



**JSS COLLEGE FOR WOMEN (Autonomous)
Saraswathipuram, Mysuru-09**

BBA DEGREE SYLLABUS

NEP 2020

REVISED NEP SYLLABUS FOR 1st AND 2nd SEMESTER

FROM THE ACADEMIC YEAR 2023-24

DEPARTMENT OF COMMERCE

INTRODUCTION

The curriculum framework for BBA Degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, with opportunities to major in specializations such as accounting, financial markets, marketing, human resources, and banking to focus the students towards a career in those domains. The core concepts within subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered in the country. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors.

BBA DEGREE NEP – 2020 REGULATIONS

I. OBJECTIVES

1. To ensure holistic development of Business administration students.
2. To provide a well-trained professional to the requirements of Industries, Banking sectors, Insurance Companies, Financing Companies, Transport Agencies and Corporates.
3. To empower students to take up higher education to become business scientists, researchers, consultants, and teachers, with needed core competencies.
4. To empower students for pursuing professional courses like Chartered Accountancy, Cost & Management Accountancy, Company Secretary, etc.,
5. To develop the students for competitive examinations of UPSC, KPSC, BSRB, staff selection commission, etc
6. To develop ethical managers with interdisciplinary approach, recognise and understand the ethical responsibilities of individuals and organisations in society.
7. To critically evaluate new ideas, research findings, methodologies, and theoretical frameworks in a specialised field of study.
8. To provide students with a conceptual framework of event management, event services, conducting event and managing public relations.
9. To develop the skills required for the application of business concepts and techniques learned in the classroom at the workplace.
10. To provide competent and technical skills personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics and Supply Chain Management. To enhance the employability skills of the management students.
11. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
12. To impart industry needed skill, problem solving and decision-making competencies.

II. ELIGIBILITY FOR ADMISSION

Candidates who have passed Two Year Pre-University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

III. DURATION OF THE PROGRAM

The course of study is Four (04) years of Eight Semesters. A candidate shall complete her degree within eight academic years from the date of her admission to the First semester.

EXIT OPTION

- A. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Commerce.
- B. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Commerce.
- C. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded Bachelor's Degree in Business administration (BBA)
- D. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded Bachelor's Degree in Business administration (BBA) (Hons).

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English. However, a candidate will be permitted to write the examination either in English or in Kannada.

V. ATTENDANCE

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the Examination.

VI. TEACHING AND EVALUATION

MBA/M. Com graduates with B. Com or BBM/BBA as basic degree from a recognized university are only eligible to teach and to evaluate all the Commerce subjects including Digital Fluency (except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

VII. SCHEME OF EXAMINATION

- a. There shall be an examination at the end of each semester. The maximum marks for the examination in each paper shall be 60 marks or 50 marks.
- b. Internal Assessment 40 marks or 50 marks.

Guidelines for Continuous Internal Evaluation and Semester End Examination

The Continuous Internal Evaluation (CIE) and Semester End Examination (SEE) for the courses. The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
A	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B	Internal Assessment Tests (IAT)	20 Marks
	Total of CIE (A+B)	40 Marks
C	Semester End Examination (SEE)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

Continuous Internal Evaluation

- a. Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for her course, minimum of four of the following assessment methods with 5 marks each:
1. Individual Assignments
 2. Seminars/Class Room Presentations/Quizzes
 3. Group Discussions/Class Discussion/Group Assignments
 4. Case studies/Caselets/Skill Development Record
 5. Participatory & Industry-Integrated Learning
 6. Practical activities/Problem Solving Exercises
 7. Participation in Seminars/Academic Events/Symposia, etc.
 8. Mini Projects/Capstone Projects
 9. Viva voce and
 10. Field visit report
- b. Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

- c. Incase of 50 percentage of CIE weightage:** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course, a faculty members should choose for her course, minimum of four of the above assessment methods with 5 marks each (4x5=20 marks) and the IAT will carry a maximum of 30% weightage (30 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 15 marks each. Standard format is given below.

OPEN ELECTIVE COURSE (OEC)

Course Type	C1		C2		C3		Total
	Marks		Marks		Marks		
OPEN ELECTIVE COURSE (OEC)	Written Test		Written Test		Theory	50	100
	Actual	Scale down to	Actual	Scale down to			
	30	15	30	15			
	Assignment		Skill Development Record				
	05		05				
	Viva-Voce		Viva-Voce				
	05		05				

DIGITAL FLUENCY

C1		C2		C3	Total
Marks		Marks		Marks	
Theory written test		Theory written test		Theory Exam	100
Actual	Scale down to	Actual	Scale down to	50	
20	10	20	10		
Lab Practical Test		Lab Practical Test/ Online Test Certificate			
Actual	Scale down to	Actual	Scale down to		
30	15	20	10		
		Skill Development Record			
		05			

Standard Format for Internal Assessment Test

Course Code:

Name of the Course:

Duration: 1 ½ Hours

Total Marks: 30

PART-A

Answer any five of the following questions.

(5x2 =10)

1.-----

2.-----

3. -----

4.-----

5. -----

6.-----

7. -----

PART-B

Answer any two of the following questions.

(2x5 = 10)

8.-----

9.-----

10.-----

PART-C

Answer any one of the following questions. (1x10= 10)

11. -----

12.-----

Standard Format for Internal Assessment Test (C1 and C2)

DIGITAL FLUENCY

Duration: 1 Hour

Total Marks: 20

PART-A

Answer any Five of the following questions. (5x2 = 10)

1.

2.

3.

4.

5.

6.

7.

PART-B

Answer any Two of the following questions. (2x5 = 10)

8.

9.

10.

SEMESTER END EXAMINATION (SEE)

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the courses shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms. The BOS of the College has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks papers and 50 marks papers.

PATTERN OF QUESTION PAPER

TIME: 2 ½ Hours

MARKS: 60

PART-A

Answer any Five of the following questions. Each question carries 2 marks. (5X2= 10)

1. -----
2. -----
3. -----
4. -----
5. -----
6. -----
7. -----

PART – B

Answer the following questions. Each question carries 10 Marks. (2x10=20)

- 8.-----

OR

9. -----

- 10.-----

OR

11. -----

PART – C

Answer the following questions. Each question carries 15 Marks. (2x15=30)

- 12.-----

OR

13. -----

- 14.-----

OR

15. -----

**Question Paper Pattern for Digital Fluency and
Open Elective Course**

Time: 2 Hours

Max. Marks: 50

PART-A

Answer the following. Each question carries two marks.

10X2=20

1. a.
b.
c.
d.
e.
f.
g.
h.
- i.
j.

PART-B

Answer any four of the following. Each question carries five marks.

4X5=20

2.
3.
4.
5.
6.

PART-C

Answer the following question. Each question carries Ten marks.

1X10=10

7.
- OR
8.

Minimum Marks for a Pass

Candidates who have obtained a minimum of 30% marks in Semester End Examination i.e. 18 marks out of 60 marks and 15 marks out of 50 marks of theory examination and 40% in aggregate i.e. total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

PROGRAM STRUCTURE
Scheme of Teaching and Evaluation for BBA (Basic/Hons)
with Commerce as Core Subject

I SEMESTER BBA									
Sl. No.	Course Code	Title of the Course	Category of Courses	L+T+P	Teaching Hours per week	SEE	CIE	Total Marks	Credits
1	Lang 1.1	Language – I	AECC	3+1+0	4	60	40	100	3
2	Lang 1.2	Language - II.	AECC	3+1+0	4	60	40	100	3
3	BBA 1.1	Management Principles and Practice	DSC	4+0+0	4	60	40	100	4
4	BBA 1.2	Fundamentals of Business Accounting	DSC	3+2+0	4	60	40	100	4
5	BBA 1.3	Marketing Management	DSC	4+0+0	4	60	40	100	4
6	BBA1.4	Digital Fluency	SEC-SB	1+0+2	2	50	50	100	2
7	BBA 1.5	A. Business Organisation and Management* B. Office Organisation and Management* C. Service Sector Management* D. Corporate Administration* *Students can choose any one.	OEC	3+0+0	3	50	50	100	3
	Sub-Total (A)				25	400	300	700	23
II SEMESTER BBA									
8	Lang 2.1	Language –I	AECC	3+1+0	4	60	40	100	3
9	Lang 2.2	Language –II	AECC	3+1+0	4	60	40	100	3
10	BBA 2.1	Financial Accounting and Reporting	DSC	3+2+0	4	60	40	100	4
11	BBA 2.2	Human Resource Management	DSC	4+0+0	4	60	40	100	4
12	BBA 2.3	Business Environment /Business Mathematics	DSC	4+0+0	4	60	40	100	4
13	BBA 2.4	Health Wellness/Social and Emotional Learning	SEC-VB	1+0+2	2	-	100	100	2
14	BBA 2.5	Environmental Studies	AECC	1+2+0	3	30	20	50	2
15	BBA 2.6	A. People Management** B. Retail Management** C. Event Management** D. E-Commerce** *Students can choose any one.	OEC	3+0+0	3	50	50	100	3
	Sub-Total (B)				28	380	370	750	25

EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems

Note: * BA, B.SC and BCA students of First Semester can choose any one of the following

- A. Business Organisation and Management*
- B. Office Organisation and Management*
- C. Service Sector Management*
- D. Corporate Administration*

Note: ** BA, B.SC and BCA students of Second Semester can choose any one of the following

- A. People Management**
- B. Retail Management**
- C. event Management**
- D. E-Commerce**

AcronymsExpanded

- AECC :AbilityEnhancementCompulsoryCourse
- DSC(c) : DisciplineSpecificCore(Course)
- SEC-SB/VB : SkillEnhancementCourse-SkillBased/ValueBased
- OEC : OpenElectiveCourse
- DSE : DisciplineSpecificElective
- SEE : SemesterEndExamination
- CIE : ContinuousInternalEvaluation
- L+T+P : Lecture + Tutorial + Practical(s)

Notes:

- OneHourofLectureisequalto1Credit.
- TwoHours of Tutorialisequalto 1Credit(ExceptLanguages).
- TwoHoursofPracticalisequal to 1Credit.
- Two Hours of Practical is equal to 1 Hour of Teaching
- Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on therequirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students ineach class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for theentireclass(i.e., morethan50students)2HoursofPractical Classisequal to2HoursofTeaching.

I SEMESTER

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA1.1</p> <p align="center">Name of the Course: Management Principles & Practice</p>
<p>Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field Work etc.,</p>
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <ol style="list-style-type: none"> The ability to understand concepts of business management, principles, and function of management. The ability to explain the process of planning and decision making. The ability to create organization structures based on authority, task, and responsibilities. The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. The ability to understand the requirement of good control system and control techniques.
<p>Module No.1: Introduction to Management</p>
<p>Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art, or Profession; Management and Administration; Principles of Management.</p>
<p>Module No.2: Planning and Decision Making</p>
<p>Nature, Importance and Purpose of Planning- Planning Process; Objectives; Types of plans (Meaning only); Decision Making-Importance and steps; MBO and MBE (Meaning only), McKinsey's 7-S Approach.</p>
<p>Module No.3: Organizing and Staffing</p>
<p>Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization-Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing.</p>
<p>Module No.4: Directing and Communicating</p>
<p>Meaning and Nature of Direction, Principles of Direction; Importance-Communication-Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories–Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's X and Y theory. Leadership–Meaning, Importance-Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles–Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.</p>
<p>Module No.5: Coordinating and Controlling</p>
<p>Coordination–Meaning, Importance, characteristics, and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).</p>
<p>Module No.6: Business Social Responsibility and Managerial Ethics</p>
<p>Business Social Responsibility-Meaning, Arguments for and against Business Social Responsibility; Green Management-Meaning, Importance, Green Management Actions; Managerial Ethics–Meaning-Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.</p>

Skill Developments Activities

1. Two cases on the above syllabus should be analyzed by the teacher in the class room and the same need to be recorded by the student in the Skill Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.
4. Make a list of Leadership Styles.
5. Collect Information about Green Management.

