				
Organisati materials	nanagement.	ls Management - Fundamental Principles - Structur Purchasing – procedure - principles - import substit ndor rating - Vendor development .		egra	ted					
Unit:4	of Inventory	INVENTORY CONTROL	500		• ho	urs				
		Importance - Tools - ABC, VED, FSN Analysis - E ead time Analysis. Store keeping - Objectives - Fun								

kee	eper – Dutie	es – Responsibilities, Location of store - Stores Ledger - Bin	i card.
Un	it:5	QUALITY CONTROL AND ISO IMPLEMENTATION	11 hours
Qu	ality contro	l - Types of Inspection - Centralised and Decentralised. TQ	M: Meaning -
		ements - Benefits. Bench marking: Meaning - objectives -	advantages. ISO:
Fea	atures - Adv	vantages - Procedure for obtaining ISO.	
IIn	it:6	Contomnorom Icques	2 -hours
		Contemporary Issues	2 –nours
EX	pert lecture	s, online seminars – webinars	
		Total Lecture hours	60 - hours
Te	xt Book(s)		
1	. ,	avel and S Sumathi "Production and materials Managemen	t".
		Publications, 2013	,
2	Ų	.K. and Gupta, R.C. "Materials Management - Text and Cas	ses" Prentice Hall
		rivate Limited, New Delhi, 2006.	
	1		50
Re	ference Bo	oks	
1		A.K. "Materials Management, Procedures, Text and Cases' Ltd., New Delhi, 2nd Edition, 2006	': Prentice Hall of
2	M.M. Var	<i>ma</i> , 201 <mark>2. Mater</mark> ials Management. Jain Book Agency Publis	shers, 4 <sup>th</sup> Edition.
Re	lated Onlin	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	M
1		tps://www.mooc-list.com/course/microeconomics-principle	
Co		ned By: Dr. P.KOMARASAMY , pksky@rediffmail.com	
Ma	apping with	n Programme Outcomes	1

## Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	М
CO3	Μ	S	S	S	М	S	S	S	S	S
CO3	S	М	Μ	S	S	М	S	Μ	S	S
CO4	S	S	S	S	S	S	S	S	S	М
CO5	S	S	S	М	S	S	М	М	М	S

Course Objectives:       Image: Course Objectives:         1. To introduce the role and importance of marketing in business world.       2. To develop marketing skills and career.         3. To understand the channel, methods of marketing and its impact in organisation       4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration.         5. To provide knowledge and demonstrate e-marketing forms and benefits in marketing       Expected Course Outcomes:         On the successful completion of the course, student will be able to:       1         1       Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour       F         3       To apply marketing concepts, pricing for the development of marketing function.       F         4       Analyze and perform the functions of marketing in organisation.       F         5       Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.       F         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crea       Imit:1       Introduction to Marketing       12 h         Introduction, Objectives, Scope and Importance. Types of Market, Core Concor of Marketing; Functions of Marketing, Marketing Orientations and Marketing Environmed Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavi Models         Unit:3       Product concepts       12 h         Intro	P C	Т	L		ourse code					
Pre-requisite         Principles of Management         Syllabus rsion         Fi           Course Objectives:         .         .         To introduce the role and importance of marketing in business world.         .	- 4		5							
Course Objectives:         1. To introduce the role and importance of marketing in business world.         2. To develop marketing skills and career.         3. To understand the channel, methods of marketing and its impact in organisation         4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration.         5. To provide knowledge and demonstrate e-marketing forms and benefits in marketing Expected Course Outcomes:         0n the successful completion of the course, student will be able to:         1       Recognize the significance of marketing and its role in economic development         P       Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour         3       To apply marketing concepts, pricing for the development of marketing function.         4       Analyze and perform the functions of marketing in organisation.         5       Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crea         Unit:1       Introduction to Marketing         Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Conce of Marketing. Functions of Marketing, Marketing Orientations and Marketing Environme         Unit:2       Consumer buying behavior         12 h       The Product oncourges       12 h         Ma	- 4 First		Syllat							
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<ul> <li>3. To understand the channel, methods of marketing and its impact in organisation</li> <li>4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstrate e-marketing forms and benefits in marketing Expected Course Outcomes:</li> <li>On the successful completion of the course, student will be able to:</li> <li>1 Recognize the significance of marketing and its role in economic development</li> <li>Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour</li> <li>3 To apply marketing concepts, pricing for the development of marketing function.</li> <li>4 Analyze and perform the functions of marketing in organisation.</li> <li>5 Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.</li> <li>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crea</li> <li>Unit:1 Introduction to Marketing Orientations and Marketing Environme</li> <li>Unit:2 Consumer buying behavior</li> <li>12 h Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix – product item and product line - modification &amp; elimination - packing - Developing Products - strategies.</li> </ul>					v					
<ul> <li>4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration.</li> <li>5. To provide knowledge and demonstration.</li> <li>6. To provide knowledge and demonstrate e-marketing forms and benefits in marketing Expected Course Outcomes: <ul> <li>On the successful completion of the course, student will be able to:</li> </ul> </li> <li>1 Recognize the significance of marketing and its role in economic development <ul> <li>F</li> <li>Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour</li> <li>3 To apply marketing concepts, pricing for the development of marketing function.</li> <li>F</li> <li>Analyze and perform the functions of marketing in organisation.</li> <li>F</li> <li>Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.</li> <li>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Creat Unit:1 Introduction to Marketing Orientations and Marketing Environmet</li> <li>Unit:2 Consumer buying behavior</li> <li>12 h Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavi Models</li> </ul> Unit:3 Product concepts 12 h The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix –product item and product line - modification &amp; elimination - packing - Developing Products - strategies. Unit:4 Pricing Concepts 11 h Pricing: Meaning to Buyer &amp; Seller - pricing policies – Objective factors influencing pridecisions - Competitors action to price changes – multi product pricing - Physical distribu</li></ul>				1 0	-					
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2       Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour       Image: Product market impact on buying behaviour         3       To apply marketing concepts, pricing for the development of marketing function.       Image: Product of marketing in organisation.         4       Analyze and perform the functions of marketing in organisation.       Image: Product of Marketing in the Indian context.         5       Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.       Image: Product of Marketing         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crea         Unit:1       Introduction to Marketing         Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concord Marketing, Functions of Marketing, Marketing Orientations and Marketing Environmed         Unit:2       Consumer buying behavior         Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying         Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavit Models         Unit:3       Product concepts         Unit:4       Pricing Concepts         U	K1	ont	alonm							
have impact on buying behaviour       Image: Conservent of the development of marketing function.         3       To apply marketing concepts, pricing for the development of marketing function.         4       Analyze and perform the functions of marketing in organisation.         5       Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crea         Unit:1       Introduction to Marketing         Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concord Marketing, Functions of Marketing, Marketing Orientations and Marketing Environmed         Unit:2       Consumer buying behavior         Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavior Models         Unit:3       Product concepts         Unit:4       Pricing Concepts         Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing price decisions - Competitors action to price changes – multi product pricing- Physical distribution										
function.F4Analyze and perform the functions of marketing in organisation.F5Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.FK1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - CreaUnit:1Introduction to Marketing12 hMarketing: Introduction, objectives, Scope and Importance. Types of Market, Core Conce of Marketing, Functions of Marketing, Marketing Orientations and Marketing EnvironmedUnit:2Consumer buying behavior12 hIntroduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavi ModelsUnit:3Product concepts12 hThe Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix -product item and product line - modification & elimination - packing - Developing Products - strategies.Unit:4Pricing Concepts11 hPricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pric 	K2,									
5       Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.       F         K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crea       Introduction to Marketing       12 h         Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concord Marketing, Functions of Marketing, Marketing Orientations and Marketing Environme       12 h         Unit:2       Consumer buying behavior       12 h         Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavit Models       12 h         Unit:3       Product concepts       12 h         The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix –product item and product line - modification & elimination - packing - Developing Products- strategies.       11 h         Vnit:4       Pricing Concepts       11 h         Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pric decisions - Competitors action to price changes – multi product pricing- Physical distribute       11 h	K3									
context.FK1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - CreatingUnit:1Introduction to Marketing12 hMarketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concort of Marketing, Functions of Marketing, Marketing Orientations and Marketing EnvironmeUnit:2Consumer buying behavior12 hIntroduction, Characteristics, Factors affecting Consumer Behaiour, Types of BuyingDecision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer BehavionModelsUnit:3Product concepts12 hThe Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prodmixproduct item and product line - modification & elimination - packing - DevelopingProducts - strategies.Unit:4Pricing Concepts11 hPricing: Meaning to Buyer & Seller - pricing policies - Objective factors influencing pricidecisions - Competitors action to price changes - multi product pricing- Physical distribution	K3			lyze and perform the functions of marketing in organisation.	Analyze					
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Crea         Unit:1       Introduction to Marketing       12 h         Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Conco       of Marketing, Functions of Marketing, Marketing Orientations and Marketing Environme         Unit:2       Consumer buying behavior       12 h         Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying       Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavi         Models       Unit:3       Product concepts       12 h         The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod       nix -product item and product line - modification & elimination - packing - Developing         Products - strategies.       Unit:4       Pricing Concepts       11 h         Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing prici       decisions - Competitors action to price changes – multi product pricing- Physical distribution	K3	n	India							
Unit:1Introduction to Marketing12 hMarketing: Introduction, objectives, Scope and Importance. Types of Market, Core Conco of Marketing, Functions of Marketing, Marketing Orientations and Marketing EnvironmeUnit:2Consumer buying behavior12 hIntroduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavi Models12 hUnit:3Product concepts12 hThe Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix –product item and product line - modification & elimination - packing - Developing Products- strategies.11 hUnit:4Pricing Concepts11 hPricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pric decisions - Competitors action to price changes – multi product pricing- Physical distribute	ate	– Cr	te; K6	nember; <b>K2</b> - Understand; K3 - Apply; K4 - Analyze; K5 - Evalua	1 - Rememl					
Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behavioud Models         Unit:3       Product concepts         12 h         The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix –product item and product line - modification & elimination - packing - Developing Products- strategies.         Unit:4       Pricing Concepts         11 h         Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing- Physical distribution	cepts	re Co		g: Introduction, objectives, Scope and Importance. Types of Marke	larketing: In					
Introduction, Characteristics, Factors affecting Consumer Behaiour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviou Models         Unit:3       Product concepts         12 h         The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix –product item and product line - modification & elimination - packing - Developing Products- strategies.         Unit:4       Pricing Concepts         11 h         Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing- Physical distribution	hours	12	1	Consumer buying behavior	nit·2					
Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour, Models         Unit:3       Product concepts       12 h         The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod mix –product item and product line - modification & elimination - packing - Developing Products- strategies.       Developing - Developin	Iours		of Buy							
The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Prod         mix -product item and product line - modification & elimination - packing - Developing         Products- strategies.         Unit:4       Pricing Concepts         Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pric         decisions - Competitors action to price changes – multi product pricing- Physical distribute	viour				ecision Beh					
mix -product item and product line - modification & elimination - packing - Developing         Products- strategies.         Unit:4       Pricing Concepts         Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pric         decisions - Competitors action to price changes – multi product pricing- Physical distribution	hours	12		Product concepts	nit:3					
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pric decisions - Competitors action to price changes – multi product pricing- Physical distribu		·		duct item and product line - modification & elimination - packing -	ix -product					
decisions - Competitors action to price changes - multi product pricing- Physical distribu	hours	11		Pricing Concepts	nit:4					
- Management of physical distribution - marketing risks					ecisions - Co					
Unit:5 Market segmentation 11 h				0						
Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Pro- of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning,	ocess	The P	tion, 7	of Market Segmentation, Requisites of Effective Market Segmenta	enefits of M					

Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition

Un	uit:6 Conten	nporary Issues	2 –hours							
Ex	pert lectures, online seminars - webi	nars								
		Total Lecture hours	60 - hours							
Te	xt Book(s)									
1	Marketing Management - Philip Ko	Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.								
2	Marketing Management - Rajan Sa	xena - Tata McGraw Hill, 2002.								
Re	ference Books									
1	Marketing Management - Ramasan	ny &Namakumari - Macmilan India, 2	2002.							
2	Case and Simulations in Marketing	- Ramphal and Gupta - Golgatia, Dell	hi							

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

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

Course Designed By: Dr. P.KOMARASAMY, pkskv@rediffmail.com

SCOR.

## Mapping with Programme Outcomes

COS/POS	<b>PO1</b>	PO2	PO3	<b>PO4</b>	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	Μ	Μ	S	Μ	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	М	S	S
CO5	S	S	S	S	S	S	S	S	S	S

120.00

	e code	BUSINESS LAW ForBBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С			
Allied	I - III		5			4			
Pre-re	equisite	Nil	Sylla Versi		Firs	t			
Cours	se Objectives:			-					
		this course are to:							
	-	ef idea about the frame work of Indian Business I							
		ents to acquire knowledge of legal aspects of bus							
3. T	o promote the un	derstanding of various legislations relating to bus	mess						
Expe	cted Course Outo	comes:							
-		letion of the course, student will be able to:							
	-	standing on business law in the global context.			K	[1			
2 Knowing the relevant legal terms in business									
<ul> <li>2 Knowing the relevant legal terms in business</li> <li>3 Construct the relationship of ethics and law in business</li> </ul>									
<ul> <li>Construct the relationship of ethics and law in business</li> <li>Applying basic principles of law to business and business transactions</li> </ul>									
<ul> <li>Applying basic principles of law to business and business transactions</li> <li>Implementing current law, rules, and regulations related to settling business</li> </ul>									
	disputes	ent iuw, fuies, and regulations feated to setting	ousiness		K	5			
<b>K1 -</b> F	Remember; K2 - U	Jnderstand; K3 - Apply; K4 - Analyze <mark>; K5 - E</mark> va	luate; K6	6 – C	reate				
<b>Unit:</b> 2 Consi	2 deration - Legal r	eate legal relation - Capacity of parties to create c CONSIDERATION IN LAW	1	otion		ır			
	- mistake of law a	ules as to Conside <mark>ration - Stra</mark> nger to a Contract a leration - Consent - Coercion - undue influence –		sent	ation				
fraud	nents - Effects of	leration - Consideration - Stranger to a Contract a leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements.	misrepre		ation				
fraud agreer		leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements.	misrepre	gal		-			
fraud agreer Unit::	3	leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements. AGREEMENT AND SALE	misrepre	gal 11-	- ho	- ur:			
fraud agreer <b>Unit:</b> Agree agreer	3 ement opposed to p ments - Restitution	leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements. AGREEMENT AND SALE public policy - Agreements in Restraint of trade - n - Quasi-contracts - Discharge of contract - Brea	misrepre and illeg Exception	gal 11- ons – ntrac	- ho voic	- ur:			
fraud agreer Unit: Agree agreer Reme	3 ment opposed to p ments - Restitution dies for breach of	leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements. AGREEMENT AND SALE public policy - Agreements in Restraint of trade - n - Quasi-contracts - Discharge of contract - Brea Contract. Formation of contract of sale - Sale and	misrepre and illeg Exception	gal 11- ons – ntrac	- ho voic	- ur:			
fraud agreer Unit: Agree agreer Reme	3 ment opposed to p ments - Restitution dies for breach of	leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements. AGREEMENT AND SALE public policy - Agreements in Restraint of trade - n - Quasi-contracts - Discharge of contract - Brea	misrepre and illeg Exception	gal 11- ons – ntrac	- ho voic	- ur:			
fraud agreer Unit:: Agree agreer Reme Hire p	3 ement opposed to ments - Restitution dies for breach of purchase agreemen	leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements. AGREEMENT AND SALE public policy - Agreements in Restraint of trade - n - Quasi-contracts - Discharge of contract - Brea Contract. Formation of contract of sale - Sale and nt - Sale and bailment.	misrepre and illeg Exception	gal 11- ons – ntrac ent t	- ho voic t - o sell				
fraud agreer Unit:: Agree agreer Reme Hire p Unit:4	3 ement opposed to p ments - Restitution dies for breach of purchase agreemen 4	leration - Consent - Coercion - undue influence – nd mistake of fact. Legality of Object - Unlawful illegality - Wagering Agreements. AGREEMENT AND SALE public policy - Agreements in Restraint of trade - n - Quasi-contracts - Discharge of contract - Brea Contract. Formation of contract of sale - Sale and	misrepre and illeg Exception ch of cor d agreem	gal 11- ons – ntract ent t 12-	- ho voic t - o sell - ho				

Uni	it:5			CON	TRACT	C OF AG	ENCY			12-	- hours
Cre	ation	of agen	cy - Clas	sification	n of agen	ts - relat	ions of p	rincipal a	and agen	t - delega	ation of
auth	hority	y - relati	on of prin	ncipal wi	th third p	parties - j	personal	liability o	of agent -	- Termin	ation of
age	ncy.										
Uni					ontemp	U	sues				2 hours
Exp	pert l	ectures,	online se	minars –	webinar	S					
							Total Le	ecture ho	ours	60-	- hours
Tex	xt Bo	ok(s)							I		
1	N.D	. Kapoo	r - Eleme	ents of M	lercantile	Law					
2	Pilla	ai &Bha	gavathi-	Business	Law						
Ref	feren	ce Book	S								
1	M.C	C. Shukla	a - A Ma	nual of M	Iercantil	e Law					
2	Pan	dia R. H	Merca	intile Lav	N		-		50 53		
3	K.P	.Kandas	ami - Ba	nking La	w & Prac	ctice	-				
On	line	Content		S. 201	100			24	52		
http	os://o	nlinecou	irses.swa	yam2.ac.	in/cec20	_hs23/pi	review				
Ma	ppin	g with I	Program	me Outo	omes	( very	112	1.2			
CC	Ōs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>	<b>PO10</b>
CO	)1	S	S	S	S	S	S	М	S	S	М
CO	3	S	М	S	М	S	S	S	S	S	S
CO	3	S	S	S	S	S	М	S	S	М	S
CO	94	S	S	S	S	М	S	S	М	S	S
CO	5	Μ	S	М	S	S	S	S	S	S	S

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

			PC software (MS OFFICE) –							
Course co	ode		PRACTICAL	L	T	Р	C			
Core - VII				-	-	3	3			
Pre-requisi	te		Basic Computer Knowledge	Syllabus Version	F	'irst				
Course Ob	jective	s:								
heets,Power	Pointp	resentatio	olethestudentsincraftingprofessionaly nsusingtheMicrosoftsuiteofofficetoo presentationswithofficeautomationto	ls.Tofamilia						
Expected C										
		-	n of the course, student will be able							
1		ss docume	ffice programs to create personal, ac ents following current professional a		ry	K	1			
i	Create scientific and technical documents incorporating equations, images, tables, and bibliographies.									
	Develop technical and scientific presentations which use charts and visual aids to share data.									
	Build spreadsheets to perform calculations, display data, conduct analysis, and explore.									
ä	and rea	ıl-wo <mark>rld</mark> d		100			5			
K1 - Remer	nber; <b>I</b>	K2 - Unde	rstand; K3 - Apply; K4 - Analyze; I	K <b>5</b> - Evaluat	e; <b>K6</b> –	Creat	e			
Unit:1		WORD			1	5 ho	ours			
Word. Over Editing and shading - he Insert optio – special ch Tables - cre Mail Merge	view o <b>I Forn</b> eaders a ons: - i aracter eating t e: mail	of word m natting: P and footer nsert pictors – colum able - gra merge co	ure – smart art – superscript & subsc	paragraph, b ript – mathe - insert pictu	orders a matical 1re.	nd	ılas			
Unit:2		POWE	R POINT		1	5 ho	ours			
window – n blank presen <b>Working w</b> applying tra <b>Editing and</b>	nenus a ntation <b>ith sli</b> o nsitior <b>l form</b>	and tool b option - 1 des -make a and anin atting tex	nt basics – terminology - getting sta ars- creating presentations - using au using design template option. a new slide, move, copy, delete, dupl nation effects. at: alignment, editing, inserting, dele ob formatting.	ito content w licate, lay ou	vizard -	using slide-	of			
			-							

**Worksheet basics- Features of MS Excel** – spread sheet / worksheet, workbook creating worksheet, entering data into worksheet- parts of MS excel window - toolbars and menus, keyboard shortcuts - Entering and editing data in worksheet – cell range – formatting – auto fill –formulas and its advantages. Charts – graphs.

Unit:4	ACCESS	13 hours
Umt:4	ACCESS	13 nours

**Introduction to Databases**- Why use a Relational Database, concept of primary key relationship- Creating and Working with a Database -Creating a New Database-Creating a Table-Modifying a Table-Creating a Query-Sorting a Query-Creating a Form with the Form Wizard-Creating a Report with the Report Wizard-Creating Mailing Labels with the Label Wizard-Converting an Access Database

Unit:5	Contemporary Issues	2 hours
Expert lectures, or	nline seminars – webinars	

#### **Total Lecture hours**

60-- hours

## Text Book(s)

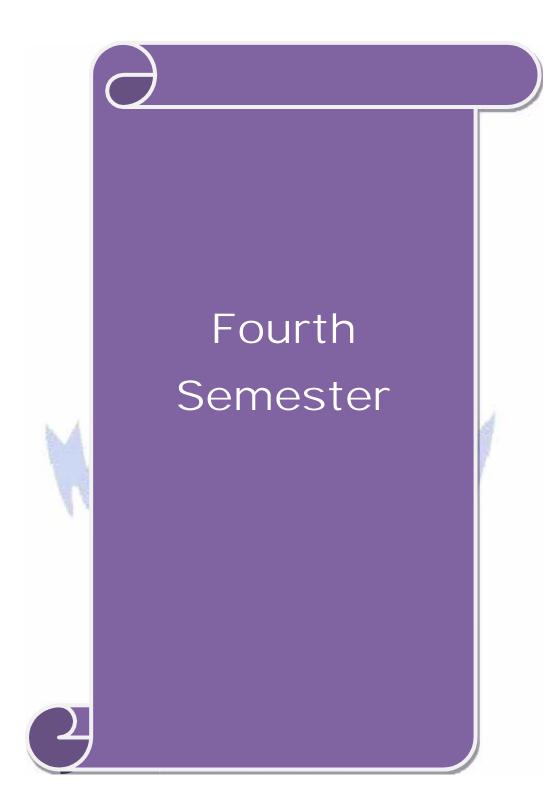
1 Peter Weverka- MS office for dummies, Wiley & Sons

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

1 https://onlinecourses.swayam2.ac.in/cec20\_cs05/preview

#### Mapping with Programme Outcomes

. I. I.	0									
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	M	S	S	S	S	М	S	S	S
CO3	S	S	S	М	S	S	S	S	Μ	S
<b>CO4</b>	S	S	М	S	S	S	S	M	S	S
CO5	М	S	S	S	S	М	S	S	S	S



Course code		HUMAN RESOURCE MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	С			
Core - IX	J		5	-	-	4			
Pre-requisite		Principles of Management	Sylla Vers		Fir	st			
Course Obje	ctives:								
Human Resou 2. To understa Design. 3. To produce procedures an 4. To develop designing a tra implementation	rce Manage and human r information d make app a training progra ining progra	s with knowledge on concepts, theories, scope and ement practice at both National and global level. relation skills of drafting a Job Description, Job Sp n regarding the effectiveness of recruiting methods ropriate staffing decisions. orogram using a useful framework for evaluating tr ram, and evaluating training results and evaluate a ormance-based pay system. 2M and its significance in business.	ecifica , selec aining	ation, tion need	, Job ls,				
<u> </u>	0	6							
Expected Cor									
	1	tion of the course, students will be able to:			Ka				
•									
		nan resource planning			K∠	ł			
		nd practice of the primary areas of human resource ling staffing, training and compensation.	e		K3	}			
		ortance of career planning and succession planning	;		K∠	ł			
		nd practice of the primary areas of human resource ling staffing, training and compensation			K2	2			
		derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate	e; K6	– Cre	eate				
	rce Manage atus of HR	of Human Resource Management ement - meaning, nature, scope and objective – Fur manager - Organisation of HR department – Strate Resource Planning	octions	RM					
	rce Plannin	g – Job Analysis – Importance & benefits - Job analysis - Job specification	alysis	proc	ess-	_			
Unit – 3	Recruitm	ent and Selection		12	k hou	irs			
Alternative to	Recruitmer	n - Factors affecting Recruitments, Sources of Rec nt – Definition and Importance of Selection, Stages s of Selection Tests and Types of Interviews			n				
	benefits of I – Performa	and development Induction, Content of an Induction Program –Train nce appraisal - Job evaluation and merit rating - Pr		d	hou	S			

	Unit - 5	Career Planning & Development	12 hours
		ng & Development – Stages in Career Planning –	
		nployees — Meaning and Sources of Employee C	
		ems – Meaning & Process of Collective Bargainin	ng – Indiscipline, Settlement
Ma	achinery of	Industrial Conflicts.	
Un	uit -6	Contemporary Issues	2 hours
-		s, online seminars – webinars	2 110015
ĽX	pert lecture	s, onnie seminars – webinars	
		Total Lecture hours	60 hours
Te	xt Book(s)		
1		o. P, Personnel and Human Resource Managemen g House 2010	t (Text and cases) Himalaya
2	C.B. Gup	ta Human resource Management Sultan Chand &	sons 2011
Re	ference Boo	oks	
1	Rao, S. (2	2014) Esse <mark>ntials of Hu</mark> man Resource Manageme	nt & Industrial Management:
		ases. New Delhi: Himalaya Publication.	e e e e e e e e e e e e e e e e e e e
2	VSP. Rac	- Human Resource Management	
3	B.Nandha	kumar - Industrial Relations Labour Welfare and	Labour Laws -Vijay Nicole
	Imprints		
Re		e Contents [MOOC, SWAYAM, NPTEL, Website	-
1	NOC:Prin	nciples of Human Resource Management - NPTEI	-7
	1		
Co	ourse Desig	ned By:	
		A State of the second second second	13

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO2	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	Μ	S	S	Μ	S
CO4	S	S	S	S	Μ	S	S	Μ	S	S
CO5	Μ	S	Μ	S	S	S	S	S	S	S

Course code				MANAGEME )/BBA(IB)/BB		L	Т	Р	С
Core - X		TOTDD				5	-	-	4
Pre-requisite			Financia	al Accounting		Sylla Versi		Firs	st
Course Object	ives:								
The main objec	tives of th	his course a	re:						
1. To acqu	ire the kn	nowledge of	Financial N	Aanagement.					
		t concepts o	0						
		ness on the	Capital Stru	cture in which l	Financial M	anager	nent		
operate.			0 1		1.5.6				
				Working Capit			ות	<i>.</i>	
5. To prov	ide know	ledge using	concepts, n	nethods & proce	edures invol	ved in	Bud	getin	g.
Expected Cour	rse Outco	omes•							
On the successf			course, stud	lents will be ab	e to:				
				vhile communic		8		K3	
				ting financial m		decisio	m.	K4	
-		-		and relationship				K3	
		to maximiz		-	2	<u></u>		K4	
		c understan				5		K2	
K1 - Remembe			0	0 0	K5 - Evalua	te <sup>.</sup> K6	-Cr	eate	
	-,					,			
Unit:1	FINANC	E FUNCT	IONS			2.0	12 ]	Hou	rs
Finance Function	ons: Defir	nition and S	cope of Fin	ance Functions	- Objectives	of Fir	nanci	al	
Management -									
term - Bank sou	arces – Lo	on <mark>g term - S</mark>	Shares – Deb	pentures - Prefe	rred Stock –	Debt.			
Unit:2	INVEST	MENT AN	D FINANC	CING DECISIO	ONS		12	Hou	rs
Investment Dec	isions: Lo	ong-term ar	nd Short-ter	<mark>m – c</mark> apital budg	geting and a	ppraisa	al		
techniques - Pa	•				0				
of Capital - Cos	-						Reser	ves -	
Weighted Aver	age Cost	of Capital,	Operating L	everage and Fir	ancial Leve	erage.			
Unit:3	САРІТА	L STRUC	FURE theo	rv			11	Hou	rs
Capital Structur					of Capital s	structu		liou	
		0			1				
Unit:4	Dividend	l Decisions					11 ]	Hou	ſS
Dividend and D	1		0		Dividends	- Divi	dend	Poli	су
- Determinants	of Divide	end Policy –	- Models: G	orden					
Unit:5	WORKI	NG CAPIT	AL MANA	GEMENT			12	Hou	rs
Working Capita	al Manage	ement: Wor	king Capita	l Management -	concepts -	import	ance	-	
Determinants o			-		-		•		
and Strategies of		-		-	Objectives	- Crec	lit po	licie	s.
(Theory carries			ns carry 209	% Marks)					
	emporary					2 Hou	rs		
Expert lectures,	, online se	eminars – w	ebinars						

		<b>Total Lecture hours: 60 hours</b>
Text Book(s)         1       I. M. Pandey - Financial Management         2       P.V. Kulkarni - Financial Management         Financial Management         Reference Books         1       S.N. Maheswari - Management Accounting		
1	I. M. Pandey - Financial Management	
2	P.V. Kulkarni - Financial Management	
Re	ference Books	
1	S.N. Maheswari - Management Accounting	
2	Khan and Jain - Financial Management	

2 Khan and Jain - Financial Management

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

1 NOC:Financial Management For Managers - NPTEL

## **Course Designed By:**

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	М	S
CO4	S	S	S	S	M	S	S	М	S	S
CO5	М	S	M	S	S	S	S	S	S	S



Course code		FINANCIAL ACCOUNTING PACKAGE TALLY ERP 9 - PRACTICAL	L	Т	Р	C
Core/Elective/S	Supportive	Core XI	5	-	3	3
Pre-requisite		<b>Financial Accounting</b>	Sylla Vers		Fir	st
Course Object						
The main objec						
-		vledge of Financial Management.				
		oncepts of Financing Decisions. s on the Capital Structure in which Financial Ma	nagen	ont		
operate.		s on the Capital Structure in which I maneral wa	nagen	юш		
-	lop an unde	rstanding of tools on Working Capital Managem	ent.			
		lge using concepts, methods & procedures involv		Budg	getin	g.
Expected Cour						
	-	ion of the course, students will be able to:				
		counting concepts and principles			K3	
2 Be able to Reports in	U	ccounting and Inventory Masters, Vouchers and	Basic		K4	ł
1		d Accounting and Inventory in Tally. ERP 9			K	3
		ng of Advanced Accounting and Inventory in Tal	ly.ER	P 9	K4	
5 Understar	nd basic con	cepts and practical application of VAT, CST, TI	DS and	1	K	2
Service T	A		1			
K1 - Remembe Create	r; K2 - Uno	derstand; K3 - Apply; K4 - Analyze; K5 - Eva	luate	K6		
Unit:1	Introducti		9 Ho		-:	
		P 9- Salient features – Accounting Features – Er			te	
		pmponents of TALLY ERP 9 – Creation and Alte			15 –	
Unit:2	Stock Gro		8 Ho	urs		
		os- Stock Categories – Stock Items- Godowns –				
Measurement.	1	C .				
Unit:3	Groups		8 Ho	urs	<u>.</u>	
	-	edgers – Voucher Type – Purchase Orders- Sales				
Invoices.						
Unit:4	Reports		9 Ho	urs		
	-	-Working with Balance Sheet- Profit & Loss Acc	count-	Stoc	k	
Summary Repo	rt – Ratio A	nalysis – Trial Balance – Day Book. Introduction	n to Pa	ayrol	1 –	
Employee Cate	gories – Em	ployee Groups – Employees- Attendance Produc	tion t	ypes-	Pay	/
		ntry/ Transactions – Payroll reports.			-	

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TT	· =		0.11								
Un	it:5	Service Tax	9 Hours								
Intr	oduction to	Service Tax – Tax Collected at Source- Ta	ax Deducted at Source- Value								
Ado	ded Tax –Go	oods and Service Tax- Activating GST for	your company- Deactivating VAT,								
Exc	Excise and Service Tax Features – Creating Tax Ledger-Expense Ledger- Party Ledger.										
Uni	it 6: Conte	emporary Issues	2 Hours								
Exp	pert lectures.	online seminars – webinars									
			Total Lecture hours: 45 Hours								
Tex	xt Book(s)										
1	Tally Educ	ation Pvt. Ltd., Official Guide to Financia	l Accounting Using Tally.ERP 9								
	with GST										
2	Soumva R	anjan Behera, Learn Tally.ERP 9 with GS'	T BK Publications Private Ltd								
	Bhubanesy	5									
Rel	ated Online	e Contents [MOOC, SWAYAM, NPTEL	2, Websites etc.]								
1	https://onl	inecourses.swayam2.ac.in/cec19_cm03/pro	eview								
Co	urse Design	ed By:									

## Mapping with Programme Outcomes

<b>F F</b>	0	0							and the second se	
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	М
CO3	S	Μ	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	М	S	S	Μ	S	S
CO5	М	S	М	S	S	S	S	S	S	S

10pr

			SYSTEM		L	Т	Р	С
Core	e - XII				_	-	-	4
Pre-	For BBA/BBA(CA)/BBA(RM)       5       -       -         ore - XII       5       -		st					
Cou	•							
	<ul> <li>succest technol</li> <li>2. Enable implet</li> <li>3. Provid inform</li> <li>4. Devel profest</li> <li>5. Enhard</li> </ul>	ssfully particology in corport e students to mentation o de the know nation system op technical ssion. nce self-conf	ipate in and support the increasingly approvate decision making. conceptualize and manage the specificat applied information systems. edge of contemporary issues related to the s. knowledge and skills required to work e	blied role tion, desi he field o effectivel	of in gn an of mar y in a	form d nagin	atio	1
	comm	unication.		20				
Exp	ected Cou	rse Outcom	es:					
-				to:				
1	Apply mo	odern tools,	echniques and technology in a functiona		oducti	ve	K.	3
2	Cost-Effe	ective Inform	ation Systems (IS) that support Operation			al	K	5
3	Study and	d evaluate ex	isting manual and automated business pr	rocesses	and		K	;
4	requireme	ents analysis	design activities, provide guidance and			ort	K3	\$
5 V1	Analyze t including	the impact of the the impact of the	computing on individuals, organization gious, legal, security and global policy is	ssues.	•	Cr		
<u> </u>	Remembe	er; <b>K</b> 2 - Und	erstand; K3 - Appry; K4 - Anaryze; K3 -	·Evaluate	2; <b>K</b> 0	– Cr	eate	
Need	duction to	Information	Systems - Definition - Features - Steps i rmation System for Decision Making - N	in Impler		ng M	IS -	irs
- N	IS - Strateg /IS for spe	cific functio	C <b>TION</b> on system - MIS support for Planning - C as - Personnel, Finance, Marketing, Inve ystem Models - Hierarchical - Network -	entory and	d Proc	ontro		
Unit	:3	HARDWA	RE AND SOFTWARE			11	Hou	ırs
Co Cla	omputer Ha assification	rdware - De of Comput	scription of Electronic Computers – CPU rs - Main - Mini - Workstations - Micro nputers. Computer Software - Types of S	Comput	ers –	Supe		

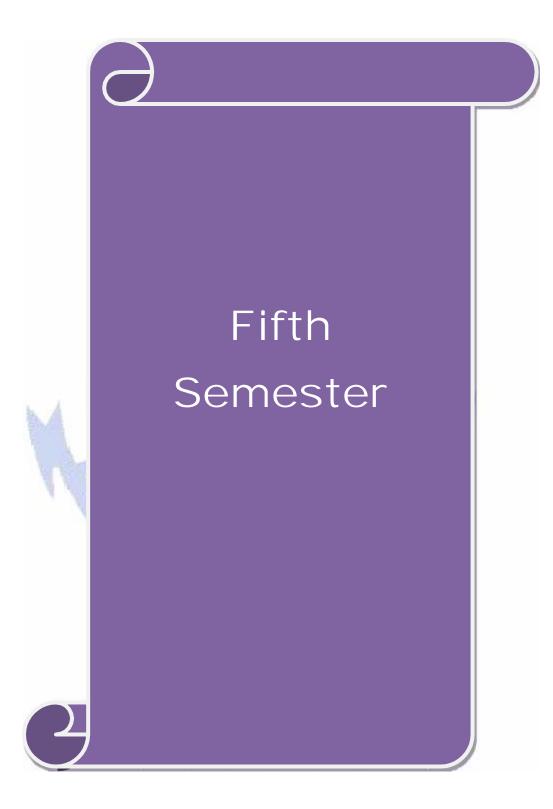
R	epre	sentation	n in Com	puters. Ir	troductio	on to Cli	ent - Serv	ver.			
Uni	it:4		INPUT	AND OU	J <b>TPUT</b> I	DEVICE	ES			1	l Hours
Inp	ut de	evices - 1	nouse - te	ouch scre	ens - Ml	CR - OC	CR - keyb	oard - pe	en based	Input - d	igital
			input de								
			display te							storage of	levices
- m	agne	etic disk,	floppy, r	nagnetic	tape, opt	ical disk	storage -	- CD-RC	DM.		
Uni	it·5		TELEC	OMMI	NICATI	ON REV	VOLUTI	ON		1	2 Hours
		nmunica	tion revo						anet and	14	liouis
			g, www a				,	,		B and H	3 C
			cations ir								
						p					
Co	nten	porary	Issues							2 H	lours
			online se	minars –	webinar	S					
1					1	0.		Total L	ecture H	Iours: 6	0 Hours
Tex	t Bo	ook(s)			100		100	4			
1	Ro	bert G. I	Aurdick a	and Joel I	E. Ross. I	Manager	nent Info	rmation	System		
2	Ma	inageme	nt Inform	ation System	stem - Ja	mes O b	rien				
3	Ma	anageme	nt Inform	ation System	stem - G	ordon B	Davis				
				1		A.E.	CY 6				
Ref	ferer	nce Bool	KS		1 42	Con 1		1.1			
1	Ma	nageme	nt Inform	ation Sy	stem- A	Contemp	orary Per	rspective	- Kenne	th C. La	udon &
			idon, Prei			1	5	1			
2	Co	mputer A	Application	ons in Bu	isiness -	Subrama	nian K				
On	line	content	1			8-	/	1			
http	os://r	nptel.ac.i	n/courses	5/110/105	5/110105	148/	- all	5. 7	617	1	
Coi	ırse	Designe	d By: Dr.	V. Savit	ha	-		1.2	SI Y	1	
		-	10%	2 4	See	1.16	1.25	A	1		
Ma	<u>ppi</u> r		Program	me Outo	omes		6	100	7		
C	Os	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	<b>PO9</b>	<b>PO10</b>

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	М	S
CO4	S	S	S	S	Μ	S	S	Μ	S	S
CO5	М	S	М	S	S	S	S	S	S	S

Course code Allied - IV		TAXATION LAW A For BBA/BBA(CA)/		L 5	Т	Р	C 4
Pre-requisite		Business	Law	Sylla Vers		- Firs	
Course Object	ctives:			VCIS	IUII		
•		this course are:					
1. On su	ccessful co	mpletion of this course, the	students should have u	inderst	tood		
		ect and Indirect Taxes.					
		uire knowledge on Calcula					
		with knowledge on tax Pro			<i>.</i> .	1	
		ledge on the administration	of Indirect taxes and c	onstiti	utiona	al	
	work of GS	ge on the procedural comp	lionaa of tax				
J. Acqui	ie knowiet	ge on the procedural comp.					
Expected Cor	urse Outco	mes:					
		letion of the course, stude	nt will be able to:	1			
	-	tanding of theoretical and t		taxatio	on	K	2
		ey apply through legislation	<u> </u>		511		-
business			., 101 00011 1101 (100010)				
2 Analyze	, generate a	nd transmit solutions to con	mplex problems in rela	tion to		K	5
taxation		A Dear					
3 To effici	ently com	ute tax for Business and Pr	ofessi <mark>on</mark> and knowledg	e on ta	ax	K	3
authoriti		a dena		h	1		
4 To effici	ently han <mark>d</mark>	e indirect taxes and GST.		2.2		K	3
		rson on the procedural com		1 3		K	-
K1 - Rememb	er; <b>K2</b> - U	nderstand; K3 - Apply; K4	- Analyze; <b>K5</b> - Evalua	ate; K	6 – C	reate	;
Unit:1	DIRECT	TAXES	191	1	12	Hou	rs
		Basic concepts of Income					
		et and Indirect taxes — Imp					
	ntial Status	& Basis of Charge – Incon	he exempted from inco	me tax	-He	eads	of
Income.			(allowed	2			
Unit:2	COMPL	ΓΑΤΙΟΝ OF INCOME			11	Hou	rc
		under Salary and House Pro	operty. (Problems to be	includ		livu	15
11.4.2	DICOM				11	TT.	
Unit:3		E TAX AUTHORITIES	Dusinass on Dusfassion	(Duch1		Hou	
-		under Profits and Gains of I athorities – Duties and their		(Prodi	ems t	o be	
,							
Unit:4		CT TAXES				Hou	
		d Service Tax – Concept o			-	groui	nd
	-	taxation; Indirect taxes in l					
		; Administration of Indirec		-		ructi	are
- BUSICE OF (	joods and	Services Tax GST': Basics	s concept and overview	01 05			
	Framouvor	k of GST; GST Model – C	GET / IGET / CCET / I	ITCCT	Г		

Un	hit:5 PROCEDURAL COMPLIANCE 12 Hour	s
Ba	sic concepts of Time and Value of Taxable Supply; Basics concept of Place of Taxable	
	pply — Input Tax Credit & Computation of GST Liability- Overview — Procedural	
Co	mpliance under GST: Registration; Tax Invoice, Debit & Credit Note, Account and	
Re	cord, Electronic way Bill; Return, Payment of Tax, Refund Procedures; Audit — Basic	
ov	erview on Integrated Goods and Service Tax (IGST) - GST Council - Guiding principle	<b>)</b>
of	the GST Council – Functions of the GST Council.	
No	te: Theory and problems shall be distributed at 60% & 40% respectively.	
	ontemporary Issues 2 Hours	
Ex	pert lectures, online seminars – webinars	
ļ	Total Lecture Hours: 60 Hou	Irs
	xt Book(s)	
1	Bhagwati Prasad - Income Tax Law & Practice	
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Practical Approach to Direct & Indirect Taxes	
3	DingarePagare - Business Taxation	
4	Balasubramanian - Business Taxation	
Re	ference Books	
1	V. S. Datey – Indirect Taxes - Law and Practice (Taxmann's)	
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Systematic Approach to Taxation	
3	S.R. Myneni – Principles of Taxation & Tax Law Part 1	
Or	nline Content	
htt	ps://onlinecourses.swayam2.ac.in/ugc19_hs27/preview	
Co	ourse Designed By: Dr. V. Savitha	
	and the second sec	
Ma	apping with Programm <mark>e Outcomes and the second s</mark>	

					the second se	-		and the second se		
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	<b>PO8</b>	PO9	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	M	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	Μ	S
CO4	S	S	S	S	M	S	S	Μ	S	S
CO5	М	S	М	S	S	S	S	S	S	S