Text Books

1. Stephen P. Robbins, Management, Pearson.
2. Koontz and O'Donnell, Management, Mc Graw Hill.
3. LMPrasad, Principles of management, Sultan Chand and Sons.
4. V.S.PRao/Bajaj, Management process and organization, ExcelBooks.GH25
5. Appanniah and Reddy, Management, HPH.
6. T.Ramaswamy: Principles of Management, H PH.

Note: Latest edition of text books may be used.

<p>Name of the Program: Bachelor of Business Administration (BBA)</p> <p>Course Code: BBA 1.2</p> <p>Name of the Course: Fundamentals of Business Accounting</p>
<p>Pedagogy: Classrooms lecture, tutorials, and problem solving.</p>
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <ol style="list-style-type: none"> Understand the framework of accounting as well as accounting standards. The Ability to pass journal entries and prepare ledger accounts The Ability to prepare subsidiary books The Ability to prepare trial balance and final accounts of proprietary concern. Construct final accounts through application of tally.
<p>Module No.1: INTRODUCTION TO FINANCIAL ACCOUNTING</p>
<p>Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.</p>
<p>Module No.2: ACCOUNTING PROCESS</p>
<p>Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.</p>
<p>Module No.3: SUBSIDIARY BOOKS</p>
<p>Meaning – Significance – Types of Subsidiary Books – Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book, and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)</p>
<p>Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN</p>
<p>Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings, and interest on capital.</p>
<p>Module No.5: ACCOUNTING SOFTWARE</p>
<p>Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trial Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.</p>

Skill Developments Activities

1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using tally software.
5. Any activity related to syllabus.

Text Books

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

Note: Latest edition of text books may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA1.3</p> <p align="center">Name of the Course: Marketing Management</p>
<p>Pedagogy: Class room lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <ol style="list-style-type: none"> Understand the concepts and functions of marketing. Analyze marketing environment impacting the business. Segment the market and understand the consumer behavior. Describe the 4p's of marketing and strategize marketing mix. Describe 7p's of service marketing mix.
<p>Module No.1: Introduction to Marketing</p> <p>Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing- E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing (Meaning only).</p>
<p>Module No.2: Marketing Environment</p> <p>Micro Environment – The Company, Suppliers, Marketing Intermediaries' Competitors, Public and Customers; Macro Environment – Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.</p>
<p>Module No. 3: Market Segmentation and Consumer Behaviour</p> <p>Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior – Factors influencing Consumer Behavior; Buying Decision Process.</p>
<p>Module No.4: Marketing Mix</p> <p>Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product – Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution – Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only).</p>
<p>Module No.5: Services Marketing</p> <p>Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concept only).</p>

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development
2. Design a logo and tagline for a product of your choice
3. Develop an advertisement copy for a product.
4. Prepare a chart for distribution network for different products.

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J. Etzel, Bruce J. Walker, Fundamentals of Marketing, McGraw Hill Education.
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. P. N. Reddy and Appanniah, Marketing Management.

Note: Latest edition of text books may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA1.4</p> <p align="center">Name of the Course: Digital Fluency (SEC-SB)</p>	
Pedagogy: Class rooms lecture, Case studies, Group discussion, Seminar & field work etc.,	
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <p>a) To impart computer skills and knowledge for commerce students.</p> <p>b) Provide insights on Microsoft office tools.</p> <p>c) To inculcate presentation skills</p> <p>d) To acquire knowledge on internet.</p>	
Module No.1: Introduction to Computers	
Computer- meaning and features – Advantages of computers – types of computers-parts of computers- central processing unit – common input and output devices- USB ports and pen drives toolbars –connecting power cord, keyboard, mouse, Monitor and printer to CPU	
Module No.2: Emerging Technologies:	
<p>Overview of Emerging Technologies:</p> <p>I. Artificial Intelligence- Artificial intelligence, Machine Learning & Deep Learning.</p> <p>II. Database Management for data science big data Analytics.</p> <p>III. Internet of Things (IoT), Industrial Internet of Things (IIoT)</p> <p>IV. Cloud Computing and its service Models.</p> <p>V. Cyber security and types of cyber attack</p>	
Module No. 3 Applications of Emerging Technologies	
<p>Applications of Emerging Technologies:</p> <p>I. Artificial Intelligence.</p> <p>II. Big Data Analytics.</p> <p>III. Internet of Things.</p> <p>IV. Cloud Computing.</p> <p>V. Cyber Security.</p>	
Module No.4: Building essential skills beyond technology	
<p>Importance of the following:</p> <p>I. Effective Communication Skills.</p> <p>II. Creative Problem Solving & Critical Thinking.</p> <p>III. Collaboration and Team Work Skills.</p> <p>IV. Innovation & Design Thinking.</p> <p>V. Use of Tools in Enhancing Skills.</p>	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1) Draft a specimen of computer. 2) Describe the MS-office tools. 3) Write a report on presentation skills. 4) List out the different types of software's. 5) Write report on internet. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Introduction to Information Technology: Rajaraman, PHI 2. Fundamentals of Computers 4/E: Rajaraman, PHI 3. Fundamentals of Computers: P. Mohan, Himalaya 4. Information Technology: Dennis P. Curtin, McGraw Hill International 	

Open ElectiveCourse

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA 1.5 (OEC)</p> <p align="center">Name of the Course: Business Organization and Management</p>
<p>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>
<p>Course outcomes: on successful completion of the course, the students will demonstrate:</p> <ol style="list-style-type: none"> To Understand the concepts of Business organizations and Social Responsibilities of Business To Describe the various forms of Business organization To Understand the level of management and describe the contribution of management thinkers To demonstrate the functions of management effectively To describe the technology driven work Place and some recent trends in Management
<p>Module No. 1: NATURE AND SCOPE OF BUSINESS</p>
<p>Meaning and Definition of Business, Characteristics, Objectives. Classification of Business Activities; Manufacturing, Trading and Services Organizations. Relationship between Trade, Industry and Commerce. Social Responsibilities of business towards stake holders.</p>
<p>Module No. 2: FORMS OF BUSINESS ORGANISATIONS</p>
<p>Meaning and Features of Sole Proprietorship, Partnership, One Person Company, Limited Liability Partnerships, Hindu Undivided Family and Joint Stock Companies: Difference between Private and Public companies</p>
<p>Module No. 3: NATURE OF MANAGEMENT</p>
<p>Definition, Characteristics- Management as an Art, Science or Profession - Levels of Management – Management Thoughts of FW Taylor, Henry Fayol, Max Weber, and Peter Drucker.</p>
<p>Module No. 4: FUNCTIONS OF MANAGEMENT</p>
<p>Planning – Importance, Steps in planning, Types of plans. Organising - Meaning, Organisation structure. Directing – Motivation, Leadership, Communication and Coordination – Definition and Meaning. Controlling: Concept and Process</p>
<p>Module No. 5: CURRENT TRENDS IN MANAGEMENT</p>
<p>Technology Driven Work place, Learning Organisations, Diversity of Work Force, Public Consciousness, Global market place, Community of stake holders</p>
<p>Skill Developments Activities</p> <ol style="list-style-type: none"> Collection of Partnership Deed. Collect the nature of business activities of any 10 Private and Public Companies. Collect the profiles of FW Taylor and Henry Fayol. Preparation of Imaginary Business plan. List the latest trends in Management.

Text Books

1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M.C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A. Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, 'Business Organisation & Administration', Sahitya Bhawan Publications Agra.
8. Richard L. Daft – Principles of management

Note: Latest edition of textbooks may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA 1.5</p> <p align="center">Name of the Course: Office Organization and Management (OEC)</p>
<p>Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <ol style="list-style-type: none"> An understanding of basic knowledge of office organisation and management Demonstrates skills in effective office organisation Ability to maintain office records Ability to maintain digital record. Understanding of different types of organisation structures and responsibilities as future office managers.
<p>Module No.1: FUNDAMENTALS OF OFFICE MANAGEMENT</p>
<p>Introduction: Meaning, importance and functions of modern office</p> <p>Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types,</p> <p>Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office</p> <p>Office management: Meaning, Elements and major processes of Office management</p> <p>Office Manager: Functions and qualifications of Office manager.</p>
<p>Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES</p>
<p>Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space,</p> <p>Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out.</p> <p>Types of offices: Open Office and Private Office- advantages and disadvantages.</p>
<p>Module No.3: OFFICE ENVIRONMENT:</p>
<p>Meaning and Components of Office Environment</p> <p>Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings,</p> <p>Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture</p> <p>Lighting and Ventilation,</p> <p>Noise: Internal Noise, External Noise</p> <p>Cleanliness, Sanitation and Health, Safety and Security</p>
<p>Module No.4: RECORDS MANAGEMENT</p>
<p>Introduction to records: Importance of Records, types of office records,</p> <p>Records Management: Meaning, Principles of Record Keeping, Functions of Records Management</p> <p>Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.</p>

Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages.

Centralisation and Decentralisation of Filing- Centralized filing and Decentralised Filing

Office manual: contents, Importance, types of office manuals.

Indexing: Meaning, importance, advantages and essentials of good indexing, type of index

Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING

Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation

Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines

Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), **Data Collection Methods-** Primary and secondary data collection methods

Data presentation Methods of Presentation of Data

Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerization.

Skill Developments Activities:

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today
3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Text Books:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
2. M.E Thakuram Rao, Office organisation and Management, Atlantic
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Note: Latest edition of text books may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA1.5</p> <p align="center">Name of the Course:Service Sector Management</p>
<p>Pedagogy: Class rooms lecture, tutorials, Group discussion, Seminar, Case studies & field Work etc.,</p>
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ol style="list-style-type: none"> Understand the importance of service sector in India. Understand the marketing mix for services sector Understand the customer care programme. Understand the insurance marketing strategy Understand the recent trends of Advertising services.
<p>ModuleNo.1: Services</p> <p>Meaning, scope, features, classification of services and importance of service sector in India.</p>
<p>ModuleNo.2: Services Marketing</p> <p>Nature and scope of services, marketing concepts in service marketing - marketing mix for services sector - customer satisfaction - obstacles.</p>
<p>ModuleNo.3: After Sales Service</p> <p>Meaning, importance, after sales services, brand and corporate image, buyer behaviour and after sales service, customer care programme.</p>
<p>ModuleNo.4: Management of Insurance services</p> <p>Product life insurance - marketing strategy and expectations of policy holders. General insurance - types of policies - fire marine accident and health - marketing strategy.</p>
<p>ModuleNo.5: Meaning of Media and Entertainment Services</p> <p>Advertising services, marketing strategy, recent trends. Role of entertainment services, marketing strategy and emerging trends.</p>
<p>Skill Developments Activities</p> <ol style="list-style-type: none"> Suggest a marketing mix for health care services. List out after sales services in electronic products. Visit a hospital or any other service undertaking in your locality and study the customer care programme adopted in that organisation. Visit to a general insurance company in your locality and study a marketing strategy adopted by them. Conduct a survey on impact of advertising in a particular media upon the buyer behaviour.
<p>Text Books</p> <ol style="list-style-type: none"> Marketing of Services - V. Varma. Services Marketing - P. K. Sinha and S. C. Sahoo. Services Marketing - S. M. Jha Consumer Protection Act satisfaction – Gulsharill.