Cours	60		COST AND MANAGEMENT				
code	50		ACCOUNTING	L	Т	P	С
Core	- XIII		For BBA/BBA(CA)/BBA(IB)/BBA(RM)	6			4
	equisit	e	Finacial Accounting	-	abus sion	Fir	st
Cours	se Obje	ectives:			_		
The m			his course are to:				
			enable the students to acquire knowledge of cost a		0		
			rovide understanding for the students and apply in effectively demonstrate in managerial decisions in				
-		and costing.		runeu	onur e	neus	
		ourse Outc					
		Ĩ	letion of the course, student will be able to:	nd dan	anita		
			concept of cost accounting, Recognize the merits a ment accounting along with the elements of cost c			K1	-
			neets for the purpose of stores control through econd d material issues.	nomic o	order	K2	2
3 N	Aeasure		al statements through comparative and common s	ize by 1	using	K5	5
4 S	Simplify	the fund fl	ow and cash flow statements by calculating funds	and ca	sh	K4	Ļ
	-	erations.	dgets and apply standard costing for material varia	nces.			
			r cost volume profit.	inces,		K3	8
<b>K1</b> - I	Remem	ber; <b>K2</b> - U	Inderstand; <b>K3 -</b> Apply; <b>K4 -</b> Analyze; <b>K5</b> - Evalu	ate; K	<mark>6</mark> - Cr	eate	
Unit:	1	INTROD	UCTION TO COST ACCOUNTING	12	- hou		
	_	The second second	be-objectives-function-merits and demerits of Cost	1.2			nt
			between cost, management and financial accounting				
cost -	cost co	ncepts and	costs classification. (Theory and Problems).	5			
Unit:	2	COST SH	IEETS & STORES CONTROL	12-	- hou	rs	
			t-stores control- EOQ-maximum, minimum, reord				ng
			),LIFO,AVERAGE COST, STANDARD PRICE-	method	ls -lat	our	
COST-1	remune	ration and i	incentives. (Problems and theory questions)				
Unit:	3	FINANC	IAL STATEMENT ANALYSIS	12 h	ours		
			lysis - preparation of comparative and common si				
			on. Ratio analysis - classification of ratios-liquidit mparison. (Theory and Problems)	y, prof	itabili	ty,	
sorver	ncy – n		inparison. (Theory and Problems)				
Unit:	4	FUND FI	OW & CASH FLOW STATEMENT	11 h	ours		
Fund	flow ar	alysis-cash	flow analysis (problems only)				
<b>T</b> T • /				11 .			
Unit:	5	MARGIN COSTIN		11 h	ours		
Stand	lard cos	ting-varian	ce analysis-material and labour variances Margina	l Costi	ng-co	st	

vo	lume prof	it analysis. (Theory and Problems), Budgetary Controls	
Ur	nit:6	CONTEMPORARY ISSUES	02 -hours
Ex	pert lectu	res, online seminars – webinars	
		Total Lecture hours	60 hours
Te	ext Book(s		
1	Arora. N	I (2012) - Cost and Management Accounting, Vikas publish	ing house Pvt Lts.
2	Jain S.P New Del	<i>and Narang</i> , 2016. Cost Accounting Principles and Practice hi, 5 <sup>th</sup> Edition.	e. Kalyani Publishers,
Re	eference <b>E</b>	Sooks	
1	Saxena a	nd Vashisth : Cost and Management Accounting, Sultan Ch	and and Sons, New
	Delhi, 20	008.	
			2
Re	elated On	ine Contents [MOOC, SWAYAM, NPTEL, Websites etc	2.]
1	Mooc: <u>h</u>	ttps://www.mooc-list.com/course/managerial-accounting-co	st-behaviors-
	systems-	andanalysis-coursera	
2	E Books	: https://www. <mark>icsi.edu</mark> /docs/webmodules/Publications/2.%20	OCMA-Executive.pdf
		A Rais PCA	
Co	ourse Des	gned By: Dr. P.KOMARASAMY , pksky@rediffmail.co	om

#### Mapping with Programme Outcomes

PP	mapping with rogiumine outcomes											
COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	PO7	PO8	PO9	PO10		
CO1	М	М	S	S	S	Μ	Μ	S	S	S		
CO3	М	S	М	S	S	M	S	Μ	S	S		
CO3	S	S	S	S	S	S	S	S	S	S		
CO4	S	S	S	М	S	S	S	S	Μ	S		
CO5	S	S	Μ	S	S	S	S	Μ	S	S		

EBP -

Course code		<b>RESEARCH METHODOLOGY FOR</b> <b>MANAGEMENT</b> For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	C
Core - XIV	V		5	-	-	4
Pre-requis		Quantitaive Techniques for Management	Syllal Revis		Fir	rst
Course Ob	jectives:			-		
1.	Introduce t and scaling Learn the p	f this course are to: he basic concepts of research and apply the fundamen g techniques along with methods of data collection. process of analyzing the collected data, interpretation, of computers in research and documentation.				-
Expected	Course Ou	tcomes:				
-		pletion of the course, student will be able to:				
		mental concepts of research, types and research proces	ss.		K2	
		mpling design and scaling techniques.			K2	
3 Constr		d fo <mark>r data collection and able to edit, code</mark> , classify an	ıd		K3	
4 Analyze the collected data to prove or disprove the hypothesis.						
5 Interpret the data and prepare a research report.						-
-		Understand; K3 - Apply; K4 - Analyze; K5 - Evaluat	te: K6-	- Cre	eate	
<ul> <li>Selecting</li> <li>Design : Fe</li> </ul>	the Resear	- Significance – Criteria of Good Research – Types -F ch Problem – Techniques Involved in Defining a Prob Good Design - Important Concepts Relating to Resea	olem - I	Rese	arch	
Different		51915.				
1 0	Design – Ste g the Size of	g and Scaling ps - Types - Sampling Errors and Non-Sampling Erro f the Sample - Scaling – Classification of Measuremen	rs – Fa		5	ing
Unit:3	Data Col	lection and Preparation	12	ho	urs	
Collection Schedule N Case Study	of Primary l /lethod- Sor	Data : Observation Method –Interview Method- Quest ne other Methods of Data Collection - Collection of S Data Preparation : Editing - Coding- Classification - T	tionnai beconda	reM ary I	etho Data	
Unit:4	Processir	ng and Analyzing of Data	12	hou	irs	
	s – Basic Co Test - TT	oncepts Concerning Testing of Hypothesis - Procedure est - Chi-Square Test - ANOVA - Application of SPS			hesis	3
Unit:5 Interpretati	-	tation and Report Writing 1 Iques - Precautions- Report Writing – Steps in Writing	1 hou		Layo	ut

of the Research Report – Typesof Reports - Mechanics of Writing a Research Report - Precautions for Writing Research Reports.

# Unit:6 CONTEMPORARY ISSUES

Expert lectures, online seminars – webinars

Total Lecture Hours 60 Hours

02 -hours

### Text Book(s)

- 1 *C.R.Kothari, Gaurav Garg.* 2019. **Research Methodology** (Methods & Techniques). New Age International Publishers, New Delhi. 4th Edition.
- 2 *S.P.Gupta.* 2017. **Statistical Methods**. Sultan Chand & Sons, New Delhi. 44<sup>th</sup>Edition.

## **Reference Books**

- 1 Boyd and Westfall : Marketing Research
- 2 Gown M.C. : Marketing Research
- 3 Green Paul and Tall : Marketing Research

Online Content

https://onlinecourses.swayam2.ac.in/cec20\_hs17/preview

## Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	PO7	PO8	<b>PO9</b>	<b>PO10</b>
CO1	S	М	Μ	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
<b>CO4</b>	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

Course code		ADVERTISING AND SALES PROMOTION For BBA/BBA(CA)	L	Т	Р	С
Core - XV			5	-	-	4
Pre-requiste	2	Marketing Management	•	labu vision	Fi	rst
Course Obj	ectives:					
<ol> <li>To unde</li> <li>To expla</li> <li>To impo</li> <li>Synthesi</li> </ol>	rstand the role ain use of advort ort knowledge	s course are to: e of advertising and promotion that effects be ertising and sales promotion as a marketingte on appropriate selection of media on regarding testing the effectiveness of adve	ool.	world		
Expected Co	ourse Outcon	nes:				
-		ion of the course, student will be able to:				
	-	nediums, both traditional, new and experime	ntal			K1
-		nction of Advertising Agencies				K1
3 To Und	erstand the pr	inciples of advertising layout and campaign	10			K2
		es promotion strategies and techniques	38			K2
	-	ge Sales force				K3
		de <mark>rst</mark> and; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Ev	valuate;	K6- (	Creat	e
		A CARL COMPANY		1		
Unit:1	Introducti	on to Advertising	11	hours		
booklets, fol	ders, house or	or advertising-poster-banners - neon signs, pur gans-direct mail advertising-cinema and the exhibition-trade fair-transportation advertisi	atre pro			dio
Unit:2	Advertisin	g agencies		12 h	our	S
effects of adv	vertising-adve	ertising budget-advertising appeals - advertis ertising copy - objectives-essentials - types-e copy - illustration-catch phrases and slogans-	lements	of cop	у	
Unit:3	Advertisin	g layout		12 h	our	5
-	layout- functions and reproduced	ons-design of layout-typography printing pro action paper, and cloth- size of advertising-re os in campaign planning.			•	
	101					
advertising c		e Management		11 h	our	5
advertising c Unit:4 Sales force N selection-trai	Sales force			uitmen	t &	
advertising c Unit:4 Sales force N selection-trai	Sales force	e Management Importance-sales force decision-sales force s s-motivating salesman Controlling - compen- ta - Evaluation.		uitmen	t & tives	5-

dealers promotion. After sales service-packing – guarantee - Personal selling- Objectives - Salesmanship-Process of personal selling-types of salesman.

## Unit:6 CONTEMPORARY ISSUES

02 -hours

Expert lectures, online seminars – webinars

Total Lecture Hours60 Hours

Text Book(s)

1 1. SHHKazmi& Satish Batra - Advertising & Sales Promotion, Excel

#### **Reference Books**

1	BolenJ.H Advertising
2	SontakkC.N Advertising and Sales Management
3	DavarS.K Salesmanship and advertising
4	Baranikumar, - Advertising and SalesPromotion.
	Online Content
	https://onlinecourses.swayam2.ac.in/cec20_ge02/preview

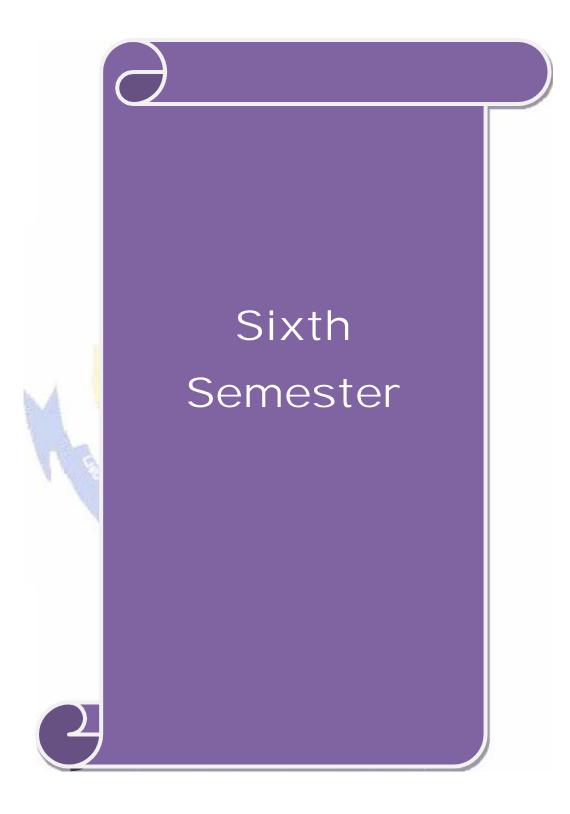
### Mapping with Programme Outcomes

		0								
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	М	М	S	S	S	M	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

Course code	BUSINESS CORRESPONDENCE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
Core – XVI		6	-	-	4
Pre-requisite	English		Syllabus Version First		
<b>Course Objectives:</b>					
	es of this course are:				
	al completion of this course, the students should have	unders	tood t	he	
	tion Methods, Types and Barriers. I demonstrate competency in communication and critic	cal thir	nking	skill	S
	l compose, produce, and present effective business do		-	51111	5.
	l learn the appropriate ways to meet industry standards			cal	
	echniques to business documents.				
	wledge to demonstrate the importance of coherent, Etl	hical			
Communicat	tion Principles in Business and Industry.	20			
Expected Course O	utcomos:	81			
-	completion of the course, student will be able to:	5			
	y effective written communication techniques.	<u>8</u> )		K	2
	Fine communications skills.	<u>hi</u>		K4	
	d delivering effective presentations.	80		K	
1 0	use proper psychological approach in writing situation	nc		K4	
	imize team effectiveness in the world of work.	115.	ą	K	
		natas V	<u>( C</u>		
<b>KI</b> - Keinenider, <b>K</b>	2 - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evalu		<b>0</b> – Cl	eale	
Unit:1 INDI	VIDUAL COMMUNICATION	11	12 h	our	5
	ication: Resume Preparation – General and Job-Speci	fic: Co			
	y forms with neat formatting; Scanning and placing of				e-
	cation: Fax – E-mail – Video Conferencing – Websites				l
00	for email letters – Social Media Communications (blo	0	witter		
posting tweets, face-	-book, LinkedIn Groups (platform specific best practic	ces)			
Unit:2 TRA	DE LETTERS		11 h	our	5
Trade Letters: Letter	rs of Inquiry – Placement of Orders – Delivery and its	status	– Lett	ers	of
	- Adjustments - Credit and Status Enquiry - Collection	on lette	r - Inte	er-	
office Corresponden	nce – Memorandum – Office Orders – Circulars				
Unit:3 REP	ORT WRITING		12 h	our	5
			1 .		
	aning – Need –Formatting the report elements such as ion, body, conclusion, recommendations, references ar				
•	Business purposes - Types of Report – Features of a we				
	Business Vocabulary - Bringing learners up to date with				
need for Business Te	oday, Provides Practice in using the new language, an	d also i	reflect		2
	s in Technology and Business practice. Review basic	gramm	ar,		
punctuation, capitali	ization, number usage.				

content Meeting with Di Circula employ Unit:5 Genera and pet	Ondence of a Company Secretary: Secretary Notice, Agenda and Minut —guidelines—Minutes of statutory meeting—Board meeting—Annua —Alteration of minutes—Minutes of Joint consultative meeting – Cor ectors and Shareholders.Internal Communications Strategy: Company s – Appreciation Memos – letters of Reprimand - Strictures – Empower es – Employee engagement. GENERAL CORRESPONDENCE	l General rrespondence Newsletters –
Meeting with Di Circula employ Unit:5 Genera and pet	—Alteration of minutes—Minutes of Joint consultative meeting – Con ectors and Shareholders.Internal Communications Strategy: Company s – Appreciation Memos – letters of Reprimand - Strictures – Empower es – Employee engagement.	rrespondence Newsletters –
with Di Circula employ Unit:5 Genera and pet	ectors and Shareholders.Internal Communications Strategy: Company s – Appreciation Memos – letters of Reprimand - Strictures – Empower ses – Employee engagement.	Newsletters –
Circula employ Unit:5 Genera and pet	s – Appreciation Memos – letters of Reprimand - Strictures – Empower es – Employee engagement.	
Circula employ Unit:5 Genera and pet	s – Appreciation Memos – letters of Reprimand - Strictures – Empower es – Employee engagement.	
employ Unit:5 Genera and pet	es – Employee engagement.	
Genera and pet	GENERAL CORRESPONDENCE	
Genera and pet	GENERAL CORRESI ONDENCE	11 hours
and pet	Compared and Letters and Distant to Information (DTD) Act. Comp	
related	Correspondence: Letters under Right to Information (RTI) Act – Genericions for public utilities – Letters to the editor of newspapers – Other generic practical letter writing.	
Unit: 6	Contemporary Issues	2 hours
	ectures, online seminars – webinars	
1	eachers must provide the students with theoretical constructs wherever	necessary in
	create awareness. However students should not be tested on the theory.	
	be tested by giving situations in order to write the appropriate letter by	
	ending the given situation]	
	Total Lecture ho	ours: 60 hour
Text B	ok(s)	
1 Ra	endra Pal and J. S. Korlahalli. Essentials of Business Communication	ı, Sultan
Ch	nd & Sons, New Delhi, 2006.	4
2 Ms	Ramesh, C. C Pattanshetti&Madhumati M. Kulkarni - Business Comm	nunication,
	hand& Co, New Delhi, 2003.	3
	V. Rodriques, - Effective Business Communication, Concept Publishing	g company
	Ltd.,	
Refere	ce Books	
1 As	ley, A – A Handbook of Commercial Correspondence, Oxford Univers	ity Press
(20		5
	n M. H. Robinson, Vidya S. Netrakanti& Dr. Hari V. Shintre, Commun	nicative
	petence in Business English. Orient Longman, 2007.	
	K. Ramachandran, K. K. Lakshmi, K. K. Karthick & M. Krishnakumar,	Business
	nmunication. Macmillan, 2007.	Dusiness
	Content	
	nlinecourses.swayam2.ac.in/imb19_mg14/preview	
-	Designed By: Dr. V. Savitha	

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	S	S	М	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	Μ	S
CO4	S	S	S	S	Μ	S	S	М	S	S
CO5	М	S	М	S	S	S	S	S	S	S



Cou	rse		ENTREPRENEURSHIP AND PROJECT	-	T		
code	9		MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	C
0			FOI DDA/DDA(CA)/DDA(ID)/DDA(RWI)	-			
Cor	e - XVII			4	-	-	4
Pre-	requisite	•	Nil	-	abus	Firs	st
Cou	rse Obje	ativos		Ver	sion		
			s course are to:				
1.	To energi	es the stude nent Progra	ents to acquire the knowledge of Entrepreneurship, Entre mmes, Project management, Institutional support to entre				
2.			s aware of the importance of entrepreneurship opportun nt them with the challenges faced by the entrepreneur	ities av	ailable	e in tl	he
				53			
-		urse Outc		51			
		Ĩ	letion of the course, student will be able to:				
1			trepreneur and what his or her characteristic features ar			K	Ĺ
2			ccessful and what qualities are required to become an E	· · ·	neur.	IZ C	
2			n the areas of entrepreneurial growth and equip with dif lopment programmes.	Ierent		K2	2
3	•		is a powerful discipline in the core areas of project life	cvcle	and		
5	•	-	les and responsibilities of a project manager.	eyere		K3	3
4			efits of delivering the project identification and selectir	ig the	7	V	
	successfu	al project wi	ith the various guidelines issued by the authorities.	1 3		K5	)
5	•		sources of business finance and identify the different in	stitutio	ns	K4	1
		orting entre		11			
KI -	Rememt	ber; <b>K2</b> - U	Inderstand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evalu	ate; K	<b>6</b> – Ci	reate	
T I and a	1	CONCE	PT OF ENTREPRENEURSHIP	10	ha		
Unit			rship – characteristics, functions and types of entre		ho		
	U		ion – Need for Achievement Theory – Risk-taking		-		
	-		neur – Role of entrepreneurship in economic deve			_	
millo			neur – Kole of entrepreneursnip in economie deve	lopine			
Uni	::2		& INSTITUTIONAL ECO SYSTEM FOR PRENEURSHIP	11 ·	- hou	irs	
Fact	ors affect	ing entrep	reneur growth - economic – non-economic. Entrep	reneur	ship		
deve	lopment	programm	es - need - objectives – course contents - phases - e	evalua	tion.		
Insti	tutional s	upport to e	entrepreneurs.				
Unit				12			
-ch	aracterist	ics of smal	usiness: Evolution & Development– Meaning – co l business – role, importance and responsibilities of s and incubating; Technical Assistance for small b	of smal	l busi		
			y Reports, Legal Formalities and Documentation				

ī

Unit:4 PROJECT IMPLEMENTATION	11 hours
Business Plan - Outline - components - Marketing strategy for small bu	usiness – Market
$Survey-Market \ Demands-Sales \ forecast-Competitive \ Analysis-Theorem \ Sales \ Sa$	ne marketing plan –
Marketing Assistance through governmental channels - Risk Analysis -	Break even analysis
Unit:5 ENTREPRENEURIAL FINANCE	12 hours
Start-up costs - The financial Plan - Source of finance for new ventures	
Institutional finance supporting SSIs - Bounties to SSIs - Venture Capit	tal – basic start-up
problems	
Unit:6 Contemporary Issues	2- hours
Expert lectures, online seminars – webinars	
Total Lecture hours	60 hours
Text Book(s)	
1 Khan M.A - Entrepreneurship Development Programmes in India, Delhi, 1 House.	Kanishka Publishing
2 Gupta C.B, and Srinivasan N.P, 1992, Entrepreneurship Development, Ne and Sons.	ew Delhi, Sultan Chand
	1 A
Reference Books	
1 Mishra D.N., 1990, Entrepreneurship, Entrepreneur Development and Pla	nning in India,
Allahabad, Chugh Publishers.	Balance .
2 Mead, D.C. &Liedholm, C. The dynamics of micro and small enterprises	in developing
countries. (1998).	1
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc	-
1 http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Dev	
2 https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-a	ction-coursera
	50
Course Designed By: Dr. P.KOMARASAMY, pkskv@rediffmail.c	om

# Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	М	М	S	S	S	Μ	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	Μ	М	S	S

Course code		INVESTMENT MANAGEMENT	L	Т	Р	С			
		FOR BBA	4			4			
Core - XVIII Pre-requisite		Finanacial Management	•	abus sion	Firs	4 st			
Course Object	ives:								
2. Acquire b	the students t road knowled	ourse are to: o acquire knowledge of Investment manage ge on investment instruments rse stock movements	ment						
Expected Cou	rse Outcome	5:							
On the success	ful completion	n of the course, student will be able to:							
1 Understa	nd the fundan	nental concepts of investment.			K1				
2 Design an	Design an investment model in order to analyze its sustainability.								
4 Develop	skills in tradir	ıg.	5		<b>K</b> 4	ŀ			
5 Evaluatir	ig investment	theories.	2		K5	;			
K1 - Remembe	er; <b>K2</b> - <mark>Under</mark>	<mark>st</mark> and; <b>K3</b> - Apply; <b>K4</b> - An <mark>aly</mark> ze <mark>; K5 - E</mark> va	luate; <b>F</b>	<b>X6</b> – C	reate				
investment -Ba	estment - imp nk deposits, F	CNTAL CONCEPTS OF INVESTMENT ortance. Features of Investment, Speculation Post office schemes, Government Securities, ompany deposits - Real estate, Gold & silve	n - Forn Mutua		Irs				
Unit:2	INSTRUM	ENTS OF INVESTMENT	12-	- hou	rs				
Futures & Opti	truments-Capi ons. Shares –	tal market in <mark>struments, Money market instr</mark> types &features. Debentures - nature & type ating new issues.							
Unit:3	SECONDA	RY MARKET	11	hours	5				
5		Bombay Stock Exchange, National Stock E dicators. Return - Risk – kinds. Role of SEE		ge –tra	ding				
Unit:4	INVESTM	ENT ANALYSIS	12	hours	5				
Security analys Technical		tal analysis: economic, industry and compa- s of Charts, important chart patterns.	ny analy	ysis.					
Unit:5	INVESTM	ENT THEORIES	11	hours	}				
Efficient Marke	et theory. Ran	dom Walk Theory, weak form, semi strong	form &	stron	g				
form. Portfolio	Analysis:Mar	kowitz theory –Portfolio management.							

Un	it:6	<b>Contemporary Issues</b>	2 hours
Ex	pert lecture	s, online seminars – webinars	i
		Total Lecture hours	60 hours
Te	xt Book(s)	-	
1	Punidhav	adhiPandiyan - Security Analysis & Portfoli	io Management
2	Bhalla G.	S Investment Management	
	-		
Re	ference Bo	oks	
1	Francis C	herunilam- Investment Management	
2	Dr. Avad	hani-Investment Management	
3	Preethi Si	ingh- Investment Management	
	-H	and the second second second	14
Re	lated Onlir	ne Contents [ <mark>MOOC, SWAYAM, NPTEL</mark>	, Websites etc.]
1	https://on	linecourses.swayam2.ac.in/imb19_mg09/pro	eview

# Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	S	М	S	S	S	S	M	S	S	S
CO3	S	S	S	S	М	S	S	S	S	М
CO3	S	S	S	M	S	S	S	S	M	S
<b>CO4</b>	S	S	М	S	S	S	S	М	S	S
CO5	М	S	S	S	S	М	S	S	S	S
*S-Stro	ong; M-M	ledium; I	L-Low				L Q S			

25/16

Course code		SERVICES MARKETING FOR BBA/ BBA (CA)	L	Т	Р	C
Core XIX			4	-	-	4
Pre-requisite		Marketing Management	Syllabı Versio		Fi	rst
Course Objec	tives:					
0		s course are to:				
		g and position of services.				
2. It lielps the		know the consumer behaviour in service				
Expected Cou	rse Outcor	nes:				
-		ion of the course, student will be able to:				
1 Examine	the nature	of services, and distinguish between produ	ucts and serv	ices	K1	-
2 Identify	the major el	ements needed to improve the marketing	of services		K3	3
3 Develop	an understa	nding of the roles of relationship marketir	ng and custor	mer	K3	2
<sup>5</sup> service in	n adding val	lue to the customer's perception of a service	ce		K.	,
4 Appraise	the nature	and development of a services marketing	strategy		<b>K</b> 4	ŀ
5		ic <mark>es ma</mark> rketing principles can be used as a	-		K5	ĩ
framewo	rk to help n	nanagers identify and solve marketing pro	<mark>ble</mark> ms		IX.	,
K1 - Rememb	er; <b>K2</b> - <mark>Un</mark>	de <mark>rs</mark> tand; <b>K3 -</b> Apply; <b>K4 -</b> Anal <mark>ys</mark> e; <mark>K5 -</mark>	Evaluate; <b>K</b>	<b>6</b> - Cr	eate	
TT. 4. 1			a ha	4	1	2
Unit:1	W/h + + + + +	services? — The Services Sector in the In	L'. D	1		2
Components o ofservices — (	f services e Classificatio	conomy — Distinctive characteristics of s n of services — Players in services sector	ervices — Ir	nporta		vth
ofservice secto	or — Differe	ences between goods and services	1971			
Ilmite?					1	2
Unit:2	ting system	— Importance of services in marketing –	Expanded	4	1	2
Service marke			— Елраписи		-	
	Services III		— Service	oricing	2	
marketing mix		arketing mix — Service product planning outions — Employees' and Customers' Ro				
marketing mix strategy— Ser	vices distrib	arketing mix — Service product planning	oles in Servic	e Deli	very	
marketing mix strategy— Ser — Servicespro	vices distrib	arketing mix — Service product planning putions — Employees' and Customers' Ro	oles in Servic	e Deli	very ing.	
marketing mix strategy— Ser — Servicespro Unit:3	vices distrib motions —	arketing mix — Service product planning outions — Employees' and Customers' Ro Physical evidence — Role of technology	oles in Servic in services r	e Deli narket	very ing.	2
marketing mix strategy— Ser — Servicespro Unit:3 Service quality service quality	vices distrib omotions — y — Unders — Gap mo	arketing mix — Service product planning outions — Employees' and Customers' Ro Physical evidence — Role of technology tanding customer expectations and percep del of service quality — SERVQUAL —	oles in Servic in services r otions— Mea Service Qua	e Deli narket suring lity fu	very ing. 1 g nctic	<b>2</b>
marketing mix strategy— Ser — Servicespro Unit:3 Service quality service quality	vices distrib omotions — y — Unders — Gap mo	arketing mix — Service product planning outions — Employees' and Customers' Ro Physical evidence — Role of technology tanding customer expectations and percep	oles in Servic in services r otions— Mea Service Qua	e Deli narket suring lity fu	very ing. 1 g nctic	<b>2</b>
marketing mix strategy— Ser — Servicespro Unit:3 Service quality service quality development –	vices distrib omotions — y — Unders — Gap mo	arketing mix — Service product planning outions — Employees' and Customers' Ro Physical evidence — Role of technology tanding customer expectations and percep del of service quality — SERVQUAL —	oles in Servic in services r otions— Mea Service Qua	e Deli narket suring lity fu	very ing. 1 g nctic rvice	<b>2</b>
marketing mix strategy— Ser — Servicespro Unit:3 Service quality service quality development – Unit:4 Services from	vices distrib pmotions — y — Unders — Gap mo – Service Q sectoral per	arketing mix — Service product planning putions — Employees' and Customers' Ro Physical evidence — Role of technology tanding customer expectations and percep del of service quality — SERVQUAL — puality Management — Quality Function I spective — Hospitality – Travel & Touris	oles in Servic in services r otions— Mea Service Qua Deployment m – Financia	e Deli narket asuring lity fu for Se al –	very ing. 1 g nctio rvice	2 on es
marketing mix strategy— Ser — Servicespro Unit:3 Service quality service quality development – Unit:4 Services from	vices distrib pmotions — y — Unders — Gap mo – Service Q sectoral per	arketing mix — Service product planning putions — Employees' and Customers' Ro Physical evidence — Role of technology tanding customer expectations and percep del of service quality — SERVQUAL — Duality Management — Quality Function I	oles in Servic in services r otions— Mea Service Qua Deployment m – Financia	e Deli narket asuring lity fu for Se al –	very ing. 1 g nctio rvice	2 on es
marketing mix strategy— Ser — Servicespro Unit:3 Service quality service quality development – Unit:4 Services from Logistics – Ed	vices distrib pmotions — y — Unders — Gap mo – Service Q sectoral per	arketing mix — Service product planning putions — Employees' and Customers' Ro Physical evidence — Role of technology tanding customer expectations and percep del of service quality — SERVQUAL — puality Management — Quality Function I spective — Hospitality – Travel & Touris	oles in Servic in services r otions— Mea Service Qua Deployment m – Financia	e Deli narket asuring lity fu for Se al –	very ing. 1 g nctic rvice	2 on es
marketing mix strategy— Ser — Servicespro Unit:3 Service quality development – Unit:4 Services from Logistics – Ed Unit:5 Marketing the	vices distrib motions — y — Unders — Gap mo – Service Q sectoral per ucational – Financial S	arketing mix — Service product planning putions — Employees' and Customers' Ro Physical evidence — Role of technology tanding customer expectations and percep del of service quality — SERVQUAL — puality Management — Quality Function I spective — Hospitality – Travel & Touris	oles in Servic in services r otions— Mea Service Qua Deployment m – Financia - Telecom Se cial Services	e Deli narket asuring lity fu for Se al – ervices	very ing. 1 nction rvice 1	2 on es 2 0

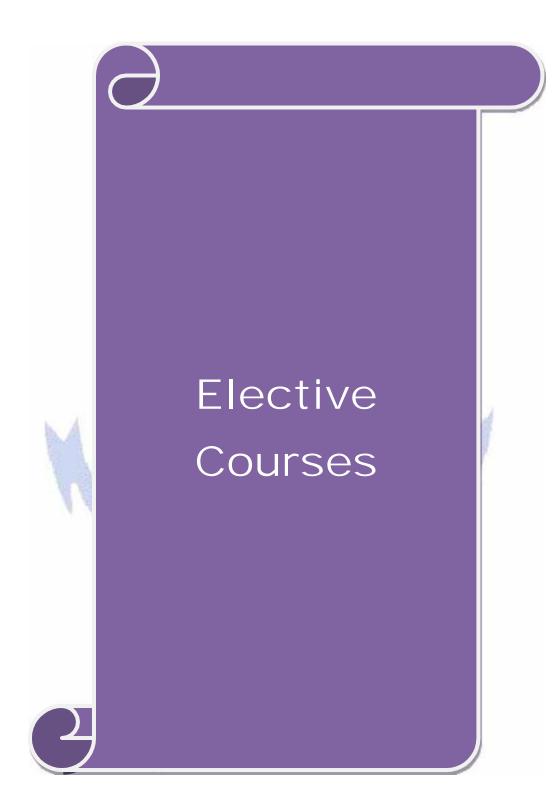
<b>T</b> T (			•
	it:6	Contemporary Issues	2
Cas	se Sti	udy, Expert Lectures, Online Seminars - Webinars	
		<b>Total Lecture Hours</b>	60
Tex	xtboo	ok(s)	
1	Ser	vices Marketing - Valarie Zeithaml, Mary Bitner – 6thEdition - TMH	
2	Ser	vices Marketing – Rampal Gupta - Galgotia Publications.	
Ref	feren	ce Books	
1	Ser	vices Marketing - Christopher Lovelock – Pearson Publications	
2	Adr	ian Payne- The Essence of Service Marketing, Prentice- Hall of India,	
3	Hel	len Woodruffe - Service Marketing, Macmillan India Ltd. Delhi, 1997	
Rel	ated	Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Ser	vice marketing (Web) – NPTEL	

Course Designed By:

# Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	S	S	М	М	М	S	S	M	М	М
CO2	S	S	M	М	М	S	S	M	M	Μ
CO3	S	S	M	М	M	S	S	М	M	Μ
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	Μ	М	S	S	S	М	M	S

125-5-5



Course code		INTELLECTUAL PROPERTY RIGHTS FOR BBA, BBA CA ,BBA RM AND BBA IB	L	Т	Р	С
Elective- I	(A)		4	-	-	4
Pre-requis	site	Business Law	Syll Ver	abus sion	Fir	st
Course Ol	ojectives:		1			
<ul> <li>To aspect developm</li> <li>To dissen aspects</li> <li>To dissen</li> <li>To dissen Layout D</li> </ul>	ninate knowl ninate knowl ninate knowl ninate knowl ninate knowl	this course are to: ual property Rights to students who are going to pla agement of innovative projects in industries. edge on patents, patent regime in India and abroad a edge on copyrights and its related rights and registr edge on Design, Geographical Indication (GI), Plan ion and their registration aspects	and re ation	gistra aspec	tion ts	n
• To aware	e about currer	t trends in IPR and Govt. steps in fostering IPR	9			
	<u> </u>					
-	Course Outo		2			
	-	letion of the course, student will be able to:	dear			
		they complete their academic projects, shall get an a nation of the second second second second work in the second second work in the second		late	K2	2
2 Durin insigh	g their resear t on novelty	ch career, information in patent documents provide of their idea from state-of-the art search. This provi veloping their idea or innovations	usefu	ıl	K	2
option Paten	n R&D IP Co t agent and T	ne students to catch up Intellectual Property(IP) as a unsel, Government Jobs – Patent Examiner, Private rademark agent, and Entrepreneur			K	
	-	e on trademarks and registration aspects			K4	1
5 Have IPR a		basic comprehension of the Indian scenario with re	gard	to	K.	5
<b>K1</b> - Reme	ember; <b>K2</b> - U	Understand; K3 - Apply; K4 - Analyze; K5 - Evalua	ite; K	6 – C	reate	•
		TRUCKIE TO EXCLUSION		<u> </u>		
Unit:1	OVERV	IEW OF INTELLECTUAL PROPERTY	11-	- hou	irs	
Developme Important	ent IPR in ab Principles Of	ed for intellectual property right – IPR in India – Ge road Some important examples of IPR – Different G IP Management – Commercialization of Intellectua ual Property Rights in the Cyber World.	Classi	ficatio		
Unit:2	PATEN	rs	11-	- hou	rs	
		ation –Importance – Types Of Patent Applications I nventions Not Patentable.	n Ind	ia –		
Unit:3	ΤΟΛΠΓ	MARKS	12	hou	P.C.	
		MAKKS entals – Concept – Purpose – Functions – Character				

For Registration of Trade Mark – Kinds of TM – Protection – Non Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs – Procedure for obtaining Design Protection.

Unit:4	COPY RIGHT	12 hours
Introductio	n to Copyright - Conceptual Basis - Copy Right An	d Related Rights – Author &
Ownership	of Copyright - Rights Conferred By Copy Right- Re	gistration – Transfer –
Infringemer	nt - Copyright pertaining to Software/Internet and ot	her Digital media.
Unit:5	Geographical Indications and Plant Varieties	& 12 hours
	Farmers Right	
GEOGRAP	HICAL INDICATIONS: Concept of Appellations o	f Origin, Indication of Sourc
and Geogra	phical Indication – What is a geographical indication	n? How is a geographical
indication p	rotected? Why protect geographical indications? Cla	assical examples and its case
( 1 NTETT		and Farmers' Dights
study NEW	PLANT VARIETIES: Protection of Plant Varieties	and Farmers Rights,
-	nd Registry – Why protect new varieties of plants?	_
Authority a		How can new plants be
Authority an protected? V	nd Registry – Why protect new varieties of plants? H	How can new plants be
Authority an protected? V	nd Registry – Why <mark>protect new varieties of plants?</mark> H What protectio <mark>n does the</mark> breeder get? How long do t	How can new plants be
Authority an protected? V	nd Registry – Why <mark>protect new varieties of plants?</mark> H What protectio <mark>n does the</mark> breeder get? How long do t	How can new plants be
Authority and protected? V extensive is Unit:6	nd Registry – Why protect new varieties of plants? He What protection does the breeder get? How long do the plant variety protection?	How can new plants be he breeder's rights last? How
Authority an protected? V extensive is Unit:6	nd Registry – Why protect new varieties of plants? He what protection does the breeder get? How long do the plant variety protection?	How can new plants be he breeder's rights last? How
Authority and protected? V extensive is <b>Unit:6</b>	nd Registry – Why protect new varieties of plants? He what protection does the breeder get? How long do the plant variety protection?	How can new plants be he breeder's rights last? How
Authority and protected? V extensive is <b>Unit:6</b>	nd Registry – Why protect new varieties of plants? He what protection does the breeder get? How long do the plant variety protection?           Contemporary Issues           ures, online seminars – webinars           Total Lecture hours	How can new plants be the breeder's rights last? How 2 hours
Authority an protected? V extensive is Unit:6 Expert lectu Text Book(	nd Registry – Why protect new varieties of plants? He what protection does the breeder get? How long do the plant variety protection?           Contemporary Issues           ures, online seminars – webinars           Total Lecture hours	How can new plants be the breeder's rights last? How 2 hours 60 hours
Authority an protected? V extensive is Unit:6 Expert lectu Text Book( 1 INTEL	nd Registry – Why protect new varieties of plants? He what protection does the breeder get? How long do the plant variety protection?  Contemporary Issues Tres, online seminars – webinars Total Lecture hours (s)	How can new plants be the breeder's rights last? How 2 hours 60 hours
Authority an protected? V extensive is Unit:6 Expert lectu Text Book( 1 INTEL	nd Registry – Why protect new varieties of plants? He What protection does the breeder get? How long do the plant variety protection?           Contemporary Issues           ures, online seminars – webinars           Total Lecture hours           (s)           LECTUAL PROPERTY RIGHTS Text and Cases:D	How can new plants be the breeder's rights last? How 2 hours 60 hours
Authority an protected? V extensive is Unit:6 Expert lectu Text Book( 1 INTEL	nd Registry – Why protect new varieties of plants? He What protection does the breeder get? How long do the plant variety protection?          Contemporary Issues         Irres, online seminars – webinars         Total Lecture hours         (s)         LECTUAL PROPERTY RIGHTS Text and Cases:Dealasubramanian	How can new plants be the breeder's rights last? How 2 hours 60 hours
Authority an protected? V extensive is Unit:6 Expert lectu Text Book( 1 INTEL DR.S.B Reference I	nd Registry – Why protect new varieties of plants? He What protection does the breeder get? How long do the plant variety protection?          Contemporary Issues         Irres, online seminars – webinars         Total Lecture hours         (s)         LECTUAL PROPERTY RIGHTS Text and Cases:Dealasubramanian	How can new plants be the breeder's rights last? How 2 hours 60 hours OR.R. Radhakrishnan,

1 <u>https://nptel.ac.in/courses/110/105/110105139/</u>

# Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	S	Μ	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Course		MODERN OFFICE MANAGEMENT		Т	D	С
code		FOR BBA	L	I	P	C
Elective- I	<b>(B)</b>		4	-	-	4
Pre-requisi	te	Basic Computer Knowledge	•	abus sion	Fir	st
Course Ob	jectives:		l			
To enable the	ne students l	earn about the Office management and its function	ns and	make	then	ı to
apply in the	practical m	anner in the company. To understand how to org	anize t	heir of	ffice	
and maintai	n it.To train	students in the theoretical and practice skills of u	sing an	d		
maintaining	office equip	ment's. To make the students aware of the import	tance c	of		
organization	n, manageme	ent, procedure- and practice in an office				
Expected C	Course Outc	omes:				
On the succ	essful comp	etion of the course, student will be able to:				
1 Outline	e the differen	t categories of chart against tabulated data in an	electror	nic		K1
spread	sheet packag	e.				КI
2 Becom	e efficient C	omputer Operators and Front Office Representat	ives			K2
3 Apply	the need of t	he <mark>indus</mark> trial houses and organisations in term of	comme	ercial		
corresp	ondence, bo	ok keeping, preparation of reports and records by	/ operat	ing ar	d	K3
handli	ng both typ <mark>e</mark>	writer and computer.				
4 Practic	e modern of	fice procedures in business administration and so	lve pro	blems		12.4
to mak	e the service	or products more competitive.				K4
5 Design	a desk top j	bublishing page which contains text, chart and gra	aphics	1		K6
K1 - Remer	nber; <b>K2</b> - U	Inderstand; K3 - Apply; K4 - Analyze; K5 - Eval	uate; K	<b>6</b> – C	reate	;
	110		31			
Unit:1	OFFICE	MANAGEMENT AND ORGANIZATION	12	hou	irs	
Basic conce	pts of office	– Importance – Functions – size of the office – of	office m	nanage	men	t –
relations wi	th other dep	artments – scientific office management – office	manage	er - pri	ncip	les
of office org	ganization –	types / systems of organization - charts - central	ization	Vs.		
decentraliza	tion.	CRUCATE TO EXCILIT				
	I					
Unit:2		ENVIRONMENT & COMMUNICATION		- hou		
		teristics / Qualities of office building – Environm				
	•	- security - secrecy - communication - meaning	- esser	ntial fe	atur	es
– classificat	ion – barrier	s to communication.				
TI:4-7	OFFICE	CORRESPONDENCE & RECORD	11 1			
Unit:3	MANAG	CORRESPONDENCE & RECORD	11 - h	ours		
Controlized			tunina	noola		
	-	ental correspondence – depart mental typing and – principles of record keeping – filling – method	•• •	poors		
Classificatio		- principles of record keeping - finning - method	s.			
Unit:4	OFFICE	SYSTEMS & PROCEDURES	11 ]	houra		
0111.4	OFFICE	SIGILIND & I KUCEDUKES	11 ]	lours		

• •	rocedure – Advantages – Characteristics of sound office	e system& procedures-
work simpli	ïcation – principles – kinds of reports.	
Unit:5	OFFICE PERSONNEL RELATIONS	12 hours
Personnel m	anagement – definitions – functions –office committees	- employee morale –
productivity	- Employee welfare - grievances - work measurement	- control of office work.
Unit:6	CONTEMPORARY ISSUES	<b>02 - hours</b>
Expert lectur	es, online seminars – webinars	
	Total Lecture hours	60 hours
Text Book(s	,	
1 S.P.Arro	ra -Office organization and management- Vikas publish	ning housenov,2009
2 Chopra-	Office management-Vikas publishing house 2nd revised	l edition,2015
<b>Reference B</b>	ooks	
M.E. Th	ukaram Rao-Office management and organization-atlan	tic publishers and
distribut		a a
, .	Nangia -Office management Neha Publishers crescent	t <mark>p</mark> ublishing
corporat	ion,2012	
-	ine Contents [MOOC, SWAYAM, NPTEL, Website	s etc.]
1 https://o	nlinecourses.swayam2.ac.in/cec19_mg35/preview	alerd
		0
	gned By: <b>Dr. P.KOMARASAMY</b> , pkskv@rediffma	il.com
Mapping wi	th Programme Ou <mark>tco</mark> mes	

			100				180	1		
COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	S	М	M	S	Scoold	S	М	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Elective- I (C) Pre-requisite Course Objectives: The main objectives of 1. To enlighten stu	Business Law	-	- abus	-	4	
Course Objectives: The main objectives of	Business Law	-	abus			
The main objectives of		Syllabus Version				
U U						
1. To enlighten stu						
	dents' knowledge on Companies Act.					
-	nderstanding of the regulation of registered company					
-	ough understanding of the various provisions of the	India	n Con	npan	У	
Law						
-	eptual understanding of the memorandum of associ	ation	and a	ticle	of	
· •	pectus and contents of prospectus.					
=	nowledge of the role of Directors and Secretary, M	eeting	s and			
Proceedings and	Winding Up Procedures of the Company.	8				
Expected Course Outc		÷	_			
	pletion of the course, student will be able to:	9				
Association, Share		Articl	e of	K2		
-	fication of Directors, Powers and Duties.	1	2	K.		
	ion of a Secretary of the Company.	3.0		K.		
	nds of Meeting and Drafting Correspondence	1 - 1		K	5	
	eeting and Winding Up Procedures.	25		K		
<b>K1</b> - Remember; <b>K2</b> - U	Inde <mark>rstand; K3 - Apply; K4 - Analyze; K5</mark> - Evalua	ate; K	6 – Ci	eate		
1 65						
Unit:1 FORM	ATION OF COMPANIES		12	Hou	rs	
Formation of Companie	s: Promotion – Meaning – Promoters – their function	ons – I	Duties	s of		
_	on – Certificate of Incorporation – Memorandum o					
	Memorandum – Doctrine of Ultravires – Articles o					
	eration of Article – Relationship between Articles a			ndur	n	
	anagement – Exceptions to Doctrine of Indoor Man	-				
-	s – Contents – Deemed Prospectus – Misstatement	in Pro	specti	18 –		
Kinds of Shares and De	bentures.					
Unit:2 APPOI	NTMENT OF DIRECTORS		11	Hou	rs	
Directors – Qualificatio	n and Disqualification of Directors – Appointment Director's remuneration – Powers of Directors – D		ectors	s —		

# Unit:3 ROLE OF COMPANY SECRETARY

Company Secretary – Who is a Secretary – Types – Positions – Qualities – Qualifications – Appointments and Dismissals – Power – Rights – Duties – Liabilities of a Company

**12 Hours** 

Secretary – Role of a Company Secretary – (1) As a Statutory Officer, (2) As a Co-Coordinator, (3) As an Administrative Officer.