<p>Name of the Program: Bachelor of Commerce (BBA)</p> <p>Course Code: BBA1.5</p> <p>Name of the Course: Corporate Administration</p>	
Pedagogy: Class rooms lecture, Case studies, Group discussion, Seminar & fieldwork etc.,	
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ol style="list-style-type: none"> Understand the framework of Companies Act of 2013 and different kind of companies. Identify the stages and documents involved in the formation of companies in India. Analyze the role, responsibilities, and functions of Key management Personnel in Corporate Administration. Examine the procedure involved in the corporate meeting and the role of company secretary in the meeting. Evaluate the role of liquidator in the process of winding up of the company. 	
ModuleNo.1: Introduction to Company	
Introduction - Meaning and Definition – Features –Kinds of Companies – One Person Company-Private Company-Public Company-Company limited by Guarantee-Company limited by Shares-Holding Company-Subsidiary Company-Government Company-Associate Company-Small Company -Foreign Company-Global Company-Body Corporate-Listed Company.	
ModuleNo.2: Formation of Companies	
Introduction - Promotion Stage - Incorporation Stage- Subscription Stage -Business Commencement Stage. Documents of Companies-Memorandum of Association, Articles of Association & Prospectus.	
ModuleNo.3: Company Administration	
Introduction - Key Managerial Personnel – Managing Director, Whole time Directors, the Companies Secretary, Chief Financial Officer, Resident Director, Independent Director, Auditors–Appointment–Powers-Duties & Responsibilities. Managing Director–Appointment–Powers– Duties & Responsibilities.	
ModuleNo.4: Corporate Meetings	
Introduction - Corporate meetings: types – Importance-Essentials of valid Meeting.	
Module No.5: Winding Up	
Introduction–Meaning–Modes of Winding up–Consequence of Winding up–Official Liquidator–Powers & Duties.	
<p>Skill Development Activities</p> <ol style="list-style-type: none"> 1. Collect the Companies Act 2013 from the Ministry of Corporate Affairs website and 	

- Prepare the highlights of the same.
2. Visit any Registrar of the Companies; find out the procedure involved in the formation of the companies.
 3. Visit any Company and discuss with Directors of the same on role and responsibilities and prepare report on the same.
 4. Collect the copy of notice of the Meeting and Resolutions, Prepare the dummy copy of Notice and resolutions.
 5. Contact any official liquidator of an organization and discuss the procedure involved on the same and prepare report.
- Any other activities, which are relevant to the course.

Text Books

1. S.N Maheshwari, Elements of Corporate Law, HPH.
2. Balchandran, Business Law for Management, HPH
3. Dr. P. N. Reddy and H. R. Appanaiah, Essentials of Company Law and Secretarial Practice, HPH.
4. K. Venkataramana, Corporate Administration, SHBP.
5. N.D. Kapoor: Company Law and Secretarial Practice, Sultan Chand.
6. M.C. Bhandari, Guide to Company Law Procedures, Wadhwa Publication.
7. S.C. Kuchal, Company Law and Secretarial Practice.
8. S. C. Sharm, Business Law, I.K. International Publishers.

Note: Latest edition of text books may be used.

II SEMESTER

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA.2.1

Name of the Course: Financial Accounting and Reporting

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.
Course Outcomes: On successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> The ability to prepare final accounts of partnership firms The ability to understand the process of public issue of shares and accounting for the same The ability to prepare final accounts of joint stock companies. The ability to prepare and evaluate vertical and horizontal analysis of financial statements The ability to understand company's annual reports.
Module No.1: FINAL ACCOUNTS OF PARTNERSHIP FIRM
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods).
Module No. 2: ISSUE OF SHARES
Meaning of Share, Types of Shares—Preference shares and Equity shares—Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).
Module No.3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).
Module No.4: FINANCIAL STATEMENTS ANALYSIS
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation).
Module No.5: CORPORATE FINANCIAL REPORTING PRACTICES
Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, management's discussion and analysis; Financial Statements- balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only Role and Significance of above components of corporate financial report).
Text Books: <ol style="list-style-type: none"> Stephen P. Robbins, Management, Pearson Koontz and O'Donnell, Management, McGraw Hill. L M Prasad, Principles of management, Sultan Chand and Sons V.S.P Rao/Bajaj, Management process and organization, Excel Books. GH25 Appanniah and Reddy, Management, HPH. T. Ramaswamy : Principles of Management, HPH.
Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA2.2

Name of the Course: Human Resource Management

Pedagogy: Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &field Work etc.,

Course Outcomes: On successful completion of the course, the students will be able to demonstrate.

- a) Ability to describe the role and responsibility of Human resources management functions on business
- b) Ability to describe HRP, Recruitment and Selection process
- c) Ability to describe to induction, training, and compensation aspects.
- d) Ability to explain performance appraisal and its process.
- e) Ability to demonstrate Employee Engagement and Psychological Contract.

ModuleNo.1: Introduction to Human Resource Management

Meaning and Definition of HRM–Features, Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices.

ModuleNo.2: Human Resource Planning, Recruitment & Selection

Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP.
HR Demand Forecasting–Meaning and Techniques (Meanings Only) and HR supply forecasting.
Succession Planning–Meaning and Features
Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis–Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) **Recruitment**–Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment.
Selection–Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification–Meaning and Features.

ModuleNo.3: Induction, Training and Compensation

Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning.
Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development.
Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.

ModuleNo.4: Performance Appraisal, Promotion & Transfers

Performance Appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal.
Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion.
Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing.

ModuleNo.5: Employee Engagement and Psychological Contract.
Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement-Measurement of EE, Benefits of EE. Psychological Contract: Meaning and Features.
Textbooks <ol style="list-style-type: none">1. Aswathappa, Human Resource Management.2. Mc Graw Hill Edwin Flippo, PersonnelManagement,3. McGraw Hill C.B.Mamoria, Personnel Management, HPH4. Subba Rao, Personnel and Human Resources Management.5. Reddy &Appanniah, Human Resource Management, HPH6. Madhurimalal, Human Resource Management, HPH <p>Note: Latest edition of text books may be used.</p>

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.3
Name of the Course: Business Environment
Pedagogy: Class rooms lecture, tutorials, Group discussion, Seminar, Case studies.
Course Outcomes: On successful completion Student will demonstrate <ol style="list-style-type: none"> 1. An Understanding of components of business environment. 2. Ability to analyze the environmental factors influencing business organization. 3. Ability to analyze the impact of economic environmental factors on business. 4. Ability to explain the impact of fiscal policy and monetary policy on business. 5. Ability to analyze the impact of technological and natural environmental factors on business.
ModuleNo.1: Introduction Business Environment
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, andCompetitive structure analysis of Business.
ModuleNo.2: Government and Legal Environment
Government Functions of the State, Economic role of government, State intervention in business reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment -Various laws affecting Indian businesses.
Module No.3: Economic Environment and GlobalEnvironment
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalization of business; meaning and dimensions, stages, essential conditions of globalization, foreign market entry strategies, merits, and demerits of globalization of business, Impact of Globalization on Indian businesses, Forms of globalization of businesses-MNCs, TNCs etc.
ModuleNo.4: Technological and Natural Environment
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology. Meaning and nature of physical environment. Impact of Natural environment on business. Meaning and nature of physical environment. Impact of Natural environment on business.
ModuleNo.5: Emerging Trends in Business
Network Marketing– Franchising– Business Process Management (BPM), Knowledge Process management (KPO), E-Business, M-Commerce.

Text Books

1. Dr.KAshwatappa: Essentials Of Business Environment
2. Sundaram&Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing.
4. Upadhyay,S: Business Environment, Asia Books
5. Chopra,B K :Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment, Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam

Note: Latest edition of textbooks may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA 2.3</p> <p align="center">Name of the Course: Business Mathematics</p>	
<p>Pedagogy: Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &field Work etc.,</p>	
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <ol style="list-style-type: none"> The Understanding of the basic concepts of business Mathematics and apply them to create solve and interpret application problems in business Ability to solve problems on various types of equation. Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them. Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply the min day-to-day life. Ability to solve problems on Arithmetic progression, Geometric progression and Construct logical application of these concepts. 	
<p>ModuleNo.1: NUMBER SYSTEM</p>	
<p>Introduction– Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers–Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems).</p>	
<p>ModuleNo.2: THEORY OF EQUATIONS</p>	
<p>Introduction–Meaning–Types of Equations–Simple/Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation-Factorization and Formula Method ($ax^2+bx+c=0$ form only). Simple problems.</p>	
<p>ModuleNo.3: INDICIES, MATRICES AND DETERMINANTSLOGARITHMS</p>	
<p>Meaning – types – operation on matrices – additions – subtractions and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element –inverse– crammers’ rule in two variables–problems.</p>	
<p>Indices and Logarithms: Meaning- Basic Laws of Indices and their application for Simplification. Laws of Logarithms–Common Logarithm, Application of Log Table for Simplification.</p>	
<p>ModuleNo.4: COMMERCIAL ARITHMETIC</p>	
<p>Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios, and proportions, duplicate-triplicate and sub-Duplicate of a ratio. Proportions: third, fourth and inverse proportion-problems.</p>	
<p>ModuleNo.5: PROGRESSIONS</p>	
<p>Arithmetic Progression- Finding the ‘n^{th}’ term of AP and Sum to n^{th} term of AP. Insertion of Arithmetic Mean Geometric Progression–Finding the ‘n^{th}’ term of GP and sum to ‘n^{th}’ term of GP and insertion of Geometric Mean.</p>	
<p>Text Books</p> <ol style="list-style-type: none"> Saha: Mathematics for Cost Accountants, Central Publishers R. G. Saha and Others–Methods and Techniques for Business Decisions, VBH Dr.Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand Zamarudeen: Business Mathematics, Vikas R. S Bhardwaj: Mathematics for Economics and Business Madappa, mahadi Hassan, M. Iqbal Taiyab –Business Mathematics, Subhash G. R. Veena and Seema: Business Mathematics and Statistics I. K. Intl Publishers <p align="center">Note: Latest edition of text books may be used.</p>	

Note: Latest edition of text books may be used.

Open Elective Course

<p align="center">Name of the Program: Bachelor Business Administration (BBA)</p> <p align="center">Course Code: BBA.2.6(OEC)</p> <p align="center">Name of the Course: People Management</p>
<p>Pedagogy: Class rooms lecture, tutorials, Group discussion, Seminar, Case studies.</p>
<p>Course outcome: On successful completion of the course, student will demonstrate:</p> <ol style="list-style-type: none"> 1. Ability to examine the difference between People Management with Human resource Management 2. Ability to explain the need for and importance of People Management. 3. Ability to explain role of manager in different stages of performance management process. 4. Ability to list modern methods of performance and task assessment. 5. Ability to analyse the factors influencing the work life balance of a working individual.
<p>ModuleNo.1: Introduction to People Management</p>
<p>Diversity in organization: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.</p>
<p>ModuleNo.2: Getting Work Done and Assessment and Evaluation</p>
<p>Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.</p> <p>Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organization. Modern tools of assessment and evaluation of tasks and performance.</p>
<p>ModuleNo.3: Building Peer Networks and Essentials of Communication</p>
<p>Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peernetworkinganddifferenttypesofpeoplenetworkingintheworkplace.</p> <p>Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, classification of communication, Types of Communication and Channels of Communication.</p>
<p>ModuleNo.4: Motivation</p>
<p>Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation, theories of motivation- Herzberg's hygiene motivational theory, Maslows' hierarchy need theory.</p>
<p>ModuleNo.5: Managing Self at Work place</p>
<p>Reflection on what does it mean to be a people manager; building a personal development Plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.</p>

Skill Developments Activities

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

Text Books

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John, and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No.2 Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students' leadership, adaptability, and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol.12 Issue2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

Note: Latest edition of text books may be used

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA2.6(OEC)

Name of the Course: Retail Management

Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate;

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behavior in various environment.
- c) Ability to analyze various Retail operations and evaluate them.
- d) Ability to analyze various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

Module No.1: Introduction to Retail Business

Definition–functions of retailing–types of retailing–forms of retail business ownership. Evolution and development of Retail in India. Retail theories–Wheel of Retailing–Retail life cycle. Retail business in India: Issues and Challenges, Influencing factors–present Indian retail scenario.

Module No.2: Consumer Behaviour in Retail Business

Buying decision process and its implication on retailing–Influence of group and individual factors, Customer shopping behavior, Customer service and customer satisfaction.

ModuleNo.3: Retail Operations

Store Site Location- Meaning, types, steps, Factors influencing location of Store-Market area analysis–Trade area analysis–Rating Plan Method-Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management., Customer Relationship Management.

ModuleNo.4: Retail Marketing Mix

Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited)–Decisions related to delivery of service. Pricing: Influencing factors–approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supplychannel–SCMprinciples–Retaillogistics–computerizedreplenishmentsystem–corporate replenishment policies. Promotion: Setting objectives – communication effects -promotional mix.

ModuleNo.5: Information Technology in Retailing

Non store retailing (e-retailing) - The impact of Information Technology in retailing – Integrated systems and networking–EDI– Bar coding– Electronic article surveillance– Electronic shelf labels –customer data base management system.

Skill Developments Activities

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing as to reoperations
3. List out the major functions of a store manager diagrammatically.
4. List out the current trendline-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books

1. Suja Nair; Retail Management, HPH
2. Karthic–Retail Management, HPH
3. S. K. Poddar & others–Retail Management, VBH.
4. R.STiwari; Retail Management, HPH

Note: Latest edition of text books may be used

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA (OEC)</p> <p align="center">Name of the Course: Event Management</p>
<p>Pedagogy: Class rooms lecture, tutorials, Group discussion, Seminar, Case studies & field Work etc.,</p>
<p>Course Outcomes: On successful completion of the course, the students will demonstrate:</p> <ol style="list-style-type: none"> An understanding of the types, analysis of the event. An ability to describe the event management procedures. To know about different types of corporate events Learn in details about conduct of an event. To acquire knowledge about corporate events.
<p>ModuleNo.1: Introduction to Event Management</p>
<p>Meaning of events, Objectives of Events, Importance of Events, analysis of events, types of events, persons involved in organizing events – Event planner, Event manager – Role and responsibilities.</p>
<p>ModuleNo.2: Event Management Procedure</p>
<p>Principles for holding an Event. License, permissions from authorities. Arrangements for holding an event. Concern about environment. Phonographic performance license – Importance.</p>
<p>Module No.3: Conduct of an Event</p>
<p>Event planning – Meaning and importance. Event planning schedule. How to plan an event? Steps involved in planning corporate events. Event checklists, event checklists for event manager. Computer aided event management – Need and importance.</p>
<p>Module No. 4: Public Relations (PR):</p>
<p>Concepts of PR – Meaning and definition, objectives of PR, features of PR, Objectives of PR. Advantages, and limitations of PR. Key PR tools. Media, different types, media management. Brain storming sessions, Types of brain storming. Tips for better brain storming.</p>
<p>Module No 5: Corporate Events</p>
<p>Introduction, Objectives of Corporate events, Types of corporate events. Elements of successful special events. Need for entertainment in corporate events. Reporting of corporate events.</p>
<p>Text Books</p> <ol style="list-style-type: none"> 1. Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & amp; Sons, Inc. 2. Ghouse Basha – Advertising & Media Mgt 3. Anne Stephen-Event Management 4. K.Venkataramana, Event Management, SHBP <p>Note: Latest edition of text books may be used</p>

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA2.6(OEC)</p> <p align="center">Name of the Course: E-Commerce</p>
<p>Pedagogy: Class rooms lecture, tutorials, Group discussion, Seminar, Case studies & fieldWork etc.,</p>
<p>Course Outcomes: On successful completion of the course, the students will demonstrate:</p> <ol style="list-style-type: none"> Understand the Importance of E-commerce. Analyze the Business models. Understand the Marketing Strategies. Gain knowledge on electronic payment system. Understand the Issues in E- Commerce.
<p>ModuleNo.1: Introduction to E-Commerce</p>
<p>Introduction to E-commerce: meaning & importance, features, benefits, challenges, and limitations. Recent trends in E-Commerce.</p>
<p>ModuleNo.2: Business Models of E-commerce</p>
<p>Business models of e-commerce: business to business, business to customers, customers to customers and business to Government. Influencing factors of successful E-commerce.</p>
<p>ModuleNo.3: Marketing Strategies & E-commerce</p>
<p>Marketing strategies & e-commerce: website- components, concepts& designing website forE-commerce, internet advertising-models-mobile commerce.</p>
<p>ModuleNo.4: Electronic Payment System</p>
<p>Electronic payment system: online payment systems- prepaid & post-paid payment systems,E-cash, E-cheque, smart card, credit card, biometrics.</p>
<p>ModuleNo5: Legal & Ethical Issues in E-commerce</p>
<p>Legal& ethical issues in E-commerce, security issues in E-commerce, regulatory framework ofE-commerce.</p>
<p>Skill Developments Activities</p> <ol style="list-style-type: none"> Visit any organization and list out the e-payment systems Prepare a report on legal and ethical issues in e-commerce Visit an organization and prepare a report on marketing strategies used in e-commerce. Prepare a report on designing website for E-commerce Any other activity related to syllabus.
<p>Text Books</p> <ol style="list-style-type: none"> E-commerce: Kamallesh k bajaj& Debjani Nag. E-business: ICFAI E-commerce: Greenstein, Feinman. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson. S. J. Joseph, E-Commerce: an Indian perspective, PHI



**JSS COLLEGE FOR WOMEN (Autonomous)
Saraswathipuram, Mysuru-09**

**BBA DEGREE SYLLABUS
III SEMESTER & IV SEMESTER
NEP 2020**

IMPLEMENTED FROM THE ACADEMIC YEAR 2022-23

DEPARTMENT OF COMMERCE

INTRODUCTION

The curriculum framework for BBA Degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, with opportunities to major in specializations such as accounting, financial markets, marketing, human resources, and banking to focus the students towards a career in those domains. The core concepts within subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate program offered in the country. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors.

SYLLABUS FOR BBA DEGREE AS PER NEP – 2020 REGULATIONS

IMPLEMENTED FROM THE ACADEMIC YEAR 2022-23

OBJECTIVES

13. To ensure holistic development of Business administration students.
14. To provide a well-trained professional to the requirements of Industries, Banking sectors, Insurance Companies, Financing Companies, Transport Agencies and Corporates.
15. To empower students to take up higher education to become business scientists, researchers, consultants, and teachers, with needed core competencies.
16. To empower students for pursuing professional courses like Chartered Accountancy, Cost & Management Accountancy, Company Secretary, etc.,
17. To develop the students for competitive examinations of UPSC, KPSC, BSRB, staff selection commission, etc
18. To develop ethical managers with interdisciplinary approach, recognise and understand the ethical responsibilities of individuals and organisations in society.
19. To critically evaluate new ideas, research findings, methodologies, and theoretical frameworks in a specialised field of study.
20. To provide students with a conceptual framework of event management, event services, conducting event and managing public relations.
21. To develop the skills required for the application of business concepts and techniques learned in the classroom at the workplace.
22. To provide competent and technical skills personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics and Supply Chain Management. To enhance the employability skills of the management students.
23. To encourage entrepreneurship among students pursuing education in the field of Business

Administration.

24. To impart industry needed skill, problem solving and decision-making competencies.

VIII. ELIGIBILITY FOR ADMISSION

Candidates who have passed Two Year Pre-University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

IX. DURATION OF THE PROGRAM

The course of study is Four (04) years of Eight Semesters. A candidate shall complete her degree within eight academic years from the date of her admission to the First semester.

EXIT OPTION

- E. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Commerce.
- F. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Commerce.
- G. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded Bachelor's Degree in Business Administration (BBA).
- H. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded Bachelor's Degree in Business Administration (BBA) (Hons).

X. MEDIUM OF INSTRUCTION

The medium of instruction shall be English. However, a candidate will be permitted to write the examination either in English or in Kannada.

XI. ATTENDANCE

- d. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- e. A student shall be considered to have satisfied the requirement of attendance for the semester, if she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- f. A student who fails to complete the course in the manner stated above shall not be permitted to take the Examination.

XII. TEACHING AND EVALUATION

MBA/M.COM graduates with BCom and BBA as basic degree from a recognized university are only eligible to teach and to evaluate all the Commerce subjects including Artificial Intelligence (except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

XIII. SCHEME OF EXAMINATION

- c. There shall be an examination at the end of each semester. The maximum marks for the examination in each paper shall be 60 marks or 50 marks.
- d. Internal Assessment 40 marks or 50 marks.

Guidelines for Continuous Internal Evaluation and Semester End Examination

The Continuous Internal Evaluation (CIE) and Semester End Examination (SEE) for the courses. The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous & Comprehensive Evaluation (CCE)	20 Marks
2	Internal Assessment Tests (IAT)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End Examination (SEE)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

Continuous Internal Evaluation

d. Continuous & Comprehensive Evaluation (CCE): The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for her course, minimum of four of the following assessment methods with 5 marks each:

11. Individual Assignments
12. Seminars/Class Room Presentations/Quizzes
13. Group Discussions/Class Discussion/Group Assignments
14. Case studies/Caselets/Skill Development Record
15. Participatory & Industry-Integrated Learning
16. Practical activities/Problem Solving Exercises
17. Participation in Seminars/Academic Events/Symposia, etc.
18. Mini Projects/Capstone Projects
19. Viva voce and
20. Field visit report

e. Internal Assessment Tests (IAT): The IAT will carry a maximum of 40% weightage (40 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 40 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

f. In case of 50 percentage of CIE weightage: The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course, a faculty member should choose for her course, minimum of four of the above assessment methods with 5 marks each (4x5=20 marks) and the IAT will carry a maximum of 30% weightage (30 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 15 marks each. Standard format is given below.

OPEN ELECTIVE COURSE (OEC)

Course Type	C1		C2		C3		Total
	Marks		Marks		Marks		
OPEN ELECTIVE COURSE (OEC)	Written Test		Written Test		Theory	50	100
	Actual	Scale down to	Actual	Scale down to			
	30	15	30	15			
	Assignment		Skill Development Record				

	05	05			
	Viva-Voce	Viva-Voce			
	05	05			

ARTIFICIAL INTELLIGENCE

C1		C2		C3	Total
Marks		Marks		Marks	
Theory written test		Theory written test		Theory Exam	100
Actual	Scale down to	Actual	Scale down to	50	
20	10	20	10		
Lab Practical Test		Lab Practical Test/ Online Test Certificate			
Actual	Scale down to	Actual	Scale down to		
30	15	20	10		
		Skill Development Record			
		05			

Standard Format for Internal Assessment Test

Course Code:

Name of the Course:

Duration: 1 ½ Hour

Total Marks: 30

PART-A

Answer any five of the following questions. (5x2 = 10)

1.-----

2.-----

3. -----

4.-----

5.
6.
7.

PART-B

Answer any two of the following questions.

(2x5 = 10)

8.
9.
10.

PART-C

Answer any one of the following questions. (1x10 = 10)

21.
12.