Unit:4	MEETINGS AND PROCEEDINGS	12 Hours						
Kinds of Company Meetings – Board of Directors Meeting – Statutory meeting – Annual								
General Meeting – Extra Ordinary General Meeting - Duties of a Company Secretary to all								
the Company	the Company Meetings – Drafting of Correspondence – Relating to the Meetings – Notices –							
Agenda – Cha	irman's Speech – Writing of Minutes.							

Unit:5 WINDING UP PROCEDURES

Winding up – Modes of Winding up – Compulsory Winding up by the Court – Voluntary Winding up – Types of Voluntary Winding Up – Members Voluntary Winding up – Creditors voluntary Winding up – Winding up subject to supervision of the court – Consequences of Winding up(General).

Unit:4	Contemporary Issues

2 Hours

**11 Hours** 

Expert lectures, online seminars – webinars

**Total Lecture Hours: 60 Hours** 

# Text Book(s)

- 1 Kapoor N.D., Elements of Company Law, Sultan Chand Publications, 2014.
- 2 Ghosh P.K &Balachandran .V, Company Law and Practice, Sultan Chand and Sons, 2014.

# **Reference Books**

- 1 M. C. Shukla and S. S. Gulshan, Principles of Company Law, S.Chand& Co.,
- 2 SangeethKedia, Advanced Company Law and Practice, Pooja Law Publishing co, 2017.
- 3 M. C. Kuchhal, Secretarial Practice, Vikas Publications.

# **Online Content**

https://onlinecourses.swayam2.ac.in/cec20\_hs23/preview

Course Designed By: Dr. V. Savitha

# Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	PO9	PO10
CO1	S	М	М	S	S	S	М	М	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

τu	urse code	CUSTOMER RELATIONSHIP MANAGEMENT FOR BBA ,BBA IB AND BBA RM	L	Т	Р	С
Ele	ective- I (D)		4	-	-	4
Pro	e-requiste	Marketing Management		abus ison	Fi	rst
		s: : To enable the students to learn the basics of Custom	er Rela	tionsł	ip	
	inagement					
	0	ccessful completion of the course the students should ha ationship Marketing	ive:			
		rce Automation				
	Learnt Database					
	pected Course					
	_	completion of the course, student will be able to:				
1	Understand th	e Basics of Relationship Marketing		K2		
2	Understand C	RM		K2		
3	Understand S	ales Force Automation	52	K2		
4	Understand W	alue chain	8	K2		
5	Understand M	Iarketing Database		K2		
K1		<b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evalu	ate: K	6 - Cr	eate	
	,					
-		sics of Relationship Marketing ionship marketing – Basis of building relationship – Typ	bes of r	12 H elation		
ma	rketing – custor		12.12			•
TT	• • • • •					
		roduction to CRM	1 1	12 H		
CR	M – Overview	and evolution of the concept – CRM and Relationship n	narketii			
CR stra	M – Overview ategy – importa	and evolution of the concept – CRM and Relationship name of customer divisibility in CRM	narketii	ng – C	RM	[
CR stra Un	M – Overview ategy – importan iit:3 Sal	and evolution of the concept – CRM and Relationship n nce of customer divisibility in CRM les Force Automation	11	ng – C 11 H	RM	[
CR stra <b>Un</b> Sal	M – Overview ategy – importan it:3 Sal es Force Autom	and evolution of the concept – CRM and Relationship note of customer divisibility in CRM es Force Automation nation – contact management – concept – Enterprise Ma	11	ng – C 11 H	RM	[
CR stra <b>Un</b> Sal Ma	M – Overview ategy – importan it:3 Sal es Force Autom inagement – cor	and evolution of the concept – CRM and Relationship n nce of customer divisibility in CRM les Force Automation	11	ng – C 11 H	RM Iou	rs
CR stra Un Sal Ma Un Val	M – Overviewategy – importanit:3Sales Force Automunagement – corit:4Value Chain – con	and evolution of the concept – CRM and Relationship nonce of customer divisibility in CRM les Force Automation mation – contact management – concept – Enterprise Ma re beliefs – CRM in India lue chain and Vendor selection cept – Integration Business Management – Benchmarks	rketing	ng – C 11 H 11 H	RM Iou Iou	rs
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CR stra Sal Ma Un Val cul Un Dat cus sce	M – Overview ategy – importan it:3 Sal les Force Autom inagement – cor it:4 Va lue Chain – con ture change – al it:5 Ma tabase Marketing stomer relations mario.	and evolution of the concept – CRM and Relationship note of customer divisibility in CRM es Force Automation mation – contact management – concept – Enterprise Materia beliefs – CRM in India lue chain and Vendor selection cept – Integration Business Management – Benchmarks lignment with customer eco system – Vendor selection arketing Database ng – Prospect database – Data warehouse and Data Mini hip technologies – Best practices in marketing Technologies	rketing and M	hg - C $11 H$ $I = 11 H$ $I =$	RM Iour – Iour of	rs rs
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CR stra Un Sal Un Val cul Un Dat cus sce Co Exj	AM – Overviewategy – importanitisit:3Salies Force Autominagement – conitienit:4Value Chain – coniture change – alitisit:5Matabase Marketimistomer relationsintemporary Issistantio.ntemporary Issistantio.ference BooksS. Shajahan –Paul Green Be	and evolution of the concept – CRM and Relationship note of customer divisibility in CRM les Force Automation mation – contact management – concept – Enterprise Mare beliefs – CRM in India lue chain and Vendor selection cept – Integration Business Management – Benchmarks lignment with customer eco system – Vendor selection urketing Database ag – Prospect database – Data warehouse and Data Mini hip technologies – Best practices in marketing Technoloc sues line seminars – webinars Total Lecture	rketing and M ng – ar ogy – Ir re Hou	ng – C 11 H 11 H letrics 12 H alysis ndian 2 H o	RM Iou Iou of	rs rs
CR stra Un Sal Un Val cul Un Dat cus sce Co Exj Ref 1	M – Overviewategy – importanit:3Saliti:3it:3Saliti:3it:4Value Chain – conture change – aliti:5Mait:5Mait:5Mait:5Mait:5Mait:5Mait:5Mait:5Mait:5Maference BooksS. Shajahan –	and evolution of the concept – CRM and Relationship note of customer divisibility in CRM <b>Tes Force Automation</b> nation – contact management – concept – Enterprise Mare beliefs – CRM in India <b>Iue chain and Vendor selection</b> cept – Integration Business Management – Benchmarks lignment with customer eco system – Vendor selection <b>arketing Database</b> ag – Prospect database – Data warehouse and Data Mini hip technologies – Best practices in marketing Technolo <b>sues</b> line seminars – webinars Relationship Marketing – McGraw Hill, 1997 erg – CRM – Tata McGraw Hill, 2002 Philip Kotler mar	rketing and M ng – ar ogy – Ir re Hou	ng – C 11 H 11 H letrics 12 H alysis ndian 2 H o	RM Iou Iou of	rs rs

COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	<b>PO8</b>	PO9	<b>PO10</b>
CO1	S	М	М	S	S	S	М	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S
CO5	S		М	S	S	S	М	М	S	S

# Mapping with Programme Outcomes



Course	INTRODUCTION TO INDUSTRY 4.0							
code	FOR BBA, BBA CA, BBA RM AND BBA IB	L	Т	Р	C			
Elective- I (E)		4			4			
Pre-requisite	Nil	•	abus sion	Firs	st			
<b>Course Objective</b>	s:		[					
-	of completing this course, students will have knowledge	on In	dustry	v				
	l transformation and the following Industry 4.0 tools:	011 111		,				
	cial Intelligence							
	Data and DataAnalytics							
0	net of Things							
	6							
<b>Expected Course</b>	Outcomes:							
-	completion of the course, student will be able to:							
	ne drivers and enablers of Industry 4.0			K2	)			
2 Appreciate the smartness in Smart Factories Smart cities smart products and								
smart services	-	ucis ai	lu	K2	2			
	the the various systems used in a manufacturing plant and	their	role	IZ C	, ,			
in an Industry				K3	5			
4 Appreciate th	e power of Cloud Computing in a networked economy	÷.		<b>K</b> 4	ŀ			
5 Understand th	ne opportunities, challenges brought about by Industry 4.	0 and	how					
	and individuals should prepare to reap the benefits	h	3	K5	)			
	<b>X2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluation	ate: K	6 – C	reate				
,		,						
Unit:1 Ind	ustry 4.0	11.	- hou	irs				
1		12						
	Adopting Industry 4.0 - Definition – Goals and Design dustry 4.0 – Big Data – Artificial Intelligence (AI) – Ind		+					
	Security – Cloud – Augmented Reality	usuia	I IIItel	net				
or rnings Cyber	Security cloud Mugmented Reality	d.						
Unit:2 Art	ificial Intelligence	11-	- hou	rs				
	nce : Artificial Intelligence (AI) – What & Why? - Histo	1. C						
_	-The AI - environment - Societal Influences of AI - App	-						
	s - Associated Technologies of AI - Future Prospects of			nges				
of AI								
e		12 ł						
Big Data : Evoluti	on - Data Evolution - Data : Terminologies - Big Data I	Definit	tions -					
Essential of Big D	ata in Industry 4.0 - Big Data Merits and Advantages - E	Big Da	ita					
Components : Big	Data Characteristics - Big Data Processing Frameworks	- Big	Data					
Applications - Big	Data Tools - Big Data Domain Stack : Big Data in Data	Scier	nce - I	Big D	Data			
in IoT - Big Data i	n Machine Learning - Big Data in Databases - Big Data	Use c	ases					
Big Data in Social	Causes - Big Data for Industry -Big Data Roles and Ski	ills -B	ig Da	ta Ro	oles			
- Learning Platform	ns; Internet of Things (IoT) : Introduction to IoT - Arch	itectu	re of l	oT -				

Unit:4	<b>Applications and Tools of Industry 4.0</b>	12 hours
Applicatio	ons of IoT – Manufacturing – Healthcare – Education	- Aerospace and Defense -
	e – Transportations and Logistics – Impact of Industry	
	Government, People. Tools for Artificial Intelligence,	
Analytics,	Virtual Reality, Augmented Reality, IoT, Robotics	-
Unit:5	Jobs 2030	12 hours
Industry 4	.0 - Education 4.0 - Curriculum 4.0 - Faculty 4.0 - State	kills required for Future -
Tools for I	Education – Artificial Intelligence Jobs in 2030 – Jobs	2030 - Framework for
aligning E	ducation with Industry 4.0	
Unit:6	Contemporary Issues	2 hours
Expert lec	tures, online seminars – webinars	
	A ADULT HAR TO A	
	Total Lecture hours	60 hours
Text Bool	<b>ζ</b> ( <b>S</b> )	7
		and Transformation to
1 P. Ka	<b>κ(s)</b> liraj,T.Devi, Higher Education for Industry 4.0 tion 5.0,2020	and Transformation to
1 P. Ka	liraj,T.Devi, Higher Education for Industry 4.0	and Transformation to
1 P. Ka	liraj,T.Devi, Higher Education for Industry 4.0 tion 5.0,2020	and Transformation to
1 P. Ka Educa <b>Reference</b>	Higher Education for Industry 4.0 tion 5.0,2020	
1 P. Ka Educa <b>Reference</b>	liraj,T.Devi, Higher Education for Industry 4.0 tion 5.0,2020	
1 P. Ka Educa <b>Reference</b> 1 Alasd	Higher Education for Industry 4.0 tion 5.0,2020 Books air Gilchrist, Industry 4.0: The Industrial Internet of T	hings, APRESS
1 P. Ka Educa Reference 1 Alasd Related O	Higher Education for Industry 4.0 tion 5.0,2020	hings, APRESS

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	S	Μ	М	S	S	S	М	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Course code	BANKING LAW AND PRACTICE FOR BBA	L	Т	Р	С
Elective- II (A)		4			4
Pre-requisite	Business Law and Taxation Law	Syll	abus sion	Firs	-
<b>Course Objectives:</b>					
*	ents knowledge on Banking Regulation Acts.				
Understand the featur	es of Indian Banking System				
To Know the signific	ant contribution of different types of banks				
Appreciate how impo	rtant banking services for the economy				
<b>Expected Course Ou</b>	itcomes:				
On the successful con	npletion of the course, student will be able to:				
1 Demonstrate kno banking.	owledge among the students with theoretical struct	ures abo	ut	K2	2
-	the students with the skills of modern banking.			K1	L
3 Identify the stud	ents will be taken for trainings to banks and insura	nce		K2	2
companies.					
4 Develop and inc	ulcate the traits of professionalism amongst the stu	idents		K3	3
5 Professional atti	re <mark>, profes</mark> sional communication skill <mark>s</mark> and professi	onal		K4	1
discipline will b	e inculcated	6-	3		
K1 - Remember; K2	- <mark>Unders</mark> tand; <b>K3</b> - Apply; <b>K4 - A</b> nalyze; <b>K5 -</b> Eva	aluate; <b>K</b>	<mark>(6</mark> – C	reate	;
	Contraction - 10		1		
Unit:1 Banke	er and <mark>Customer and Customer an</mark>	12	2 ho	urs	
	and customer – Relationships between banker and ng regulation Act 1949. RBI credit control Measu		-		
	er Operations	100	ho		
	special types of customer – types of deposit – Bar banker lien - KYC Norms	ık Pass t	ook –	-	
Unit:3 Chequ	ie and Legal Implications	12	hours	6	
-	entials of valid cheque – crossing – making and er	dorsem	ent – p	baym	ent
of cheques statutory p	protection duties to paying banker and collective ba	anker - r	efusal	of	
payment cheques Dut	ies holder & holder id due course.				
Unit:4 Loans	and Advances	12	hours	5	
	y commercial bank lending policies of commercial				
	e hypothecation and advance against the documen				_
mortgage.	-		-		
Unit:5 Title of	of the Unit (Capitalize each Word)	11			_

		eque, credit card, Teller system.	
Un	it:6	Contemporary Issues	02 - hours
Ex	pert lectur	es, online seminars – webinars	
		Total Lecture hours	60 hours
Te	xt Book(s)	)	
1	A.B. Sriv	vastava and : Seth's Banking Law, Law Publisher's	India (P) Limited K.
	Elumalai		
2	R.K. Gup	pta : BANKING Law and Practice in 3 Vols.Moder	rn Law Publications
Re	ference B	ooks	
<b>Re</b> 1		<b>ooks</b> am and Varshney, Banking theory Law & Practice,	Sultan Chand & Sons., New
-			Sultan Chand & Sons., New
-	Sundhara Delhi.		Sultan Chand & Sons., New
1	Sundhara Delhi.	am and Varshney, Banking theory Law & Practice,	Sultan Chand & Sons., New
1 2	Sundhara Delhi. Reddy &	am and Varshney, Banking theory Law & Practice,	
1	Sundhara Delhi. Reddy &	am and Varshney, Banking theory Law & Practice, Appanniah : Banking Theory and Practice	
1 2 <b>Re</b>	Sundhara Delhi. Reddy & lated Onli https://np	am and Varshney, Banking theory Law & Practice, Appanniah : Banking Theory and Practice ine Contents [MOOC, SWAYAM, NPTEL, Web	

# Course Designed By: Dr. P.KOMARASAMY, pkskv@rediffmail.com

Mapping with Programme Outcomes

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

Course co	de	INDUSTRIAL RELATIONS AND LABOUR LAW FOR BBA BBA CA BBA	L	Т	Р	0
	u c	IB &BBA RM		-	-	
Elective- I	I (B)		4	-	-	4
Pre-requis		Human Resource Mangement	-	labus sion	Fii	rst
Course Ob	jectives:					
The main o	bjectives of thi	is course are to:				
indust 2. To ena union 3. To pro	rial relation sce able the student and IR manage	ts to acquire knowledge of trade unions, legislatic ement rstanding of various Industrial Disputes Act, The	on rela	ted to		le
	Course Outcon					
	1	tion of the course, student will be able to:	1 10			
	lop an understa rio in India.	inding on industrial relation determinates of IR ar	d IR		K1	l
2 Deve	lop skill in neg	otiation with unions and conflict resolution.			K2	2
3 Hand	le grievance <mark>s.</mark>		5 2		K3	
4 Deve	lop skill in <mark>coll</mark>	ective bargaining.	1.		K∠	1
	v the applica <mark>tio</mark> ance Act, 1948	n of Industrial dispute Act 1947 and The Employe	e's St	ate	K5	5
K1 - Reme	mber; <b>K2</b> - Un	de <mark>rstand; K3 - Apply; K4 - Analyze; K5</mark> - Evalua	te; K	<b>6</b> – Cr	eate	;
	110	S. S	1			
Unit:1	INTROD	UCTION TO INDUSTRIAL RELATIONS	12	2 ho	urs	
grievances	- steps in griev	strial disputes - <mark>causes - han</mark> dling and settling disp ance handling - causes for poor industrial relation	ns - re	medie	s.	)
Unit:2	PARTICI			hou		
	0 0	Concept - Principles and forms of collective barga ollective bargaining - worker's Participation in ma	•		edu	re
Unit:3		IES ACT AND THE WORKMAN'S SATION ACT	11	• hou	rs	
Factories A	ct 1948 - The	Workman's Compensation Act, 1923.				
Unit:4		USTRIAL DISPUTES ACT AND THE	11	• hou	rs	
	TRADE U	JNION ACT				
	· 1 D'	ct 1947 - The Trade Union Act, 1926.				