Standard Format for Internal Assessment Test (C1 and C2)

Financial Education & Investment Awareness & Artificial Intelligence

PART-A

AnsweranyFiveofthefollowingquestions. (5x2 =10)

- 1.-----
- 2.-----
3. -----
- 4.-----
5. -----
- 6.-----
- 7.-----

PART-B

AnsweranyTwo ofthefollowingquestions. (2x5= 10)

8. -----
- 9.-----
- 10.-----

SEMESTER END EXAMINATION (SEE)

TheSemesterEndExaminationforallthecoursesforwhichstudentswhogetregisteredduringthesemestershallbeconducted.SEEofthecourseshallbeconductedafterfulfillingthem inimumattendancerequirementaspertheUniversities/Institutes' norms. The BOS of the College has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks papers and 50 marks papers.

PATTERN OF QUESTION PAPER

TIME: 2 ½ HOURS

MARKS: 60

PART-A

Answer any Five of the following questions. Each question carries 2 marks. (5X2= 10)

8. -----
9. -----
10. -----
11. -----
12. -----
13. -----
14. -----

PART – B

Answer the following questions. Each question carries 10 Marks. (2x10=20)

- 8.-----

OR

9. -----
- 10.-----

OR

11. -----

PART – C

Answer the following questions. Each question carries 15 Marks. (2x15=30)

- 12.-----

OR

13. -----
- 14.-----

OR

15. -----

**Question Paper Pattern for Artificial Intelligence and
Open Elective Course**

Time: 2 Hours

Max. Marks: 50

PART-A

Answer the following. Each question carries 2 Marks. (10X2=20)

1. a.
b.
c.
d.
e.
f.
g.
h.
- i.
j.

PART-B

Answer any Four of the following. Each question carries 5 Marks. (4X5=20)

2.
3.
4.
5.
6.

PART-C

Answer the following question. Each question carries 10 marks. (1X10=10)

7.

OR

8.

Minimum Marks for a Pass

Candidates who have obtained a minimum of 30% marks in Semester End Examination i.e. 18 marks out of 60 marks and 15 marks out of 50 marks of theory examination and 40% in aggregate i.e. total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

Question Paper Pattern for Financial Education and Investment Awareness

TIME: 1 ½ Hours

MARKS: 30

PART-A

Answer any Four of the following questions. Each question carries 2 Marks. (4X2= 8)

1.
2.
3.
4.
5.

PART – B

Answer any Two of the following questions. Each question carries 6 Marks. (2x6=12)

6.
7.
8.

PART – C

Answer the following question. Each question carries 10 Marks. (1x10=10)

9. I)

(OR)

II)-----

PROGRAM STRUCTURE

**Proposed Scheme of Teaching and Evaluation for BBA (Basic/Hons)
with Commerce as Core Subject**

III SEMESTER BBA

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
16	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
17	Lang.1.2	Language–II	AECC	3+1+0	60	40	100	3
18	BBA.3.1	Cost Accounting	DSC	3+0+2	60	40	100	4
19	BBA.3.2	Organizational Behavior	DSC	4+0+0	60	40	100	4
20	BBA.3.3	Statistics for Business Decisions	DSC	3+0+2	60	40	100	4
21	BBA.3.4	Financial Education & Investment Awareness	SEC	1+0+2	30	20	50	2
22	BBA 3.5	Sports/NCC/NSS/others (if any)	SEC-VB	1+0+2	-	100	100	2
23	BBA 3.6	A. Social Media Marketing B. Rural Marketing C. Indian Financial System D. Organization Behavior (Students can choose any one)	OEC	3+0+0	50	50	100	3
Sub–Total(C)					400	300	700	25

IV SEMESTER BBA

Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
24	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
25	Lang.1.2	Language–II	AECC	3+1+0	60	40	100	3
26	BBA.4.1	Management Accounting	DSC	3+0+2	60	40	100	4
27	BBA 4.2	Business Analytics/Financial Markets & Services	DSC	4+0+0	60	40	100	4
28	BBA 4.3	Financial Management	DSC	4+0+0	60	40	100	4
29	BBA 4.4	Constitution of India	AECC	2+0+0	50	50	100	2
30	BBA 4.5	Artificial Intelligence	SEC	1+0+2	50	50	100	2
31	BBA 4.6	A. Business Leadership Skills B. Personal Wealth Management C. Financial Literacy and Investment Awareness. D. International Marketing (Students can choose any one)	OEC	3+0+0	50	50	100	3

Sub –Total(D)		400	400	800	25
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EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems

Note: * BA, B.SC and BCA students of Third Semester can choose any one of the following

- A. Social Media Marketing
- B. Rural Marketing
- C. Indian Financial System
- D. Organization Behavior

Note: ** BA, B.SC and BCA students of Fourth Semester can choose any one of the following

- A. Business Leadership Skills
- B. Personal Wealth Management
- C. Financial Literacy and Investment Awareness.
- D. International Marketing

Acronyms Expanded

- AECC : Ability Enhancement Compulsory Course
- DSC(c) : Discipline Specific Core (Course)
- SEC-SB/VB : Skill Enhancement Course-Skill Based/Value Based
- OEC : Open Elective Course
- DSE : Discipline Specific Elective
- SEE : Semester End Examination
- CIE : Continuous Internal Evaluation
- L+T+P : Lecture + Tutorial + Practical(s)

Notes:

- One Hour of Lecture is equal to 1 Credit.
- Two Hours of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit.
- Two Hours of Practical is equal to 1 Hour of Teaching
- **Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.**



JSS COLLEGE FOR WOMEN (Autonomous)
Saraswathipuram, Mysuru-09

BBA DEGREE SYLLABUS

NEP 2020

V SEMESTER & VI SEMESTER

IMPLEMENTED FROM THE ACADEMIC YEAR 2023-24

DEPARTMENT OF COMMERCE

INTRODUCTION

The curriculum framework for BBA Degree is structured to offer a broad outline that helps in understanding the creative potential of new career growth opportunities based on changing industrial and societal needs. The course is upgraded keeping in mind the aspirations of students, with opportunities to major in specializations such as accounting, financial markets, marketing, human resources and banking to focus the students towards a career in those domains. The core concepts within the subject have been updated to incorporate the recent advancements, techniques to upgrade the skills of learners to create a focus on various functional areas of business. Problem Based learning has been integrated into the curriculum for a better understanding of various concepts in business and commerce. The syllabus under NEP-2020 is expected to enhance the level of understanding among students and maintain the high standards of graduate programs offered in the country. The major objective of the graduate program is to elevate the subject knowledge among students, and making them as critical thinkers thereby students can address the issues related to industry and other business sectors.

SYLLABUS FOR BBA DEGREE AS PER NEP – 2020 REGULATIONS IMPLEMENTED FROM THE ACADEMIC YEAR 2023-24

OBJECTIVES

25. To ensure holistic development of Business administration students.
26. To provide a well-trained professional to the requirements of Industries, Banking sectors, Insurance Companies, Financing Companies, Transport Agencies and Corporates.
27. To empower students to take up higher education to become business scientists, researchers, consultants, and teachers, with needed core competencies.
28. To empower students for pursuing professional courses like Chartered Accountancy, Cost & Management Accountancy, Company Secretary, etc.,
29. To develop the students for competitive examinations of UPSC, KPSC, BSRB, staff selection commission, etc.
30. To develop ethical managers with interdisciplinary approach, recognize and understand the ethical responsibilities of individuals and organisations in society.
31. To critically evaluate new ideas, research findings, methodologies, and theoretical frameworks in a specialised field of study.
32. To provide students with a conceptual framework of event management, event services, conducting event and managing public relations.
33. To develop the skills required for the application of business concepts and techniques learned in the classroom at the workplace.
34. To provide competent and technical skills personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing and Logistics and Supply

- Chain Management. To enhance the employability skills of the management students.
35. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
36. To impart industry needed skill, problem solving and decision-making competencies.

I. ELIGIBILITY FOR ADMISSION

Candidates who have passed Two Year Pre-University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

II. DURATION OF THE PROGRAM

The course of study is Four (04) years of Eight Semesters. A candidate shall complete her degree within eight academic years from the date of her admission to the First semester.

EXIT OPTION

- I. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Commerce.
- J. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Commerce.
- K. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded Bachelor's Degree in Business Administration (BBA).
- L. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded Bachelor's Degree in Business Administration (BBA) (Hons).

III. MEDIUM OF INSTRUCTION

The medium of instruction shall be English. However, a candidate will be permitted to write the examination either in English or in Kannada.

IV. ATTENDANCE

- g. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- h. A student shall be considered to have satisfied the requirement of attendance for the semester, if she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- i. A student who fails to complete the course in the manner stated above shall not be permitted to take the Examination.

V. TEACHING AND EVALUATION

MBA/M.COM graduates with B. Com and BBA as basic degree from a recognized University are only eligible to teach and to evaluate all the Commerce subjects including Cyber Security and Employability Skills (except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

VI. SCHEME OF EXAMINATION

- e. There shall be an examination at the end of each semester. The maximum marks for the examination in each paper shall be 60 marks or 50 marks.
- f. Internal Assessment 40 marks or 50 marks.

Guidelines for Continuous Internal Evaluation and Semester End Examination

The Continuous Internal Evaluation (CIE) and Semester End Examination (SEE) for the courses. The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous & Comprehensive Evaluation (CCE)	20 Marks
2	Internal Assessment Tests (IAT)	20 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End Examination (SEE)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

Continuous Internal Evaluation

- g. **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the

academic session in each semester, a faculty member should choose for her course, minimum of four of the following assessment methods with 5 marks each:

22. Individual Assignments
23. Seminars/Class Room Presentations/Quizzes
24. Group Discussions/Class Discussion/Group Assignments
25. Case studies/Caselets/Skill Development Record
26. Participatory & Industry-Integrated Learning
27. Practical activities/Problem Solving Exercises
28. Participation in Seminars/Academic Events/Symposia, etc.
29. Mini Projects/Capstone Projects
30. Viva voce and
31. Field visit report

h. Internal Assessment Tests (IAT): The IAT will carry a maximum of 40% weightage (40 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 40 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

i. In case of 50 percentage of CIE weightage: The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course, a faculty member should choose for her course, minimum of four of the above assessment methods with 5 marks each (4x5=20 marks) and the IAT will carry a maximum of 30% weightage (30 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 30 marks each and the same is to be scaled down to 15 marks each. Standard format is given below.

CYBER SECURITY

C1		C2		C3		Total
Marks		Marks		Marks		
Theory written test		Theory written test		Theory Exam		50
Actual	Scale down to	Actual	Scale down to	Actual	Scale down to	
20	05	20	05	50	30	
Lab Practical Test		Skill Development Record				
Actual	Scale down to					
20	05					

Standard Format for InternalAssessmentTest

NameoftheCourse:

Duration:1 ½ Hour

TotalMarks:30

PART-A

Answer any five of the following questions. (5x2 = 10)

1.-----

2.-----

3.-----

4.-----

5. -----

6.-----

7. -----

PART-B

Answer any two of the following questions. (2x5 = 10)

8.-----

9.-----

10.-----

PART-C

Answer any one of the following questions. (1x10 = 10)

11. -----

12.-----

Standard Format for Internal Assessment Test (C1 and C2)

Cyber Security

Duration: 1 Hour

Total Marks: 20

PART-A

Answer any five of the following questions. (5x2 =10)

1.-----

2.-----

3.-----

4.-----

5.-----

6.-----

7.-----

PART-B

Answer any two of the following questions. (2x5= 10)

8. -----

9.-----

10.-----

SEMESTER END EXAMINATION (SEE)

The Semester End Examination for all the courses for which students who get registered during these semesters shall be conducted. SEE of the courses shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms. The BOS of the College has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks papers and 50 marks papers.

PATTERN OF QUESTION PAPER

(DSC, DSE & VOCATIONAL)

TIME: 2 ½ HOURS

MARKS: 60

PART-A

Answer any Five of the following questions. Each question carries 2 Marks. (5X2= 10)

15.
16.
17.
18.
19.
20.
21.

PART – B

Answer the following questions. Each question carries 10 Marks. (2x10=20)

8.

OR

9.

10.

OR

11. -----

PART – C

Answer the following questions. Each question carries 15 Marks. (2x15=30)

12.-----

OR

13. -----

14.-----

OR

15. -----

Question Paper Pattern for Cyber Security

Time: 1 ½ Hours

Max. Marks: 30

PART-A

Answer any Five of the following questions. Each question carries 2 Marks. (5X2=10)

1.
2.
3.
4.
5.
6.
7.

PART-B

Answer any Two of the following question. Each question carries 5 Marks. (2X5=10)

8.
9.
10.

PART-C

Answer the following question. Each question carries 10 Marks. (1X10=10)

11.

OR

12.

Minimum Marks for a Pass

Candidates who have obtained a minimum of 35% marks in Semester End Examination i.e., 21 marks out of 60 marks of theory examination and 40% in aggregate i.e., total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.

VSEMESTER

SL No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-1	3+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	3+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel & DBMS) B. Digital Marketing	Vocational-1 Anyone to be chosen	3+0+2	60	40	100	3
37	BBA5.7	Cyber Security/Employability Skills.	SEC – VB	1+0+2	30	20	50	3
SUB TOTAL (E)					390	260	650	24

ELECTIVE GROUPS AND COURSES:

Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics And Supply Chain Management
COURSE CODE	FN1	MK1	HRM1	DA1	RM1	LSCM1
Paper-1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Fundamentals of Retail Management	Freight Transport Management

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

VISEMESTER

SL No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA6.2	Income Tax-II	DSC	3+0+2	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2 \ RM2\LSCM2)	DSE	3+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2 \ RM2\LSCM2)	DSE	3+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 Any one to be chosen	3+0+2	60	40	100	4
44	BBA6.7	Internship	I-1	4 weeks	-	50	50	2
SUB TOTAL (F)					360	290	650	24

ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives –VI Semester						
Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics and Supply Chain Management
COURSE CODE	FN2	MK2	HRM2	DA2	RM2	LSCM2
Paper-2	Security Analysis and Portfolio Management	Advertising and Media Management	Cultural Diversity at Workplace	Marketing Analytics	Retail Operations Management	Sourcing for Logistics and Supply Chain Management

A. INTERNSHIP WITH BUSINESS ORGANIZATIONS

B. Objectives:

- To enhance the classroom learning
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to a professional context.

Guidelines to the Institution:

1. Each student will have to work in a Business Organization for at least 4 weeks after their Fifth Semester Examination.
2. The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in the internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report contains details of the organization, nature of business, and a write up on

the learning outcome from the internship carried out by them.

Marks Allocation:

- 30 Marks for the Internship Report and 20 Marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners and identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

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

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA5.1 Name of the Course: Production and Operations Management</p>		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
4 Credits	4Hrs	56 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> Understand ever growing importance of Production and Operations Management in uncertain business environment. Gain an in-depth understanding of Plant Location and Layout Appreciate the unique challenges faced by firms in Inventory Management. Understand the subject as to Production Planning and Control. Develop skills to operate competitively in the current business scenario. 		
Syllabus:		Hours
Module No.1: Introduction to Production and Operations Management		12
Introduction -Meaning of Production and Operations, Objectives of Production Management, differences between Production and Operations Management, Features of Production Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Role of a Production Manager, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions.		
Module No. 2: Plant Location and layout		10
Meaning and definition –Significance of plant location, Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles–Space requirement–Different types of facilities–Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.		
Module No.3: Production Planning and Control		12
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System, Process Planning Manufacturing, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.		
Module No. 4: Inventory Management		12
Inventory Management– Meaning, Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management- Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.		
Module 5: Maintenance and Waste Management		10
Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management–Meaning, Scrap and surplus disposal, Salvage, and recovery.		

Skill Development Activities:

1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout
3. Describe the Functions of Quality Circles in an industry
4. List out the Functions of Inventory Management in an organization.

Books for Reference:

1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
2. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. SA. Chunawalla & Patel: Production & Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing
9. .Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.

Note: Latest edition of books may be used.

Name of The Program: Bachelor of Business Administration (BBA) Course Code: BBA5.2 Name of the Course: Income Tax – I		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Comprehend the procedure for computation of Total Income and tax liability of an individual. Understand the provisions for determining the residential status of an individual. Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits. Compute the income house property for different categories of house property. Comprehend TDS & advances tax Ruling and identify the various deductions Under Section 80. 		
Syllabus:		Hours
Module-1: Basic Concepts of Income Tax		12
Introduction–Meaning of tax-, types of taxes, canons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of an individual under section 10.		
Module -2: Residential Status and Incidence of Tax		10
Introduction–Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.		
Module- 3: Income from Salary		16
Introduction - Meaning of Salary -Basis of charge Definitions–Salary, Allowances, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. – Retirement Benefits – Gratuity, pension and Leave salary. Deductions and Problems on Computation of Taxable Salary.		
Module -4: Income from House Property		10
Introduction-Basis for charge-Deemed owners-House property incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.		

Module No.-5: Tax Deduction at Sources & Advance Tax Ruling	08
<p>Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries - Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates.</p> <p>Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to individuals under old regime. (Individuals only).</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Prepare a slab rates chart for different Individualassesess. 2. VisitanyCharteredAccountantofficeCollectandrecordtheprocedure involved in filing the Income tax returns of anIndividual. 3. List out any 10 Incomes exempt from tax of anIndividual. 4. Preparethelistofperquisitesreceivedbyanemployeeinanorganization. 5. IdentifyandcollectvariousenclosurespertainingtoIncometaxreturnsofan individual. 6. Any other activities, which are relevant to thecourse. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication,Agra. 2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, NewDelhi. 3. Gaur and Narang, Law and practice of Income Tax, KalyaniPublications, Ludhiana. 4. Bhagawathi Prasad, DirectTaxes. 5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House.New Delhi.s 6. Dr. Saha, Law and Practice of Income Tax, Himalaya PublishingHouse. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.3 Name of the Course: Banking Law and Practice		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the legal aspects of banker and customer relationship. Open the different types of accounts. Describe the various operations of banks. Understand the different types of crossing of cheques and endorsement. Understanding of different types of E-payments. 		
Syllabus:		Hours
Module No. 1: Banker and Customer		16
A) Banker and Customer Relationship: Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer). B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts- Meaning and importance.		
Module No. 2: Banking Operations.		08
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holders, and Holder in Due Course; Statutory Protection to Collecting Banker.		
Module No. 3: Paying Banker		12
Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Requisites, Crossing of Cheques – Types of Crossing; Differences between general crossing and special crossing. Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.		
Module No. 4: Lending Operations		12
Principles of Bank Lending-Liquidity, Profitability, Safety and Security. Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of Charge-Pledge, Hypothecation and Mortgage. Differences between Pledge and Mortgage. Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances & impact; Government Regulations on Priority lending for commercial banks.		

Module No. 5: Banking Innovations	08
<p>New technology in Banking – E-services – plastic cards. Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS, UPI, SWIFT, AADHAR enabled payment system. USSD, E-Valet and application-based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Collect and paste pay in slip for SB A/c and Currenta/c. 2. Draw a specimen of a crossedcheque. 3. List out different types of customers and collect KYC documents required forloan 4. List out various fee-based services offered by a bank in yourlocality 5. List out application-based payment systems provided by a commercialbank. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Gordon & Natarajan: Banking Theory Law and Practice,HPH. 2. Maheshwari. S.N.: Banking Law and Practice, VikasPublication. 3. Kothari N. M: Law and Practice ofBanking. 4. Tannan M.L: Banking Law and Practice in India, Indian LawHouse 5. S. P Srivastava: Banking Theory & Practice, AnmolPublications. 6. Sheldon H.P: Practice and Law ofBanking. 7. Neelam C Gulati: Principles of BankingManagement. 8. Dr.AliceMani:BankingLawandOperation <p>Note: Latest edition of Reference Books may be used</p>	

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN1 Name of the Course: Advanced Corporate Financial Management</p>		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
<p>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> a) Understand and determine the overall cost of capital. b) Comprehend the different advanced capital budgeting techniques. c) Understand the importance of dividend decisions and dividend theories. d) Evaluate mergers and acquisition. e) Enable the ethical and governance issues in financial management. 		
Syllabus:		Hours
Module No. 1: Cost of Capital and Capital Structure Theories		10
<p>Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital and Cost of Retained Earnings – Weighted Average Cost of Capital – Problems.</p> <p>Theories of Capital Structures: The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.</p>		
Module No. 2: Risk Analysis in Capital Budgeting		10
<p>Risk Analysis – Meaning of Risk, Types of Risks – Risk vs Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis – Probability Approach – Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems. .</p>		
Module No. 3: Dividend Decision & Theories of Dividend.		10
<p>Introduction, Meaning of Dividend, Dividend Decisions, Dividend Policy, Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy – Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter's Model and Gordon's Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis – Problems.</p>		
Module No. 4: Mergers and Acquisitions		09
<p>Meaning - Reasons – Types of Combinations - Types of Mergers – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.</p>		
Module No. 5: Ethical and Governance Issues		06
<p>Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.</p>		

Skill Development Activities:

1. *Visit an organisation in your town and collect data about the financial objectives.*
2. Compute the specific cost and Weighted average cost of capital of an Organization, you have visited.
3. Case analysis of some live merger reported in business magazines.
4. Meet the financial manager of any company, discuss ethical issues in financial management.
5. Collect the data relating to dividend policies practices by any two companies.
6. Any other activities, which are relevant to the course.

Books for References:

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B. Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: MK 1 Name of the Course: Consumer Behaviour		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc., Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understanding of Consumer Behaviour towards products, brands and services. Distinguish between different consumer behaviour influences and their relationships. Establish the relevance of consumer behaviour theories and concepts to marketing decisions. Implement appropriate combinations of theories and concepts. Recognize social and ethical implications of marketing actions on consumer behaviour. 		
Syllabus:		Hours
Module No. 1: Introduction to Consumer Behaviour		10
Meaning and Definition, Need for Consumer Behaviour, Types of Consumer Behaviour, consumer and customer. Buyers and users. Need to study consumer behaviour. Applications in Marketing, Consumer research process – Understanding consumer through Research process. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors – Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.		
Module No. 2: Individual Determinants of Consumer Behaviour		08
Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.		
Module No. 3: Environmental Determinants of Consumer Behaviour		12
Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person's Age, Life cycle stage, Occupational and economic circumstances.		
Module - 4: Consumer's Decision-Making Process		09
Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process- The adoption process- levels of consumer decision making- Models of consumer decision making.		
Module -5: Consumer Satisfaction & Consumerism		06

Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Principles for Consumer Satisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.

Skill Development Activities:

1. Collect information on behaviour of consumers at an unorganized retail Outlets.
2. prepare a questionnaire to conduct consumer survey to assess the important factor motivates their purchase like mobile, shoes, bags, etc
3. Collect and record feedback on customer satisfaction on shoes
4. Write a report on the marketing problem faced by an organization of your choice.
5. Visit any three local restaurants and assess how each attracts clients in different stages of the family lifecycle.