Ur	nit:5	THE PAYMENT OF WAGES ACT AND THE	12 hours
		EMPLOYEE'S STATE INSURANCE ACT	
Th	e Payment	of Wages Act, 1936 - The Employee's State Insurance Act	, 1948
-	nit:6	Contemporary Issues	2 hours
Ex	pert lectur	es, online seminars – webinars	
		Total Lecture hours	60 hours
Te	xt Book(s		
1	P.C.Trip	athi - Personnel Management & Industrial Relation	
2	B.Nandł	akumar - Industrial Relations Labour Welfare and Labour	Laws –Vijay Nicole
	Imprints		
3	N.D Kap	oor – Industrial Law.	
		S M A.	8
Re	ference B	ooks	63 10
1		tapathy&AssissiMenachery - Industrial Relations &Labou Publishers.	r Legislation
2	Srivasta	va - Industrial Relations and Labour Laws, vikas 4th Editio	on, 2008.
3		rao - Esse <mark>ntials of</mark> Human Resource Management and Indu a Publish <mark>ers</mark>	strial Relations –
			N.S.
Re	lated Onl	ine Contents [MOOC, SWAYAM, NPTEL, Websites et	c.]
1	https://o	nlinecourses.swayam2.ac.in/nou20_mg02/preview	
M	apping wi	mileeourses.swayaniz.ae.m/nouzo_mgoz/preview	and and
	-PP8	th Programme Outcomes	511

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	<b>PO10</b>
CO1	М	S	S	S	S	М	S	S	S	S
CO3	S	М	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	М	S
<b>CO4</b>	S	S	М	S	S	S	S	Μ	S	S
CO5	S	S	S	S	М	S	S	S	S	М

C		INSUR	ANCE PRI	NCIPLES	AND				
Course			PRAC	TICE		L	Т	Р	C
code		]	FOR BBA/I	BBA (CA)					
Elective- I	I (C)					4	-	-	4
Pre-requis	site	F	inancial Ma	nagement			labus sion	Fir	rst
Course Ol	ojectives:								
1. This cou insurance,	urse intends to insurance mar	nis course are to provide a basic ket operations, life insurance	c understand and insuran	ce contract	s.			sk	
Expected	Course Outco	omes:							
-		etion of the cou	irse, student	will be abl	e to:				
	nine the risk ar	nd relevance in nsurance.	volved in in	surance ind	ustry and to	sugge	st	K1	l
_	ain the importa act and produc	an <mark>ce of life</mark> insu ets.	irance, term	s and condi	tions of insu	rance	,	K2	2
-		lge of general i e of insurance.	nsurance pra	ictice, laws	, terms and c	ondit	ions,	K3	3
	38. /0	e and marine in and conditions			nce, loss and	ł reco	ver.	K4	1
	valuate other b n climate.	ousiness insurat	nces and pra	ctices of He	ealth insuran	ce in		K5	5
<b>K1</b> - Reme	ember; <b>K2</b> - U	nderstand; K3	- Apply; K4	- Analyze;	K5 - Evalua	te; K	<b>6</b> – Cr	eate	;
<b>T</b> T <b>1</b> / 4	CONCE								
Unit:1		PT OF RISK					hou	irs	
minimizati Insurance i	on techniques market, princij	tainty - Classif . Insurance - M ples of insuranc t Authority (IR	leaning, natu ce; Evaluatio	re and sign	ificance of I e business in	nsura India	nce, ; Insu		
Unit:2	LIFE IN	SURANCE				12-	- hou	rs	
- different	products offer n and Surrend	ating to life Ins ed by life insur er of policy - P	ers- Premiu	ms and bon	uses - Assig	nmen	t,		ict
Unit:3		AL INSURAN					hours		
general ins Underwriti	urance Vs life ng policy; Ro	relating to gen insurance; Pro le of Actuary; I Function of Ge	posal form- Renewal pro	Cover note cedure; Cla	es – Endorsen ums – Surve	nent. yors a			,

S S M

Uni	i <b>t:4</b>	]	FIRE &	MARIN	E INSUI	RANCE	CLAIM	IS	11	l hour	s
Fire	e inst	urance -	various	types of f	fire polic	y; cover	age's; su	brogatior	n; double	insuranc	e;
con	tribu	tion; pr	oximate	cause; cla	aims of re	ecovery.	Marine I	nsurance	- Law re	elating to	marine
insı	iranc	e; scop	e and nat	ure; type	s of polic	ey; insura	ble inter	est; discl	osure and	d represe	ntation;
insı	ired	perils; p	proximity	cause; v	oyage; w	varranties	; measur	ement; sı	ubrogatio	on; contri	bution;
und	er in	surance									
Uni	it:5	I	MISCEL	LANEC	US INS	URANC	E		11	hours	5
Mis	scella	aneous (	Coverage	s - Motor	r Insuran	ce - Liab	ility only	policy -	Package	policy.	Nature,
tern	ns ar	nd condi	itions of l	Health In	surance -	- Persona	l Accide	nt insurai	nce - Bui	glary ins	urance
- Le	egal	Liability	y insuran	ce- Engir	neering in	nsurance	- Rural in	nsurances	s - Micro	insuranc	ce.
Uni	i <b>t:6</b>		CONTE	MPORA	RY IS <mark>S</mark> I	UES			2 ·	hours	
Exp	oert l	ectures,	online se	eminars -	- webinai	S					
Rec	cent	Trends	in Insur	ance Inc	lustry	-			50 		
		r	Fotal Le	cture ho	urs	25	1.57		60	hou	rs
Тех	t Bo	ook(s)		21	G 8	See. 1	100	1.5	8		
1 2	Nev Peri	v Delhi	hra, "In <mark>su</mark> (2004). P., "Prin 005)		R	20		1		-	
	1110		000).		la	sit	1		2.60	1	
Ref	eren	ce Boo	ks	9	-	ST IS	-	3 /	21	7	
1	Gup (200		., "Insura	nce and ]	Risk Mar	nagement	.", Himal	<mark>aya Publ</mark>	ishing H	ouse, Mu	ımbai
2	Insu	irance I	nstitute o	f India –	Study M	laterials I	C 01, 02	& 11.	1		
				100	U.S.A	THESTILL	s-anteg		62		
Rel	ated	Online	Conten	ts [MOO	C, SWA	YAM, N	PTEL,	Websites	s etc.]		
			al of Insu				-			ırai, Tam	il
1			wayam,				5				
Cou	ırse	Design	ed By: D	r. P.KO	MARAS	AMY,	pkskv@	rediffma	il.com		
		0	Program			/ .	-				
CO	S	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
$\frac{c}{CO}$		S	S	S	S	M	S	S	S	S	M
	-	-									

CO3	М	S	М	S	S	М	S	М	S
CO3	S	S	S	S	S	S	S	S	S
<b>CO4</b>	S	М	S	М	S	S	М	S	М
CO5	S	S	S	S	М	S	S	S	S

Course code	CONSUMER BEHAVIOUR FOR BBA, BBA IB AND BBA RM	L	T	Р	C
Elective- II (D)	FOR DDA; DDA 1D AI(D DDA KW	4	1_	-	4
Pre-requisite	Marketing Management	Syll	abus sion	Firs	
Course Objectives:					
<ol> <li>Present material rela</li> <li>By completing this constrained behaviour;</li> <li>Appreciate the various</li> <li>Recognise the approartical sectors and the sectors</li></ol>	ating to the topics both verbally and in written for burse, students will: Appreciate the challenges far as variables contributing to consumer behaviour thes towards consumer satisfaction. the main components of consumer behaviour the	icing in o	consur	ner	
Expected Course Outc	comes:				
-	letion of the course, student will be able to:	20		_	
	influences in consumer behaviour	61		K2	2
relationships	en different consumer behaviour influences and t	8		K2	2
marketing decision		ots to		K	
	riate combinations of theories and concepts			K∠	ŀ
behaviour	nd ethical implications of marketing actions on o Jnderstand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Eva		1	K5 reate	
				Iouto	
Unit:1 INTROI	DUCTION	11-	hou	irs	
	r Behaviour — definition - scope of consumer b behaviour — Customer Value Satisfaction — R				
	MER RESEARCH		- hou	rs	
	Paradigms — The process of consumer research 5 — types — measurement of motives — consum				
	MER LEARNING	12 1			
	Behavioural learning theories — Measures of co ormation — Strategies for attitude change	onsumer	learnii	ng —	-
Unit:4 SOCIAI	CLASS CONSUMER BEHAVIOUR	12 1	hours		
Social class Consumer	Behaviour — Life style Profiles of consumer cla				
Cultural Customers Beh	aviour Strategies.				

Un	nit:5	CONSUMER DECISION MAKING	12 hours
Co	nsumer De	ecision Making — Opinion Leadership — Dynamics — Typ	pes of consumer
dec	cision mak	ing — A Model of Consumer Decision Making	
Un	nit:6	CONTEMPORARY ISSUES	2 hours
Ex	pert lecture	es, online seminars – webinars	
		Total Lecture hours	60 hours
Te	xt Book(s)		
1	Leon G.	Schiffman and Leslie Lazar Kanuk, Consumer Behaviour,	Prentice -Hall of
	India, Siz	xth Edition, 1998.	
Re	ference B	ooks	
1	Paul Gree	en Berg-Customer Relationship Management - Tata McGrav	w Hill , 2002
2	Barry Be	rman and Joel R <mark>Evans — Retail Management —</mark> A Strateg	gic Approach-
	Prentice	Hall of India, Tenth Edition, 2006	
3	Gibson C	i Vedamani <mark>— Retail</mark> Management — Functional Principles	s and Practice, Jaico
	Publishin	ig House, Sec <mark>ond E</mark> dition, 2004	
			10
Re	lated Onli	ne Conte <mark>nts [M</mark> OOC, SWAYAM, NPTEL, Websites etc	.]
1	https://or	llinecours <mark>es.npte</mark> l.ac.in/noc20_mg14/preview	
		Provident and the second	
Ma	apping wit	h Programme Outcomes	1

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

Course	BIG DATA ANALYTICS	L	Т	Р	0
code	FOR BBA ,BBA CA ,BBA IB AND BBA RM	L		1	C
Elective- II (	E)	4	-	-	4
Pre-requisit	e Quantitative techniques for Management	Sylla Vers	abus	Firs	st
Course Obje	ectives:	V CI S	51011		
analytics and big data tech applications. bigdata and r	al of this course is to help students learn, understand, and practi machine learning approaches, which include the study of mod nologies and scaling up machine learning techniques focusing of Mainly the course objectives are: conceptualization and summ nachine learning, trivial data versus big data, big data computir ning techniques, and scaling up machine learning approaches.	ern c on in ariza	compu dustry tion o	ting ′ f	,
-	ourse Outcomes:				
	ssful completion of the course, student will be able to:				
	and distinguish big data analytics applications			K2	
	e big data analytics tools			K2	
_	big data analytics techniques			K3	
	cases involving big data analytics in solving practical problems			<b>K</b> 4	-
	t big data analytics using system tools and Suggest appropriate ata analytics problems	solut	tions	K5	5
Unit:1	ber; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluat	9 	- hou		
		17			
	– Data – Information – Data Terminologies – Database – Data		-		
	Data Evolution Roadmap – Big Data – Definition – Type of D				
	– Graphical – High Dimensional Data – Data Classification -			-	
	Warm Data – Thick Data – Thin Data - Classification of digital		a:		
	emi-Structured and Un-Structured- Data Sources - Time Series				
Structured, S	The second	_			
Structured, S	l Data – Biological Data – Spatial Data – Social Network Data	_			
Structured, S Transactiona	The second		- hou	rs	
Structured, S Transactiona <b>Unit:2</b>	l Data – Biological Data – Spatial Data – Social Network Data	11			1
Structured, S Transactiona <b>Unit:2</b> Data Science	Data – Biological Data – Spatial Data – Social Network Data DATA SCIENCE	<b>11-</b> -	atics,	Data	1
Structured, S Transactiona Unit:2 Data Science Science vs Pr	Data – Biological Data – Spatial Data – Social Network Data DATA SCIENCE -A Discipline – Data Science vs Statistics, Data Science vs Ma	11 them e vs ]	atics, Machi	Data ne	
Structured, S Transactiona Unit:2 Data Science Science vs Pr Learning. Da Science Com	Data – Biological Data – Spatial Data – Social Network Data <b>DATA SCIENCE</b> -A Discipline – Data Science vs Statistics, Data Science vs Ma rogramming Language, Data Science vs Database, Data Science ta Analytics - – Relation: Data Science, Analytics, Big Data An ponents: Data Engineering, Data Analytics-Methods and Algo	11 them e vs l nalyt	atics, Machi ics. D	Data ne ata	l
Structured, S Transactiona <b>Unit:2</b> Data Science Science vs Pi Learning. Da	Data – Biological Data – Spatial Data – Social Network Data <b>DATA SCIENCE</b> -A Discipline – Data Science vs Statistics, Data Science vs Ma rogramming Language, Data Science vs Database, Data Science ta Analytics - – Relation: Data Science, Analytics, Big Data An ponents: Data Engineering, Data Analytics-Methods and Algo	11 them e vs l nalyt	atics, Machi ics. D	Data ne ata	 l
Structured, S Transactiona <b>Unit:2</b> Data Science Science vs Pr Learning. Da Science Com Visualization	Data – Biological Data – Spatial Data – Social Network Data <b>DATA SCIENCE</b> -A Discipline – Data Science vs Statistics, Data Science vs Ma rogramming Language, Data Science vs Database, Data Science ta Analytics - – Relation: Data Science, Analytics, Big Data An ponents: Data Engineering, Data Analytics-Methods and Algo	11 them e vs 1 nalyt orithn	atics, Machi ics. D	Data ne ata	1
Structured, S Transactiona Unit:2 Data Science Science vs Pr Learning. Da Science Com Visualization Unit:3	Data – Biological Data – Spatial Data – Social Network Data <b>DATA SCIENCE</b> -A Discipline – Data Science vs Statistics, Data Science vs Ma rogramming Language, Data Science vs Database, Data Science ta Analytics - – Relation: Data Science, Analytics, Big Data An ponents: Data Engineering, Data Analytics-Methods and Algo	11 them e vs 1 nalyt orithm 2 h	atics, Machi ics. D n, Dat	Data ne ata a	 1
Structured, S Transactiona Unit:2 Data Science Science vs Pr Learning. Da Science Com Visualization Unit:3 Digital Data-	I Data – Biological Data – Spatial Data – Social Network Data         DATA SCIENCE         -A Discipline – Data Science vs Statistics, Data Science vs Ma         rogramming Language, Data Science vs Database, Data Science         ta Analytics - – Relation: Data Science, Analytics, Big Data An         ponents: Data Engineering, Data Analytics-Methods and Algo         BIG DATA       12	11 them e vs 1 nalyt prithm 2 h es of	atics, Machi ics. D n, Dat nours Big D	Data ne ata a	
Structured, S Transactiona Unit:2 Data Science Science vs Pr Learning. Da Science Com Visualization Unit:3 Digital Data- Characteristic	Data – Biological Data – Spatial Data – Social Network Data         DATA SCIENCE         -A Discipline – Data Science vs Statistics, Data Science vs Ma         rogramming Language, Data Science vs Database, Data Science         ta Analytics - – Relation: Data Science, Analytics, Big Data An         ponents: Data Engineering, Data Analytics-Methods and Algo         BIG DATA       12         an Imprint: Evolution of Big Data – What is Big Data – Source	11 them e vs 1 nalyt orithm 2 h es of onal	atics, Machi ics. D n, Dat nours Big D Appro	Data ne ata a	

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Ur	nit:4	BIG DATA TECHNOLOGY	12 hours
Bi	g Data Tec	hnology Potentials – AI – Machine Learning – Cloud C	omputing – Mobile
Co	ommunicat	ion – IoT – Big Data in Industry 4.0- Big Data Platform	s – HADOOP –
SP	PARK – No	o SQL Databases - Types - Big Data Challenges	
		-	
Ur	nit:5	BIG DATA USE CASES	12 hours
Bi	g Data Rol	es Data Scientist , Data Architect, Data Analyst – Skills	- Case Study : Big
Da	ata – Custo	mer Insights – Behavioural Analysis – Big Data Industr	y Applications -
Ma	arketing –	Retails – Insurance – Risk and Security – Health care	
Ur	nit:6	CONTEMPORARY ISSUES	2 hours
Ex	pert lectur	es, online seminars – webinars	
		Total Lecture hours	60 hours
Te	ext Book(s		
1	Minelli,	M. (2013), Bi <mark>g Data, B</mark> ig Analytics, New Delhi: Wiley I	India.
		A A A A A A A A A A A A A A A A A A A	
Re	eference B	ooks	
4	V. Bhuva	aneswari, <mark>T. Devi</mark> , "Big Data Analytics: Scite <mark>ch Publish</mark>	er ,2018
1	Han Hu.	Yonggang Wen, Tat-Seng, Chua, XuelongLi, "Toward S	Scalable Systemsfor Big
1 2		alytics: A Technology Tutorial", IEEE,2014.	
		alytics: A Technology Tutorial", IEEE,2014.	
2	Data Ana	alytics: A Technology Tutorial", IEEE,2014. ine Contents [MOOC, SWAYAM, NPTEL, Websites	etc.]
2	Data Ana		etc.]

# Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	PO9	PO10
CO1	S	М	М	S	S	S	Μ	Μ	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	М	S	S	М	S	М	S	S	М	S
<b>CO4</b>	S	S	S	S	М	S	S	S	S	М
CO5	S	М	М	S	S	S	М	М	S	S

Course		E-COMMERCE				
code		FOR BBA, BBA CA ,BBA IB AND	L	Т	Р	С
		BBA RM				
<b>Elective- III</b>	(A)	4		-	-	4
Pre-requiste	niste Nil Syllabu Revision					
Course Obje	ectives:		1			
The main obj	ectives of thi	is course are to:				
1. To kn	now about e-c	commerce models and its practical application	ions			
2. To un	derstand cus	tomer buying behaviour in e-commerce and	d ways	s to reta	ain th	em
through	gh effective v	web advertising.				
3. To kn	now the role of	of Government in securing the rights of cus	tomers	6		
Expected Co				6		
		tion of the course, student will be able to:		0		
1 To Unde	erstand e-cor	nmerce models -its benefits and limitations				K2
2 To use of	of market res	e <mark>arch tools in</mark> analyzing customer buying b	ehavio	r		K3
3 To analy	yse the web a	advertising modes		51 6		K4
4 To unde	erstand the ap	pplication of B2B e-commerce model		0		K2
5 To critic	cally evaluate	e public policy on privacy and security				K5
	ber; <b>K2</b> - <mark>Un</mark>	derstand; <b>K3 -</b> Apply; <b>K4 -</b> Analyze; <b>K5 -</b>	<mark>Ev</mark> alua	ate; K6	- C1	reate
K1 - Remem Unit:1	INTRODU	JCTION TO E-COMMERCE		M	11 H	Iour
K1 - Remem Unit:1 Foundation o	<b>INTRODU</b> f electronic (	JCTION TO E-COMMERCE Commerce :- Definition and content of the	field –	Drivir	<b>11 H</b> ng for	<b>Iour</b> s
K1 - Remem Unit:1 Foundation o EC-Impact o	<b>INTRODU</b> f electronic ( f EC – Mana	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E	field – EC Reta	Drivir ailing i	11 H ng for n EC	<b>Iour</b> s rce of
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod	<b>INTRODU</b> of electronic ( f EC – Mana dels of E – m	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7	field – EC Reta	Drivir ailing i	11 H ng for n EC	<b>Iour</b> s rce of
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod	<b>INTRODU</b> of electronic ( f EC – Mana dels of E – m	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7	field – EC Reta	Drivir ailing i	11 H ng for n EC	<b>Iour</b> s rce of
K1 - Remem Unit:1 Foundation o EC-Impact o Business moo Traditional R	<b>INTRODU</b> f electronic ( f EC – Mana dels of E – m cetailing Syst	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7	field – EC Reta	Drivir ailing i	<b>11 H</b> ng fon n EC	Iours rce of : :- on
K1 - Remem Unit:1 Foundation o EC-Impact o Business moo Traditional R Unit:2	INTRODU of electronic ( f EC – Mana dels of E – m detailing Syst	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E marketing – Aiding comparison shopping - 7 em.	field – C Ret: The im	Drivir ailing i pact of	11 F ng for n EC EC o 12 F	Iours rce of : :- on
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons	INTRODU of electronic ( f EC – Mana dels of E – m tetailing Syst MARKET sumers and m	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E arketing – Aiding comparison shopping - 7 em.	field – C Ret: The im model	Drivir ailing i pact of – Perso	11 H ng for n EC EC of 12 H onal	Hours rce of 2 : :- on Hours
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic	INTRODU of electronic ( f EC – Mana dels of E – m detailing Syst MARKET sumers and m cs and the De	JCTION TO E-COMMERCE Commerce :- Definition and content of the serial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7 em. CRESEARCH market Research: - The consumer behavior r	field – C Ret: The im model	Drivir ailing i pact of – Personasing	11 F ng for n EC EC of 12 F onal Decis	Hours rce of 2 : :- on Hours
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic making - One	INTRODU of electronic ( f EC – Mana dels of E – m tetailing Syst MARKET sumers and n cs and the De e – to – One 1	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7 em. TRESEARCH market Research: - The consumer behavior re emographics of internet Surfers - Consumer	field – C Ret The im model r Purch ner Se	Drivir ailing i pact of – Perso nasing rvice i	11 H ng for n EC EC of 12 H Donal Decis	Iours rce of : :- on Iours
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic making - One	INTRODU of electronic ( f EC – Mana dels of E – m tetailing Systection MARKET sumers and m cs and the De e – to – One 1 - Marketing r	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7 em. Research: - The consumer behavior r emographics of internet Surfers - Consumer Relationship marketing - Delivering Custor	field – C Ret The im model r Purch ner Se	Drivir ailing i pact of – Perso nasing rvice i	11 H ng for n EC EC of 12 H Donal Decis	Iours rce of : :- on Iours
K1 - Remem Unit:1 Foundation o EC-Impact o Business moo Traditional R Unit:2 Internet Cons Characteristic making - One Cyberspace -	INTRODU of electronic ( f EC – Mana dels of E – m tetailing Systection MARKET sumers and m cs and the De e – to – One 1 - Marketing r	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7 em. Research: - The consumer behavior r emographics of internet Surfers - Consumer Relationship marketing - Delivering Custor	field – C Ret The im model r Purch ner Se	Drivir ailing i pact of – Perso nasing rvice i	11 H ng for n EC EC of 12 H Donal Decis	Iour: ce of : :- on Iour: sion
K1 - Remem Unit:1 Foundation o EC-Impact o Business moo Traditional R Unit:2 Internet Cons Characteristic making - One Cyberspace - Buyer Behav	INTRODU of electronic ( f EC – Mana dels of E – m tetailing Syste MARKET sumers and m cs and the De e – to – One 1 - Marketing r ior.	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7 em. Research: - The consumer behavior r emographics of internet Surfers - Consumer Relationship marketing - Delivering Custor	field – C Ret The im model r Purch ner Se	Drivir ailing i pact of – Perso nasing rvice i	11 F ng for n EC EC o 12 F onal Decis n nizat	Iours ce of : :- on Iours sion
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic making - One Cyberspace – Buyer Behav Unit:3	INTRODU of electronic ( f EC – Mana dels of E – m detailing Syst MARKET sumers and m cs and the De e – to – One I - Marketing m ior.	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - T em. <b>RESEARCH</b> harket Research: - The consumer behavior remographics of internet Surfers - Consumer Relationship marketing - Delivering Custon research of EC-Intelligent Agents for Consu	field – C Ret: The im model r Purch ner Se umers -	Drivir ailing i pact of – Perso nasing rvice i – Orga	11 F ng for n EC TEC of 12 F Decision nizat	Iours ce of : :- on Iours sion
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic making - One Cyberspace – Buyer Behav Unit:3 Advertisemen Strategies – H	INTRODU of electronic ( f EC – Mana dels of E – m tetailing Syste MARKET sumers and m cs and the De e – to – One f - Marketing m ior. WEB ADV nt in EC :- W Push Technol	JCTION TO E-COMMERCE Commerce :- Definition and content of the serial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - Tem. Tem. TRESEARCH harket Research: - The consumer behavior remographics of internet Surfers - Consumer Relationship marketing - Delivering Custor research of EC-Intelligent Agents for Consumer VERTISING Veb Advertising – Advertisement Methods - logy and Intelligent Agents – Economics ar	field – C Ret: The im model r Purch mer Se umers –	Drivir ailing i pact of – Perso nasing rvice i – Orga ertisem	11 F ng for n EC TEC of 12 F Decision nizat 12 F ent ess of	Iours rce of 2 : :- on Iours sion ional
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic making - One Cyberspace – Buyer Behav Unit:3 Advertisemen Strategies – H Advertisemen	INTRODU of electronic ( of EC – Mana dels of E – m tetailing Syst MARKET sumers and m cs and the De e – to – One E - Marketing r ior. WEB ADV nt in EC :- W Push Technol nt – Online (	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - 7 em. <b>RESEARCH</b> harket Research: - The consumer behavior re emographics of internet Surfers - Consumer Relationship marketing - Delivering Custor research of EC-Intelligent Agents for Consu <b>VERTISING</b> Veb Advertising – Advertisement Methods - logy and Intelligent Agents – Economics ar Catalogs. Internet and Extranet :- Architectu	field – C Ret: The im model r Purch mer Se umers –	Drivir ailing i pact of – Perso nasing rvice i – Orga ertisem	11 F ng for n EC TEC of 12 F Decision nizat 12 F ent ess of	Iour: ce of : :- on Iour: sion ional
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic making - One Cyberspace – Buyer Behav Unit:3 Advertisemen Strategies – H Advertisemen	INTRODU of electronic ( of EC – Mana dels of E – m tetailing Syst MARKET sumers and m cs and the De e – to – One E - Marketing r ior. WEB ADV nt in EC :- W Push Technol nt – Online (	JCTION TO E-COMMERCE Commerce :- Definition and content of the serial Issues- Benefits and Limitations of E parketing – Aiding comparison shopping - Tem. Tem. TRESEARCH harket Research: - The consumer behavior remographics of internet Surfers - Consumer Relationship marketing - Delivering Custor research of EC-Intelligent Agents for Consumer VERTISING Veb Advertising – Advertisement Methods - logy and Intelligent Agents – Economics ar	field – C Ret: The im model r Purch mer Se umers –	Drivir ailing i pact of – Perso nasing rvice i – Orga ertisem	11 F ng for n EC TEC of 12 F Decision nizat 12 F ent ess of	Iours rce of : :- on Iours sion ional
K1 - Remem Unit:1 Foundation o EC-Impact o Business mod Traditional R Unit:2 Internet Cons Characteristic making - One Cyberspace – Buyer Behav Unit:3 Advertisemen Strategies – H Advertisemen	INTRODU of electronic ( of EC – Mana dels of E – m tetailing Syst MARKET sumers and m cs and the De e – to – One E - Marketing r ior. WEB ADV nt in EC :- W Push Technol nt – Online (	JCTION TO E-COMMERCE Commerce :- Definition and content of the gerial Issues- Benefits and Limitations of E arketing – Aiding comparison shopping - 7 em. <b>RESEARCH</b> harket Research: - The consumer behavior re emographics of internet Surfers - Consumer Relationship marketing - Delivering Custor research of EC-Intelligent Agents for Consu <b>VERTISING</b> Veb Advertising – Advertisement Methods - logy and Intelligent Agents – Economics ar Catalogs. Internet and Extranet :- Architectu f Intranet and Extranet	field – C Ret: The im model r Purch mer Se umers –	Drivir ailing i pact of – Perso nasing rvice i – Orga ertisem	11 F ng for n EC TEC of 12 F onal Decise n nizat 12 F ent ess of t and	Iours rce of : :- on Iours sion ional

Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System \_ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

#### Unit:5 PUBLIC POLICY

#### 11 Hours

2 hours

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

# Unit:6 CONTEMPORARY ISSUES

Expert lectures, online seminars – webinars

### **Total Lecture Hours: 60 Hours**

**Text Books:** 

#### 1 Kalakotta, Elements of E Commerce

#### **Reference books**

1 Efraim Turbun, Jae Lee, David King, H. Michael Chung Electronic Commerce – A Managerial Perspective, Pearson Education Asia – 2000.

# **Online Content**

# https://onlinecourses.swayam2.ac.in/cec19\_cm01/preview

#### Mapping with Programme Outcomes

PO8	<b>PO9</b>	<b>PO10</b>
		1010
М	S	S
S	S	S
Μ	S	S
S	S	S
S	М	S
	S M S	SSMSSS

Course	FINANCIAL SERVICES	T	T	<b>D</b>	0
code	For BBA/BBA(CA)/BBA(IB)	L	T	P	С
Elective- III (C)		4	-	-	4
Pre-requisite	Financial Management	Syllabus Version			st
<b>Course Objectives:</b>	1	Syllabu   Wersion   market. opreciation oblems priate solution cvaluate; K6 – 11 h 1 Services, NB 11 he sing - Lease			
To learn the various fin To understand the mode To evaluate feasibility To study and understand along with other finance <b>Expected Course Outco</b>	comes:				
Ĩ	letion of the course, student will be able to:	5		IZ C	
-	guish big data analytics applications	8		K2	
<ol> <li>Describe big data a</li> <li>Explain big data and</li> </ol>		20		K2 K3	
- I - 8	nalytics techniques	200		K2 K4	
	lving big data analytics in solving practical problem malytics using system tools and Suggest appropria		tions	K4 K5	
to big data analytic	cs problems	53		K.	,
K1 - Remember; K2 - U	Jnderstand; K3 - Apply; K4 - Analyze; K5 - Evalu	iate; K	<b>16</b> – Ci	reate	
24	Security and and the		1		
Unit:1	and and a	11.	- hou	irs	
Financial Services –Intr India-types	odu <mark>ction, Fee Based and Fund Based Financial Se</mark>	rvices,	NBF	C's i	n
Unit:2	N. S.	11-	- hou	rs	
Hire Purchase - Concep	t - evaluation of Hire Purchase Proposals. Leasing	- Leas	e		
Accounting - Types of I	leases				
	TE TO BE SHOWN				
Unit:3		12 I			
	ns performances, regulation - SEBI guidelines for			s.	
	ns performances, regulation - SEBI guidelines for		l fund	s.	
Mutual funds - operatio	ns performances, regulation - SEBI guidelines for . Venture Capital - Factoring - credit rating - Depo	mutua 12 1	l fund	s	
Mutual funds - operatio		mutua 12 1	l fund	<u>s.</u>	
Mutual funds - operatio Unit:4 Other financial services Unit:5	. Venture Capital - Factoring - credit rating - Depo	mutua 12 l ositorie 12 l	l fund nours s.		
Mutual funds - operatio         Unit:4         Other financial services         Unit:5         Merchant Banking - Fundamental Services		mutua 12 l ositorie 12 l	l fund nours s.		on
Mutual funds - operatio         Unit:4         Other financial services         Unit:5         Merchant Banking - Fundament banking in Index	. Venture Capital - Factoring - credit rating - Depo nctions – Pre Issues and Post Issue Management -	mutua 12 l ositorie 12 l	l fund nours s. nours guidel		on
Mutual funds - operatio         Unit:4         Other financial services         Unit:5         Merchant Banking - Funmerchant banking in Index	. Venture Capital - Factoring - credit rating - Depo nctions – Pre Issues and Post Issue Management - dia FinTech and recent developments in India <b>MPORARY ISSUES</b>	mutua 12 l psitorie 12 l SEBI §	l fund nours s. nours guidel		on

	Total Lecture hours	60 hours							
Te	Text Book(s)								
1	M.Y.Khan, Indian Financial Systems.								
2	K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.								

# **Reference Books**

- 1 R.M.Srivastava, Indian Financial System.
- 2 Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T.SundarRajan, Merchant Banking.
- 3 R.M.Srivastava, Indian Financial System.

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

1 https://onlinecourses.swayam2.ac.in/cec20\_mg10/preview

# Mapping with Programme Outcomes

	0	0								
COs	PO1	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	<b>PO9</b>	PO10
CO1	S	S	S	S	S	S	M	S	S	М
CO3	S	М	S	М	S	S	S	S	S	S
CO3	S	S	S	S	S	М	S	S	М	S
CO4	S	S	S	S	М	S	S	М	S	S
CO5	М	S	M	S	S	S	S	S	S	S



Course code	GLOBAL BUSINESS MANAGEMENT FOR BBA ,BBA IB AND BBA RM	L	Т	P	С
Elective- III (C)		4	-	-	4
Pre-requisite	Basiscs of Business and Business Environment	Syllabus Version		First	
Course Objectives:					
2. Enhance the studen	his course are to: Fundamental concepts of international trade ts to know about various export documents in proper utilisation and evaluation of the export f	inancin	ıg		
Expected Course Outco	omes:				
-	letion of the course, student will be able to:				
I	ndamental concepts pattern of international trade.			K	1
	edge on Indian institutional assistance for export	oromoti	on.	K	2
	rocedures and incentives.			K	3
4 Develop skill in ob	otaining export finance.	-61		K4	1
5 Evaluating internat	tional agencies.	ia.		K5	5
<b>K1</b> - Remember; <b>K2</b> - U	Ind <mark>erstand; K3</mark> - Apply; K4 - Analyze; K5 - Evalu	late; K	6 – Cı	reate	
trade-India's trade-trend products-brief background Unit:2 EXPOR Indian institutional assis measures – infrastructur board of trade – trade de Export houses. Unit:3 EXPOR Export procedures-offer procedure – negotiation-	rmational trade – current pattern of India's foreign s-composition-volume and direction-traditional and of import trade-future. <b>T PROMOTION AND POLICY</b> tance for export promotion – export policy – feature e set up and aids – expert promotion council – con- evelopment authority – FIFO, IIFT, Export inspect <b>T PROCEDURE AND DOCUMENTS</b> and receipt of confirmed orders – production – sh -documents for export trade –export incentives. <b>T FINANCING</b> edure for pre-shipment finance-post shipment fina	12	<ul> <li>hou</li> <li>oolicy</li> <li>y boa</li> <li>incil,</li> <li>hours</li> <li>and b</li> </ul>	onal rds - STC anki	,
payment in international ECGC-functions and po	edure for pre-shipment finance-post shipment fina l trade-letter of credit-features and types-medium licies.		g tern	n loa	ins.
	nd agreement – IMF-World Bank – functions and				
features-import policy fe	•				
Unit:6 Contem	norary Issues	2 hou	rc		
Expert lectures, online s	porary Issues eminars – webinars	<i>2</i> nou	1.5		
_	ecture hours	60 ]	hours	5	
Text Book(s)					

- 1 TAS Balagopal Export Management
- 2 P.Boominathan Global business Management-Thakur Publishers
- 3 D C Kapoor- Export Management, Vikas Publishing House Pvt Ltd

#### **Reference Books**

- 1 S K Varghese Foreign Exchange and Financing of Foreign Trade
- 2 Y R Ullal Export Management
- 3 Francis Cherunilam International Trade and Export Management

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

1 https://onlinecourses.swayam2.ac.in/cec20\_mg12/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	М	S	S	S
CO3	М	S	S	S	S
CO3	S	S	S	М	S
CO4	S	S	М	S	S
CO5	S	S	S	S	М



Course code		ARTIFICIAL INTELLIGENCE FOR BBA, BBA CA, BBA RM AND BBA IB	L	Т	Р	C
<b>Elective- II</b>	[ ( <b>F</b> )	FOR DDA, DDA CA, DDA KM AND DDA ID	4			4
Pre-requisit		Basic Computer Knowledge	Syll		Firs	-
Course Obj	ectives:	<u> </u>	4       -         Syllabus       Version         t fascinating a that covers       a that covers         i its application in Artification in Artifica			
fastest growi fascinating a industry, def	ng areas of and competense, healt	n opportunity to gain expertise in one of the most f Computer Science through classroom program the lling topics related to human intelligence and hcare, agriculture and many other areas. This c s, advanced and professional graduate-level found	nat cov its app ourse	ers plicatio will g	ons i give	
Expected Co	ourse Outo	comes:				
	1	bletion of the course, student will be able to:	201 201			
		t and pros & cons of franchisee option	19.1 -		K1	
-	-	halities & process of franchisee	cı.		K1	
between	franchiso	hip between Franchisor &franchisee Resolve the or a second s	conflic	t	K2	
-		marketing plan			K2	
5 Analyze	the way t	to enter into International Market entry strategies	4-	A	K3	3
K1 - Remem	ber; <b>K2</b> - U	Understand; K3 - Apply; K4 - Analyze; K5 - Eval	uate; <b>F</b>	<b>X6</b> – C	reate	
	6			1		
Unit:1	Introduc	ction	11.	- hou	rs	
Applications	of Artifici	al Intelligence, Foundations and History of Artific al Intelligence, Intelligent Agents, Structure of In ral Language Possessing.		-		
Unit:2	Introduc	ction to Search	11-	- hou	rs	
-	thms and o	, Uniformed search strategies, Informed search str optimistic problems, Adversarial Search, Search fo	-			
Unit:3	Knowled	lge Representation & Reasoning	12 I	nours		
Propositiona		eory of first order logic, Inference in First order lo	gic, Fo	rward	&	
Backward ch	aining, Re	solution, Probabilistic reasoning, Utility theory, H	lidden	Marko	v	
Models (HM	M), Bayes	ian Networks.				
Unit:4	Machine	Learning	12 I	ours		
			mode	ام		
Supervised a	na unsuper	rvised learning, Decision trees, Statistical learning	, moue	15,		
-	o complete	data - Naive Bayes models, Learning with hidden				

Un	nit:5	Pattern Recognition	12 hours
Int	roduction,	Design principles of pattern recognition system, Statist	ical Pattern recognition,
Pa	rameter es	timation methods – Principle Component Analysis (PCA	A) and Linear
Di	scriminate	Analysis (LDA), Classification Techniques - Nearest N	Neighbour (NN) Rule,
Ba	yes Classi	fier, Support Vector Machine (SVM), K - means cluster	ring.
Un	nit:6	CONTEMPORARY ISSUES	2 hours
Ex	pert lectur	es, online seminars – webinars	
		Total Lecture hours	60 hours
Te	xt Book(s	)	
1	Artificia Educatio	Intelligence – A Modern Approach – Stuart Russell an n.	d Peter Norvig, Pearson
2	Artificia	Intelligence – Elaine Rich and Kevin Knight, McGraw	-Hill
		A CONTRACTOR OF AN AN	
Re	eference B	ooks	
<b>Re</b> 1	1	ooks ion to Artificial Intelligence – E Charniak and D McDe	rmott, Pearson Education
	Introduc	ion to Artificial Intelligence – E Charniak and D McDe	
1	Introduc		
1 2	Introduct Artificia	ion to Artificial Intelligence – E Charniak and D McDe	Prentice Hall of India

# Mapping with Programme Outcomes

COS/POS	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	PO7	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	М	S	S	S	S	М	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	М	S	М	S	S	М	S	М	S	S
CO5	М	S	S	S men	S	М	S	S	S	S



#### Bachelor of Business Administration (BBA) All streams Skill Based Subjects I – IV from III to VI semester Curriculum Framework

#### Need for the course

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

#### **Course framework**

Sem	Subject Titles	Skill Components to be addressed
III	Communication Skills I	Listening and Speaking skill development
IV	Communication Skills II	Reading and Writing skill development
V	Campus to Corporate	Etiquettes; Attire-related niceties; quantitative aptitude building; and e-communicative skills
VI	Soft Skills for Business	Presentation, negotiation, team-working skills; Resume preparation; and facing interviews &GDs.

#### **Course Objectives**

- To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skill-set
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

#### **Learning Outcomes**

- To hone their speaking and writing skills by reinforcing their listening and reading skills and habituatingthem
- To assist in developing their personality
- To help the students in developing their communication skills through effective use of English To augment the areas such as business correspondence, presentation, group discussion, and interviews
- To focus on to a chosen career path.

	rse code COMMUNICATION SKILLS - I For BBA/BBA(CA)/BBA(IB)/BBA(RM) L T					С
		Skill Based Subject - 1	1	-	2	3
Pre-requisite	2	English	Sylla Vers		Firs	st
<b>Course Obje</b>						
		this course are to:				
		s to clearly communicate with others.				
		ances of communication.				
5. Implove		ulary so as to make an effective communication.				
Expected Co	urse Outo	comes:				
-		letion of the course, student will be able to:				
		re contents of any communication			K	(1
		ances of communication	191			32
3 Able to	understand	d and speak well in any situation	151		K	3
		od command in responding to any queries	61			(4
		ed result of a good communication	8			35
		Jnderstand; K3 - Apply; K4 - Analyze; K5 - Eval	uate: Kf			
-		and importance of listening, attention to the speak			giot v	of.
the speech - I Unit:2	12.2	ng to audio and video			· ho	
Unit:2 Listening to s	Listenin ongs, poer	ms, speech, lectures – Monologue and dialogue, q	7	9	· ho	urs
Unit:2 Listening to s intervention t	<b>Listenin</b> songs, poer echniques	ms, speech, lectures – Monologue and dialogue, q	7	<b>9-</b> . nd do	· ho	urs ,
Unit:2 Listening to s intervention t Unit:3	Listenin ongs, poer echniques Verbal a istening, la	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba	ueries a	<b>9-</b> . nd do <b>8-</b> .	• ho ubts • ho	urs , urs
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag	Listenin ongs, poer echniques Verbal a istening, la e - Exerci	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba	ueries a	9 nd do 8 unica	• ho ubts • ho tion,	urs , urs
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4	Listenin congs, poer echniques Verbal a istening, la e - Exerci Speech	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba	ueries an	9 nd do 8 unica 9	• ho ubts • ho tion, • ho	urs , urs
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4 Different type	Listenin congs, poer echniques Verbal a istening, la e - Exerci Speech es, convers	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba	ueries an	9 nd do 8 unica 9	• ho ubts • ho tion, • ho	urs , urs
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4 Different type	Listenin congs, poer echniques Verbal a istening, la e - Exerci Speech es, convers	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba ises sation, dialogue, discussion, presentation, lecture, ns, language slang, its importance - Exercises	ueries an	9 nd do 8 unica 9 ddres	• ho ubts • ho tion, • ho	urs
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4 Different type voice, voice r Unit:5	Listenin echniques Verbal a istening, la e - Exerci Speech es, convers nodulatior Meeting ets, speech	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba ises sation, dialogue, discussion, presentation, lecture, ns, language slang, its importance - Exercises content, conciseness, clarity and flow of communi-	ueries an	9 nd do 8 unica 9 9	<ul> <li>ho</li> <li>ho</li> <li>ho</li> <li>tion,</li> <li>ho</li> <li>ssing</li> <li>ho</li> </ul>	urs , urs , urs
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4 Different type voice, voice r Unit:5 Business mee feedback and	Listenin echniques Verbal a istening, la e - Exerci Speech es, convers nodulatior Meeting ets, speech	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba ises sation, dialogue, discussion, presentation, lecture, ns, language slang, its importance - Exercises content, conciseness, clarity and flow of commun - Exercises	ueries an	9 nd do 8 unica 9 ddres 9 corre	<ul> <li>ho</li> <li>ho</li> <li>ho</li> <li>tion,</li> <li>ho</li> <li>ssing</li> <li>ho</li> </ul>	urs , urs , urs
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4 Different type voice, voice r Unit:5 Business mee feedback and Unit:6	Listenin congs, poer echniques Verbal a istening, la e - Exerci Speech es, convers nodulation Meeting ets, speech validation	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba ises sation, dialogue, discussion, presentation, lecture, ns, language slang, its importance - Exercises content, conciseness, clarity and flow of commun 1 - Exercises CONTEMPORARY ISSUES	ueries an	9 nd do 8 unica 9 ddres 9 corre	<ul> <li>ho</li> <li>ho</li> <li>ho</li> <li>tion,</li> <li>ho</li> <li>ssing</li> <li>ho</li> </ul>	urs , urs , urs ,
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4 Different type voice, voice r Unit:5 Business mee feedback and	Listenin congs, poer echniques Verbal a istening, la e - Exerci Speech es, convers nodulation Meeting ets, speech validation	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba ises sation, dialogue, discussion, presentation, lecture, ns, language slang, its importance - Exercises content, conciseness, clarity and flow of commun 1 - Exercises CONTEMPORARY ISSUES	ueries an	9 nd do 8 unica 9 ddres 9 corre	<ul> <li>ho</li> <li>ho</li> <li>ho</li> <li>tion,</li> <li>ho</li> <li>ssing</li> <li>ho</li> </ul>	urs , urs , urs ,
Unit:2 Listening to s intervention t Unit:3 Problems in 1 body languag Unit:4 Different type voice, voice r Unit:5 Business mee feedback and Unit:6	Listenin congs, poer echniques Verbal a istening, la e - Exerci Speech es, convers nodulation Meeting ets, speech validation	ms, speech, lectures – Monologue and dialogue, q - Exercises and non-verbal communication anguage issues, mother tongue slangs – non-verba ises sation, dialogue, discussion, presentation, lecture, ns, language slang, its importance - Exercises content, conciseness, clarity and flow of commun 1 - Exercises CONTEMPORARY ISSUES	ueries an	9 nd do 8 unica 9 ddres 9 corre 2-	<ul> <li>ho</li> <li>ho</li> <li>ho</li> <li>tion,</li> <li>ho</li> <li>ssing</li> <li>ho</li> </ul>	urs , urs , urs , urs

#### Course Content: Skill based paper - I Semester III

Te	xt Book(s)
1	Asha Kaul – Effective communication, PHI, 2 <sup>nd</sup> Edition, 2015
2	Kumar Kul Bhushan, R S Salaria, Effective Communication Skills, Khanna Publishers,
	2018
Re	ference Books
1	Al Switzer, Joseph Grenny and ron McMillan, McGraw Hill Education, 2 <sup>nd</sup> Edition, 2012
2	Allan Pease and Barbara Pease, The definitive book of Body Language, Manjul
	Publishing House Pvt Limited, 2005
Re	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://learnenglish.britishcouncil.org/skills
2	
Co	urse Designed By:

#### Mapping with Programme Outcomes

COs	<b>PO1</b>	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	<b>PO10</b>
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	S	М	S	S	S	S	Μ	S	S
CO3	S	М	S	М	S	S	М	S	М	S
CO4	S	S	S	М	S	S	S	S	М	S
CO5	S	S	S	S	S	S	S	S	S	S