Books for References:

1. Leon. G. Schiffman & Leslie Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books (P) Ltd, Thomson learning, 6th Edition; 2001.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.
9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
10. Sontakki; Consumer Behaviour, HPH.
11. Schiffman; Consumer Behaviour, Pearson Education.

Note: Latest edition of Reference Books may be used

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Human Resource</p> <p align="center">Elective Course Code: HRM1</p> <p>Name of the Course: Compensation and Performance Management</p>		
Course Credits	No. of Hours Per Week	Total No. Of Teaching Hours
3 Credits	3Hrs	45 Hrs
<p>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> Understand the concepts of Compensation management. Describe job evaluation and its methods. Evaluate the different methods of wages. Describe performance management and methods of performance management. Preparation of Payroll. 		
Syllabus:		Hours
Module No. 1: Introduction to Compensation Management		12
<p>Compensation - Definition - Classification - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and long-term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees.</p> <p>Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.</p>		
Module No. 2: Job Evaluation		06
<p>Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation-objectives, Methods and process of Job Evaluation, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.</p>		
Module No. 3: Wage and Salary Administration		12

Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll

Module No. 4: Performance Management	09
<p>Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and DimensionsofPerformanceManagementPerformanceAppraisalMethods:Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in PerformanceAppraisal.</p>	
Module No. 5: Issues in Performance Management	06
<p>Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of LineManagers inPerformanceManagement,PerformanceManagementandReward,Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. ListthevariouscomponentsoftotalcompensationinMultinationalCompanies. 2. Construct a questionnaire for a salary survey onnurses. 3. DesignaperformanceappraisalplanusinganyModernPerformanc e Appraisal Tool for an ITcompany. 4. StudyanyonecontemporarypracticeofPerformanceManagement System(Balancescorecard,LeanManagement,BPRE,SixSigmaandsoon) 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. JosephJ.Martocchio,StrategicCompensation,3rdEdition,PearsonEducation 2. MichaelArmstrong&HelenMurlis:HandBookofReward Management – Crust PublishingHouse. 3. Milkovich & Newman, Compensation, Tata McGrawHill 4. RichardI.Anderson,CompensationManagementinKnowledgebased world, 10th edition, PearsonEducation 5. Thomas.P.Plannery,David.A.Hofrichter&Paul.E.Platten:People, Performance & Pay – FreePress. 6. AguinisHerman,PerformanceManagement,2ndEdition,2009Pearso n Education, NewDelhi. 7. AzizaA,PerformanceAppraisal:AccountingandQuantitativeApproaches,1993, Pointer. 8. Bhatia S.K, Performance Management: Concepts, Practicesand Strategies for Organisation Success, 2007, Deep & Deep, New Delhi. 9. BD Singh, Compensation & Reward Management, ExcelBooks 10. CardyR.L,PerformanceManagement:Concepts,SkillsandExercises,1st Edition, 2008, PHI, NewDelhi. 12. GoelDewkar,PerformanceAppraisalandCompensationManagement:A Modern Approach, 2 nd Edition, 2008, PHI, NewDelhi. 	

- 13.** SarmaA.M,PerformanceManagementSystem,1stEdition,2008,HimalayaPub,
Mumbai.

Name of the Program: Bachelor of Business Administration (BBA) DATA ANALYTICS Course Code: DA 1 Name of the Course: Financial Analytics		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Analyze and model financial data. Access the different open-sourced domains. Evaluate and build model on time series data. Execute the statistical analysis using python. 		
Syllabus:		Hours
Module No. 1: Introduction to Financial Analytics		08
Introduction: Meaning-Importance of Financial Analytics Uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).		
Module No. 2: Access to Financial Data Using Latest Technology		07
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).		
Module No. 3: Introduction to Time Series Modeling		10
Meaning of Data-types of data-time series, panel, cross-sectional-component of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).		
Module No. 4: Introduction to Python		10
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), data preparation for time series data.		

Module No. 5: Python for Finance	10
Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Explain the Different types of trends in time series data. 2. Explain the assumptions of regressions. 3. List out public domain database. 4. List out recent FINTECH companies. 	
Books for References: <ol style="list-style-type: none"> 1. Python for finance: Yves hilpiscs 2. Hands on Data analysis with Pandas: Stefaniemolin. 3. Hands on Python for finance, Krish Naik, Packt 4. Python For Finance, Yuxing Yan, Packt 5. Mastering Python for Finance, James Ma Weiming , Pack Publishing 6. Financial Reporting and Financial Statement Analysis, M Hanif, A Mukherjee, McGraw Hill 7. Haskell Financial Data Modelling and Predictive Analytics, Pavel Ryzhov, PACK 	

Name of the Program: Bachelor of Business Administration (BBA) Retail Management Course Code: RM 1 Name of the Course: Fundamentals of Retail Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Understand the Retail Business. Understand the business operations in Retailing. Formulate the retail strategies of Retail Business. Apply the Retailing principles and theories. Explore the career opportunities in the Retail sector. 		
Syllabus:		Hours
Module -1: Introduction to Retail Business		10
Meaning and Definition of retail, retailer and retailing. functions and types of retail ownership-Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing system, Consumer co-operatives; forms of retail business ownership. Evolution of Retail in India. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FD in Indian Organized Retail Sector. The rise of the retailer.		
Module -2: Consumer Behavior in Retail Business		08
Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Factors influencing consumer behavior in retail business. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.		
Module-. 3: Retail Organization and Functional Management		08
Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.		
Module -4: Retail Marketing Mix		12
Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing; Pricing- Influencing factors – approaches to pricing – price sensitivity- Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies. Promotion: Setting objectives, communication effects, promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of workforce.		

Module- 5: Impact of Information Technology in Retailing	07
<p>Non store retailing (e-retailing) – meaning, types of non-store retailing, benefits of IT in retailing. The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing, social issues in retailing, Ethical issues in retailing.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Draw a retail life cycle chart and list the stages. 2. Draw a chart showing store operations. 3. List out the major functions of a store manager diagrammatically. 4. List out the current trends in e-retailing. 5. List out the factors influencing the location of a new retail outlet. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH 3. S.K. Poddar & others – Retail Management, HPH. 4. R.S. Tiwari ; Retail Management, HPH 18 5. Barry Berman and Joel Evans: “Retail Management – A Strategic Approach”, 8th edition, PHI/02 6. A.J. Lamba, “The Art of Retailing”, 1st edition, Tata McGraw Hill, New Delhi, 2003. 7. Swapna Pradhan : Retailing Management, 2/e, 2007 & 2008, TMH 8. James R. Ogden & Denise T.: Integrated Retail Management 9. A Sivakumar : Retail Marketing , Excel Books 10. Ogden : Biztantra, 2007 11. Levy & Weitz : Retail Management - TMH 5th Edition 2002 12. Rosemary Varley, Mohammed Rafiq -: Retail Management 13. Chetan Bajaj: Retail Management - Oxford Publication. 14. Uniyal & Sinha : Retail Management - Oxford Publications. 15. Araif Sakh ; Retail Management <p>Note: Latest edition of Reference Books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Course Code: LSCM 1 Name of the Course: Freight Transport Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the different functions of Commercial transport. Analyse pricing and pricing strategy. Understand transport administration. Understand of transport and export documentations. 		
Syllabus:		Hours
Module 1: Transport Function		10
Transport functionality – Introduction, functions and significance. Transport structure and classification - Principles and participants - Transport Service-Traditional carriers, package service, ground package service, Air package service-Intermodal Transportation - Piggyback/TOFC/COFC, Containerships, Non-operating intermediaries; Modes of Transport – Rail, Water, Pipeline, Air, Motor Carriers, Ropeways and intermodal transport.		
Module 2: Transport Economics		09
The structure of Transport Costs and Location of Economic Activities. Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.		
Module 3: Transport Administration		08
Transport Regulations- Need, importance, benefits. Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.		
Module 4: Transport Documentation		10
Transport documents: Delivery order, Dock receipt, Bill of Lading-basics, MBL, HBL, CY, CFS. Freight Bill, Sea way Bill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest. Export documents: BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEI, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper's letter of instruction.		
Module 5: Pricing		08
Pricing fundamentals – Fundamentals of Pricing, Principle of Pricing, F.O.B Pricing, delivered pricing - Pricing issues- potential discrimination, quantity discounts, pick up allowances, promotional pricing, menu pricing- platform service pricing, value added service cost, efficiency incentives.		

Skill Development Activities:

1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers
2. Identify the best modes of transport for textiles and spices from India to USA
3. Draft a BOL for shipment of goods
4. List out and explain the different kinds of Pricing.

Books for References:

1. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-GrawHill
2. Sunil Chopra & Peter Meindl, Supply Chain Management, PHI
3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply Chain Logistics Management- McGraw Hill Education, 3rd Indian Edition.
4. Rahul V Altekar, "Supply Chain Management- Concepts and Cases", Prentice Hall of India Pvt.Ltd

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.6 Vocational Name of the Course: Information Technology for Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate; <ol style="list-style-type: none"> Understand the fundamentals of information technology Understand usage of information technology in business. Learn core concepts of computing and modern systems Applications of Excel and SQL. Awareness about latest information. 		
Syllabus		Hours
Module No. 1: Information Technology and Information System		10
Introduction to IT, Introduction to IS, Difference between IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.		
Module No. 2: Subsystems of Information System		12
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
Module No. 3: Database Management System		14
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.		
Module No. 4: Microsoft Excel in Business		14
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, Whatif Analysis (Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. Logical Functions: IF, AND, OR, Lookup Functions: VLookup, HLookup, Mathematical Functions, and Text Functions.		
Module No. 5: Recent Trends in IT		05
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.		

Skill Developments Activities:

1. Creating Database Tables in MS Access and Entering Data
2. Creating Forms in MS Access
3. Creating Reports in MS Access
4. Creating charts in Excel
5. What if analysis in Excel
6. Summarizing data using PivotTable

7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

Books for Reference:

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
2. Uma G. Gupta, "Management Information Systems – A Management Perspective", Galgotia publications Pvt., Ltd., 1998.
3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
4. C.S.V. Murthy: Management Information Systems, HPH
5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
8. Introduction to Database Systems, C.J. Date, Pearson
9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition.
10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education
13. Introduction to Database Systems, C.J. Date Pearson Education
14. Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
15. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

Note: Latest edition of Reference Books may be used

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.6 (B) Name of the Course: Digital Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs (2+0+2)	45 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none"> a) Gain knowledge on Digital Marketing and strategies. b) Gain knowledge on email marketing and Content marketing. c) Gain knowledge on Social Media Marketing and Web Analytics. d) Gain knowledge on YouTube Advertising & Conversions. 		

Syllabus:	Hours
Module No. 1: Introduction to Digital Marketing	08
<p>Introduction, Overview of digital marketing, Evolution of digital marketing, Importance and benefits of digital marketing, Digital marketing channels and platforms.</p> <p>Digital Marketing Strategy and Planning: Developing a digital marketing strategy, Setting goals and objectives, Budgeting, and resource allocation. Campaign planning and execution, Monitoring and adjusting digital marketing campaigns.</p>	
Module No. 2: Email and Content Marketing:	09
<p>Introduction to email marketing, building an email list, Creating effective email campaigns, Email automation and segmentation, Email marketing metrics and analytics.</p> <p>Content Marketing: Understanding content marketing, Content strategy and planning, Content creation and distribution, Content promotion and amplification, Content marketing metrics and analytics.</p>	
Module No. 3: Social Media Marketing (SMM)	09
<p>Social Media Marketing: Overview of social media marketing, Social media platforms and their features, Creating and optimizing social media profiles, Social media content strategy, Social media advertising and analytics. Mobile Marketing: Mobile marketing overview, Mobile advertising strategies, Mobile app marketing, Location-based marketing, Mobile marketing analytics.</p>	
Module No. 4: Web Analytics	11
<p>Analytics and Reporting: Importance of analytics in digital marketing, Setting up web analytics tools (e.g., Google Analytics), Tracking and measuring key performance indicators (KPIs), Conversion tracking and optimization, Reporting and data visualization.</p>	
Module No. 5: YouTube Advertising (Video Ads) and conversion	08
<p>YouTube Advertising (Video Ads): YouTube advertising, its usages, Creating YouTube campaigns Choose the audience for video ads, Instream ads, In video ads, In-search ads, In-display ads, Measuring your YouTube ad performance. Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions Analyzing conversion data, Conversion optimizer.</p>	

Skill Development Activities:

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognize the core features of CRM and retention programmes.
4. Identify the metrics used in digital marketing.
5. Organize how we can limit the marketing materials we get through e-mail.