## Course Content: Skill based paper - II Semester IV

		COMMUNICATION SKILLS II For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	С
		Skill Based Subject - 2	1	-	2	3
Pre-requisite	9	English	Sylla Versi		First	
<b>Course Obje</b>						
		this course are to:				
		ts to clearly communicate with others in writing. bre content of communication.				
		oulary so as to make an effective communication.				
<i>5.</i> mprove		sulary so as to make an effective communication.				
Expected Co	ourse Out	comes:				
On the succes	ssful com	pletion of the course, student will be able to:				
1 Remem	ber the con	re contents of any communication			K	[1
2 Underst	and the in	nportance of good written communication	10		K	2
3 Able to	draft and	write any type of documents	8		K	3
		od command in responding to any queries			K	[4
	-	ed result of a good communication	1		K	5
		Understand; K3 - Apply; K4 - Analyze; K5 - Evalu	ate: K	6 – C		-
			1			
Unit:1	Reading	g and the second se	1	8 -	- ho	urs
		mportance of reading, different types of print comn		10115,		
Understandir	ig the core	e content, making an abstract of the reading - Exercised documents			- ho	urs
Understandir Unit:2	the core Written	e content, making an abstract of the reading - Exerc	cises	9-	- ho	urs
Understandir Unit:2 Newspapers, between diffe	Written story bool	e content, making an abstract of the reading - Exercise a documents ks, letters, instruction manuals – rule books, bye-lay s of print communication - Exercises	cises	9- Ference	- hor	
Understandir Unit:2 Newspapers, between diffe Unit:3	Written story bool erent types	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-lay s of print communication - Exercises	cises ws, diff	<b>9-</b> Tereno <b>8-</b>	- ho ces - ho	
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun	Written story bool erent types Writing ctional gra	e content, making an abstract of the reading - Exercise a documents ks, letters, instruction manuals – rule books, bye-lay s of print communication - Exercises	cises ws, diff	<b>9-</b> Tereno <b>8-</b>	- ho ces - ho	
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor	Written story bool erent types Writing ctional gra t writing	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises g ammar, drafting a document, different forms of doc – Resume writing - Exercises	cises ws, diff	<b>9-</b> Ference <b>8-</b> S, lett	- ho ces - ho er	urs
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor	Written story bool erent types Writing ctional gra t writing Busines	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication	uments	<b>9</b> - Ference <b>8</b> - s, lett <b>9</b> -	- ho ces - ho er - ho	urs
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen	Written story bool erent types Writing ctional gra rt writing Busines	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises g ammar, drafting a document, different forms of doc – Resume writing - Exercises	uments	<b>9</b> - Ference <b>8</b> - s, lett <b>9</b> -	- ho ces - ho er - ho	urs
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen report- Exerc	Written story bool erent types Writing ctional gra t writing Busines ada, minut cises	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication tes, business correspondence, advertisements, invest	uments	<b>9</b> - Ference <b>8</b> - s, lett <b>9</b> - ets, pr	- ho ces - ho er - ho ress	urs
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen report- Exerce Unit:5	Written story bool erent types Writing ctional gra- rt writing Busines da, minut cises	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication res, business correspondence, advertisements, invest tions	tor mee	<b>9</b> - Ference <b>8</b> - s, lett <b>9</b> - ets, pr <b>9</b> -	- hor ces - hor er - hor ress - hor	urs
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen report- Exerce Unit:5 Company pro	Written story bool erent types Writing ctional gra ct writing Busines ida, minut cises Publicat	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication tes, business correspondence, advertisements, invest	tor mee	<b>9</b> - Ference <b>8</b> - s, lett <b>9</b> - ets, pr <b>9</b> -	- hor ces - hor er - hor ress - hor	urs
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen report- Exerce Unit:5 Company pro articles for m	Written story bool erent types Writing ctional gra ct writing Busines ida, minut cises Publicat	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-lay s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication tes, business correspondence, advertisements, invest tions ce, product manual, user manual, standard operating	tor mee	<b>9</b> - Ference <b>8</b> - s, lett <b>9</b> - ets, pr <b>9</b> - lure,	- hor ces - hor er - hor ress - hor	ura
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen report- Exerce Unit:5 Company pro articles for m Unit:6	Written story bool erent types Writing ctional gra t writing Busines da, minut cises Publicat ofile, notic agazines a	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-lay s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication res, business correspondence, advertisements, invest tions re, product manual, user manual, standard operating and journals, research reports, annual reports - Exer	tor mee	<b>9</b> - Ference <b>8</b> - s, lett <b>9</b> - ets, pr <b>9</b> - lure,	- hor ces - hor er - hor ress - hor writi	ura
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen report- Exerce Unit:5 Company pro articles for m	Written story bool erent types Writing ctional gra t writing Busines da, minut cises Publicat ofile, notic agazines a	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication tes, business correspondence, advertisements, invest tions te, product manual, user manual, standard operating and journals, research reports, annual reports - Exer CONTEMPORARY ISSUES	tor mee	9- Ference 8- 5, lett 9- ets, pr 9- lure, 2	- hor ces - hor er - hor ress - hor writi	urs urs ng urs
Understandir Unit:2 Newspapers, between diffe Unit:3 Basics of fun writing, repor Unit:4 Meeting agen report- Exerce Unit:5 Company pro articles for m Unit:6 Legal docume Text Book(s)	Written story bool erent types Writing ctional gra- t writing Busines ida, minut cises Publicat ofile, notic agazines a ents and ta	e content, making an abstract of the reading - Exerc a documents ks, letters, instruction manuals – rule books, bye-law s of print communication - Exercises ammar, drafting a document, different forms of doc – Resume writing - Exercises s Communication tes, business correspondence, advertisements, invest tions ce, product manual, user manual, standard operating and journals, research reports, annual reports - Exer CONTEMPORARY ISSUES ax returns, preparation and validation	cises ws, diff uments tor mee ; procec cises	9- Ference 5, lett 9- ets, pr 9- lure, 2 45-	<ul> <li>hot ces</li> <li>hot er</li> <li>hot ress</li> <li>hot writi</li> <li>hot writi</li> <li>hot hot et al.</li> </ul>	

	(P) Ltd. Publishers, 1 <sup>st</sup> Edition 2019.
2	Gangal J K, A Practical course for developing writing skills in English, PHI Learning Pvt
	Ltd, 2011
Re	ference Books
1	Mallika Nawal, Business Communication, Cengage Learning, 2 <sup>nd</sup> Edition, 2019
2	
Re	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]
1	https://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/
2	
C	

Course Designed By:

#### Mapping with Programme Outcomes

Trapping the second sec				-ones						
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	S	Μ	S	S	S	S	Μ	S	S
CO3	S	М	S	М	S	S	M	S	М	S
CO4	S	S	S	М	S	S	S	S	М	S
CO5	S	S	S	S	S	S	S	S	S	S



Course code		TO CORPORATE	L	Т	Р	С
		CA)/BBA(IB)/BBA(RM) Based Subject - 3	1	-	2	3
Pre-requisite		Skill I and Communication Skill II			Fire	
<b>Course Objec</b>	ives:					
The main obje	tives of this course are to:					
	students to present him as an	n employable candidate				
	d industry requirement.					
	e business etiquette and attir	e.				
	ptitude and logical abilities					
5. Set up a r	ght attitude					
Expected Cou	rse Outcomes:					
-	ful completion of the course,	student will be able to:	81			
1 Remember	r the industry expectations		të -		K	1
2 Understan	d the importance of etiquette	in organizational culture	2		K	2
3 Able to d	velop a confidence level and	facing interviews			K	3
4 Demonstr	ate a good command in respo	nding to any queries			K	4
5 Achieve t	e desir <mark>ed result</mark> thro proper e	evaluation of competencies a	ind be		K	5,
					17	
creative	No. 10					6
	r; <b>K2</b> - <mark>Unders</mark> tand; <b>K3</b> - Apj	ply; <b>K4 - A</b> nalyze; <b>K5 - E</b> va	luate; K	6 – C		
K1 - Remember	The inter	ply; <b>K4 - A</b> nalyze; <b>K5 - E</b> va	luate; <b>K</b>		reate	
K1 - Remember Unit:1	Organisational Culture	6 The				
K1 - Remember Unit:1	The inter	6 The			reate	
K1 - Remember Unit:1 Culture, Cultu	Organisational Culture al traits, personality and behy	viour, socialization - Exercis		8 -	reate	urs
K1 - Remember Unit:1 Culture, Cultu Unit:2	Organisational Culture al traits, personality and behy Business etiquette and netiq	viour, socialization - Exercis	es	8 -	reate - ho - ho	urs
K1 - Remember Unit:1 Culture, Cultu Unit:2 Etiquette, busi	Organisational Culture al traits, personality and behy	viour, socialization - Exercis	es	8 -	reate - ho - ho	urs
K1 - Remember Unit:1 Culture, Cultu Unit:2 Etiquette, busi and salutations	Drganisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises	viour, socialization - Exercis <b>Juette</b> Tidence building, pleasing ma	es	<b>8 -</b> <b>9-</b> as, gro	<ul> <li>ho</li> <li>ho</li> <li>eeting</li> </ul>	urs urs gs
K1 - Remember Unit:1 Culture, Cultu Unit:2 Etiquette, busi and salutations Unit:3	Organisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises Building aptitude skills Qua	viour, socialization - Exercis nuette idence building, pleasing ma	es annerism	<b>8 -</b> 9- 1s, gro <b>8-</b>	<ul> <li>ho</li> <li>ho</li> <li>eeting</li> <li>ho</li> </ul>	urs urs gs
K1 - Remember Unit:1 Culture, Cultu Unit:2 Etiquette, busi and salutations Unit:3 Quantitative a	Drganisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises	viour, socialization - Exercis <b>Juette</b> Tidence building, pleasing mathematication <b>Intitative aptitude</b> proportion, partnership, prof	es annerism it and lo	<b>8 -</b> <b>9-</b> Is, gro <b>8-</b> Ss, sin	<ul> <li>ho</li> <li>ho</li> <li>eeting</li> <li>ho</li> </ul>	urs gs urs
K1 - Remember Unit:1 Culture, Cultu Unit:2 Etiquette, busi and salutations Unit:3 Quantitative aj and compound - Exercises	Drganisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises Building aptitude skills Qua titude, percentage, ratio and p interest, average, time and di	viour, socialization - Exercis <b>Juette</b> Tidence building, pleasing mathematication <b>Intitative aptitude</b> proportion, partnership, prof	es annerism it and lo	<b>8</b> - 9- 1s, gro <b>8-</b> 5s, sin 1, pro	<ul> <li>ho</li> <li>ho</li> <li>eeting</li> <li>ho</li> </ul>	urs gs urs
K1 - Remember Unit:1 Culture, Cultur Unit:2 Etiquette, busi and salutations Unit:3 Quantitative aj and compound - Exercises Unit:4	Drganisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises Building aptitude skills Qua titude, percentage, ratio and p interest, average, time and di	viour, socialization - Exercis <b>puette</b> idence building, pleasing manual <b>intitative aptitude</b> proportion, partnership, prof stance, permutation and con	es annerism it and lo ibination	<b>8</b> - 9- 18, gro <b>8-</b> 58, sin 1, pro <b>9-</b>	<ul> <li>ho</li> <li>ho</li> <li>eeting</li> <li>ho</li> <li>nple</li> <li>babil</li> <li>ho</li> </ul>	urs gs ity
K1 - Remember Unit:1 Culture, Cultu Unit:2 Etiquette, busi and salutations Unit:3 Quantitative aj and compound - Exercises Unit:4 Sentence impression	Drganisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises Building aptitude skills Qua titude, percentage, ratio and p interest, average, time and di	viour, socialization - Exercis <b>puette</b> Fidence building, pleasing main <b>intitative aptitude</b> proportion, partnership, prof stance, permutation and con ion, sentence rearrangement	es annerism it and lo ibination	<b>8</b> - 9- 18, gro <b>8-</b> 58, sin 1, pro <b>9-</b>	<ul> <li>ho</li> <li>ho</li> <li>eeting</li> <li>ho</li> <li>nple</li> <li>babil</li> <li>ho</li> </ul>	urs urs gs ity urs
K1 - Remember Unit:1 Culture, Cultur Unit:2 Etiquette, busi and salutations Unit:3 Quantitative aj and compound - Exercises Unit:4 Sentence impr synonyms, gra	Organisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises Building aptitude skills Qua titude, percentage, ratio and p interest, average, time and di Verbal ability vement, reading comprehens nmar, noun and pronoun - Ex	viour, socialization - Exercis <b>puette</b> Fidence building, pleasing main <b>intitative aptitude</b> proportion, partnership, prof stance, permutation and con ion, sentence rearrangement	es annerism it and lo ibination	<b>8</b> - 9- 1s, gro <b>8-</b> ss, sin 1, pro <b>9-</b> est, an	<ul> <li>ho</li> <li>ho</li> <li>ho</li> <li>ho</li> <li>ho</li> <li>ho</li> <li>ho</li> <li>ho</li> <li>ho</li> </ul>	urs gs ity urs y,
K1 - Remember Unit:1 Culture, Cultur Unit:2 Etiquette, busi and salutations Unit:3 Quantitative aj and compound - Exercises Unit:4 Sentence impr synonyms, gra	Drganisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises Building aptitude skills Qua titude, percentage, ratio and p interest, average, time and di	viour, socialization - Exercis <b>puette</b> Fidence building, pleasing main <b>intitative aptitude</b> proportion, partnership, prof stance, permutation and con ion, sentence rearrangement	es annerism it and lo ibination	<b>8</b> - 9- 1s, gro <b>8-</b> ss, sin 1, pro <b>9-</b> est, an	<ul> <li>ho</li> <li>ho</li> <li>eeting</li> <li>ho</li> <li>nple</li> <li>babil</li> <li>ho</li> </ul>	urs gs ity y,
K1 - Remember Unit:1 Culture, Cultu Unit:2 Etiquette, busi and salutations Unit:3 Quantitative ap and compound - Exercises Unit:4 Sentence impr synonyms, gra Unit:5 Coding and de syllogism, alpl	Organisational Culture         al traits, personality and behy         al traits, personality and behy         Business etiquette and netiquess         Business etiquette and skills Qua         building aptitude skills Qua         titude, percentage, ratio and p         interest, average, time and di         Verbal ability         vement, reading comprehens         nmar, noun and pronoun - Ex         Logical ability         coding, data sequence, calend         abet test – Exercises	viour, socialization - Exercis <b>juette</b> Tidence building, pleasing matrix <b>intitative aptitude</b> proportion, partnership, prof stance, permutation and con ion, sentence rearrangement tercises lars, blood relations, stateme	es annerism it and lo ibination	<b>8</b> - <b>9</b> - is, gro <b>8</b> - ss, sin a, pro <b>9</b> - est, an <b>9</b> - argun	<ul> <li>hore</li> <li>hore<td>ur: gs ur: ur: y,</td></li></ul>	ur: gs ur: ur: y,
K1 - Remember Unit:1 Culture, Cultur Unit:2 Etiquette, busi and salutations Unit:3 Quantitative aj and compound - Exercises Unit:4 Sentence impr synonyms, gra Unit:5 Coding and de syllogism, alph Unit:6	Organisational Culture al traits, personality and behy Business etiquette and netiq ess attire, requirements, conf netiquette – Exercises Building aptitude skills Qua titude, percentage, ratio and p interest, average, time and di Verbal ability vement, reading comprehens nmar, noun and pronoun - Ex Logical ability coding, data sequence, calend	viour, socialization - Exercis <b>puette</b> Tidence building, pleasing matrix <b>intitative aptitude</b> proportion, partnership, prof stance, permutation and con ion, sentence rearrangement tercises lars, blood relations, stateme <b>ARY ISSUES</b>	es annerism it and lo ibination c, cloze to	8 - 9- 18, gro 8- 55, sin 1, pro 9- est, an 9- argun 2	<ul> <li>ho</li> </ul>	ur: gs ur: ur: y,

### Course Content: Skill based paper –IIISemesterV

	Total Lecture hours	45 hours
Te	xt Book(s)	
1	Ramachandran K.K., and K.K. Karthik, Pearson Education, 2016	
2	Gangadhar Joshi, Campus to Corporate – Your road map to employabilit publications, 2015	y, Sage
Re	ference Books	
1	Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher 2012	r Education,
Re	lated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
I	https://services.india.gov.in/service/detail/career-informationassessment	nt-tests

2

Course Designed By:

#### Mapping with Programme Outcomes

	-9	108.00	me out	Comes						
COs	<b>PO1</b>	PO2	PO3	PO4	PO5	<b>PO6</b>	PO7	PO8	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	S	M	S	S	S	S	М
CO3	S	S	М	S	S	S	S	Μ	S	S
CO3	S	М	S	М	S	S	М	S	М	S
CO4	S	S	S	М	S	S	S	S	М	S
CO5	S	S	S	S	S	S	S	S	S	S

## Course Content: Skill based paper-IV Semester VI

Course code	SOFT SKILLS FOR BUSINESS For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	Р	C
	Skill Based Subject - 4	1	-	2	3
Pre-requisite	Communication Skill I and Communication Skill II	Sylla Vers		First	
Course Objectives:					
2. Acquire different	f this course are to: its to understand the importance of soft-skills. soft skills to be an employable person. mpetitive edge and increasing the chances of recruitm	nent ar	nd		
Expected Course Out	tcomes:				
On the successful com	pletion of the course, student will be able to:				
1 Remember the va	arious organizational entry level skill requirements			K	1
	eed for different skill requirement at different occasio	ons		K	2
3 Able to appropria	ately respond to the situation during recruitment and s	selecti	on	K	3
	ood command in work environment			K	4
	red result of a good employability			K	5,
					6
Unit:1 Emotional intelligence	Understand; K3 - Apply; K4 - Analyze; K5 - Evaluation onal Intelligence e, emotional quotient, ability to understand, use manage e stress, empathy and resolving conflict – Exercises		8	· ho	ır
Unit:1EmotionEmotional intelligencepositive ways to relieveUnit:2Team STeam spirit, growth mi	onal Intelligence e, emotional quotient, ability to understand, use manage e stress, empathy and resolving conflict – Exercises Spirit and Growth indset, high performing teams, trust and mind alignme	ge ow	8 7n em 9	• ho otion • ho	ur 18,
Unit:1EmotioEmotional intelligencepositive ways to relieveUnit:2Team S	onal Intelligence e, emotional quotient, ability to understand, use manage e stress, empathy and resolving conflict – Exercises Spirit and Growth indset, high performing teams, trust and mind alignme	ge ow	8 7n em 9	• ho otion • ho	ur ns, ur
Unit:1EmotionEmotional intelligencepositive ways to relieveUnit:2Team STeam spirit, growth miachievement and time of	<b>Spirit and Growth</b> indset, high performing teams, trust and mind alignme	ge ow	8 rn em 9 ocus,	• ho otion • ho targe	ur ns, ur
Unit:1EmotionEmotional intelligencepositive ways to relieveUnit:2Team STeam spirit, growth miachievement and time ofUnit:3Openne	onal Intelligence         e, emotional quotient, ability to understand, use manage stress, empathy and resolving conflict – Exercises         Spirit and Growth         indset, high performing teams, trust and mind alignme compliance.         ess to Feedback         egative feedback, improving self-awareness, criticism	ge ow	8 7n em 9 9cus, 8	<ul> <li>ho</li> <li>otion</li> <li>ho</li> <li>targe</li> <li>ho</li> </ul>	ur ns, ur
Unit:1EmotionEmotional intelligencepositive ways to relieveUnit:2Team STeam spirit, growth miachievement and time ofUnit:3OpenneFeedback, accepting ne	<ul> <li><b>Spirit and Growth</b></li> <li><b>indset</b>, high performing teams, trust and mind alignme compliance.</li> <li><b>ess to Feedback</b></li> <li>egative feedback, improving self-awareness, criticism alls</li> </ul>	ge ow	8 7n em 9 9 9 9 9 9 9 9-	<ul> <li>ho</li> <li>otion</li> <li>ho</li> <li>targe</li> <li>ho</li> </ul>	ur ns, ur t
Unit:1EmotionEmotional intelligencepositive ways to relieveUnit:2Team STeam spirit, growth miachievement and time ofUnit:3OpenneFeedback, accepting neovercoming the shortfaUnit:4AdaptaAdaptability, meaning	<ul> <li><b>Spirit and Growth</b></li> <li><b>indset</b>, high performing teams, trust and mind alignme compliance.</li> <li><b>ess to Feedback</b></li> <li>egative feedback, improving self-awareness, criticism alls</li> </ul>	ge ow ent, fo	8 rn em 9 ocus, 8 s and 9	<ul> <li>ho</li> <li>ho</li> <li>ho</li> <li>targe</li> <li>ho</li> </ul>	
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#### Text Book(s)

1 Meenakshi Raman, Shalini Upadyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1<sup>st</sup> Edition 2017

#### **Reference Books**

1 Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher Education, 2012

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

1 <u>https://learnenglish.britishcouncil.org/skills</u>

#### Course Designed By:

#### Mapping with Programme Outcomes

mappi	-8									
COs	PO1	PO2	PO3	PO4	PO5	PO6	<b>PO7</b>	PO8	PO9	PO10
CO1	S	S	S	S	М	S	S	S	S	М
CO3	S	S	М	S	S	S	S	Μ	S	S
CO3	S	Μ	S	М	S	S	М	S	Μ	S
CO4	S	S	S	М	S	S	S	S	Μ	S
CO5	S	S	S	S	S	S	S	S	S	S



#### **INSTITUTIONAL TRAINING \***

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

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

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

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

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

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

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

**Outcome**:Internal evaluation by the concerned training supervisor along with HOD shallbe made during the beginning of fifth semester for a max of 10 marks and report the same to the university. Metrics to be evaluated and its weightage are:

- Compliance of the procedure (permission seeking, informing in advance, weekly reporting andITRsubmission) *5 marks*
- Structure and neatnessof ITR 5 marks

#### **Evaluation Method:**

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester.

Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.

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

The total mark of 40 for the skill enhancing core subjects shall be divided between internal and external evaluations and it is 15 and 25 marks respectively.