Books for Reference:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategy by Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher
5. "Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising" by Daniel Rowles

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA5.7 (A) Name of the Course: Cyber Security		
CourseCredits	No. of Hours per Week	Total No. of TeachingHours
2 Credits	3 Hrs (1+0+2)	30 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & Problem Solving		
Course Outcomes: On successful completion of the course, the students' will be able to <ul style="list-style-type: none"> a) Understand the concept of Cyber security and issues and challenges associated with it. b) Understand the cybercrimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures. c) Appreciate various privacy and security concerns on online social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of social media platforms. 		
Syllabus:		Hours
Module No. 1: Introduction to Cyber Security:		10
Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues, and challenges of cyber security.		
Module No. 2: Cyber Crime and Cyber Law:		10
Classification of cybercrimes, Common cybercrimes- cybercrime targeting computers and mobiles, cybercrime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cybercrimes, Remedial and mitigation measures, Legal perspective of cybercrime, IT Act 2000 and its amendments, Cybercrime and offences, Organisations dealing with Cybercrime and Cyber security in India, Case studies.		
Module No. 3: Social Media Overview and Security:		10
Introduction to Social networks. Types of social media, social media platforms, social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.		

Books for Reference:

1. Cyber Crime Impact in the New Millennium, by R. C Mishra ,Auther Press. Edition 2010
2. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3. Security in the Digital Age: Social Media Security Threats & Vulnerabilities by Henry A Oliver, Creates Space Independent Publishing Platform. (Pearson, 13th November, 2001)
4. Cyber laws: Intellectual Property and E-Commerce by Kumar K, Dominant Publishers.
5. Fundamentals of Network Security by E Maiwald. Hill Mc. Graw Hill.
6. Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code:5.7(B)

Name of the Course: Employability Skills

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs	30Hrs

Pedagogy: Classroom lectures, Activities based learning, Practice Questions, Tutorial Classes, Group discussions, Mock Tests, etc,

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

- Develop systematic problem-solving abilities.
- Enhance verbal and non-verbal reasoning skills.
- Improve numerical and analytical abilities.
- Enhance English language and communication skills.

Syllabus:	Hours
Module No. 1: General Orientation on all Competitive Exams	03

Overview of Competitive Exams for Government Recruitment in India - Introduction, Eligibility Criteria, Exam Pattern, Syllabus, and Resources.

Module No. 2: Quantitative Aptitude	17
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Number system, HCF & LCM, Ratio and Proportion, Averages, Ages, Percentages, Partnerships, Time, Speed and Distance, Profit and Loss, Data Interpretation, Problems based on Simple interest, Compound interest, Clocks, and Calendars.

Module No. 3: Verbal and Nonverbal Reasoning	05
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Verbal Reasoning: Data analysis, Data sufficiency, Decision making, coding & decoding, Blood relations, Puzzle tests, Direction sense test, Problems based on Venn Diagram/Syllogisms, Alphabet test, Arithmetical reasoning, Input/Output, Series and Seating arrangements.

Non-Verbal Reasoning: Analogy, Water images, mirror images, embedded figures, Completion of Pattern, Paper folding, Cubes & dice, Figure Formation & Analysis.

Module No. 4: English Language and Comprehension Solving	05
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Vocabulary, English Grammar, Verbal Ability, Sentence Structure, Spot the Error, Fill in the Blanks, Idioms & Phrases, Cloze Passages, and Comprehension Passages.

Skill Development Activities:

Various activity-based learning methods such as problem-solving exercises, case studies, role-playing, debates, group discussions, mock tests, and assessments can be conducted, in addition to any other relevant activities for the course to ensure effective learning.

Materials:

1. <https://free.aicte-india.org/Quantitative-Aptitude-Basics.php>
2. https://onlinecourses.nptel.ac.in/noc20_hs19/preview
3. <https://www.udemy.com/course/reasoning-verbal-non-verbal/>

Note: Latest editions of books such as Quantitative Aptitude for Competitive Examinations, Modern Approach to Verbal and Non-Verbal Reasoning, Quick Learning Objective General English by R.S.Agarwal or Arihant Publications, and other renowned titles can be referred to enhance exam preparation.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA. 6.1 Name of the Course: BusinessLaw		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> Comprehend the laws relating to Contracts and its application in businessactivities. Comprehend the rules for Sale of Goods and rights and duties of a buyer anda Seller. Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other NegotiableInstruments. Understand the significance of Consumer Protection Act and itsfeatures Understand the need for EnvironmentProtection. 		
Syllabus:		Hours
Module No. 1: Indian Contract Act, 1872		16
Introduction – Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and acceptance-meaning, definitions and essentials, consideration-definitions, essentials, exceptions. contractual capacity (Minor only), free consent – Coercion, undue influence, fraud, misrepresentation, and mistake. Discharge of a contract – modes of discharge, Breach of Contract and Remedies to Breach of Contract.		
Module No. 2: The Sale of Goods Act, 1930		12
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
Module No. 3: Negotiable Instruments Act 1881		12
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange, and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments –Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
Module No. 4: Consumer Protection Act 2019		08

Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	08
Module No. 3: Environment Protection Act 1986	
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India. Cyber Law: Introduction to cyber law, Objectives, cyber law in India. cybercrimes-Types.	
Skill Developments Activities: <ol style="list-style-type: none"> 1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case 2. Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”. 3. Briefly narrate any one case law relating to minor. 4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act. 5. List out any six cybercrimes. 	
Cases: <p>The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –</p> <ol style="list-style-type: none"> 1. Balfour Vs Balfour. 2. Carlill Vs Carbolic Smoke Ball Company. 3. Felthouse Vs Bindley. 4. Lalman Shukla Vs. Gowri dutt. 5. Durga prasad Vs Baldeo. 6. Chinnayya Vs Ramayya. 7. Mohiribibi Vs. Dharmadas Ghosh. 8. Ranganayakamma Vs Alvar Chetty. 9. Hadley Vs Baxendale. 	
Books for Reference: <ol style="list-style-type: none"> 1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi. 2. Avtar Singh, Business Law, Eastern Book Company, Lucknow. 3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning 4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi. 5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi 6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House 7. Sushma Arora, Business Laws, Taxmann Publications. 8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed. 9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education 	

10. Sharma,J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd.,New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework.,HPH
12. N.D. Kapoor, Business Laws, Sultan ChandPublications
13. K. Aswathappa, Business Laws,HPH,
14. Information Technology Act/Rules 2000, Taxmann Publications Pvt.Ltd.
15. Chanda.P.R, Business Laws, Galgotia PublishingCompany.

Note: Latest edition of text books may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.2 Name of the Course: Income Tax – II</p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p>Course Outcomes: On successful completion of the course, the students will:</p> <ul style="list-style-type: none"> a) Understand the procedure for computation of income from business and other Profession. b) The provisions for determining the capital gains. c) Compute the income from other sources. d) Demonstrate the computation of total income of an individual. e) Comprehend the assessment procedure and to know the power of income tax authorities. 		
Syllabus:		Hours
Module No. 1: Profits and Gains of Business and Profession		18
<p>Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.</p>		
Module No. 2: Capital Gains		10
<p>Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and long-term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.</p>		
Module No. 3: Income from other Sources		10
<p>Introduction - Incomes taxable under Head income from other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.</p>		
Module No. 4: Set Off and Carry Forward of Losses & Assessment of individuals.		10
<p>Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.</p>		
Module No. 5: Assessment Procedure and Income Tax Authorities		08
<p>Introduction - Due date of filing returns, filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.</p>		
<p>Skill Developments Activities:</p> <p>1. Visit any chartered accountant office and identify the procedure involved in the computation</p>		

of income from profession.

2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. Identify the Due date for filing the returns and rate of taxes applicable for individuals.
5. Draw an organization chart of Income Tax department in your locality.
6. Any other activities, which are relevant to the course.

Books for References:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand, and sons.
5. Gaur & Narang: Income Tax.
6. 7 Lecturers – Income Tax – I, VBH
7. Dr. V. Rajesh Kumar and Dr. R.K. Sreekantha: Income Tax – I, Vittam Publications.
8. Dr. B. Mariyappa, Income Tax II – HPH.

Note: Latest edition of text books may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA 6.3</p> <p align="center">Name of the Course: International Business</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p>Course Outcomes: On successful completion of the course, the students will able to:</p> <ol style="list-style-type: none"> Understand the concept of International Business. Differentiate the Internal and External International Business Environment. Understand the difference MNC and TNC. Understand the role of International Organizations in International Business. Understand International Operations Management. 		
Syllabus:		Hours
Module No. 1: Introduction to International Business		12
<p>Introduction- Meaning and definition of international business, need and importance of international business, Types of international business, stages of internationalization, tariffs, and non-tariff barriers to international business.</p> <p>Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.</p>		
Module No. 2: International Business Environment		12
<p>Overview, Meaning, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.</p>		
Module No.3: Globalization		12
<p>Meaning, features, importance, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs- Meaning, features, merits and demerits, differences between MNCs and TNCs; Technology transfer- meaning and issues in technology transfer.</p>		
Module No.4: Organizations Supporting International Business		10
<p>Meaning, Objectives, Features, Role, and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.</p>		
Module No.5: International Operations Management		10
<p>Introduction- Meaning- Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).</p>		

Skill DevelopmentsActivities:

1. Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
2. List any two Indian MNC's along with their products or services offered.
3. Prepare a chart showing currencies of different countries
4. Collect and paste any 2 documents used in Import and Export trade.

Books for References:

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.
2. Francis Cherunilam; International Business, Prentice Hall of India
3. P. Subba Rao – International Business – HPH
4. Sumati Varma. (2013). International Business (1st ed), Pearson.
5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.
6. International Business by Daniel and Radebaugh – Pearson Education.

Note: Latest edition of text books may be used

Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN2 Name of the Course: Security Analysis and Portfolio Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the concept of basics of Investment. Evaluate the different types of alternatives. Evaluate the portfolio and portfolio management. Understand the concept of risk and returns Gain the knowledge of fundamental and technical analysis. 		
Syllabus:		Hours
Module No. 1: Introduction to Investments		10
Introduction, Meaning of Investment, Objectives of Investment, Types of Investment, Investment process, Criteria for Investment, types of Investors. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Investment v/s Speculation, Investment v/s Gambling. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
Module No. 2: Risk-Return Relationship		05
Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.		
Module No. 3: Fundamental Analysis		10
Investment Analysis- Introduction, meaning and types of Investment Analysis. Fundamental Analysis-meaning, types of Fundamental Analysis-Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.		
Module No. 4: Technical Analysis		10
Meaning of Technical Analysis, basic principles, Dow theory, Charting techniques – types, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis. Fundamental vs Technical Analysis.		
Module No. 5: Portfolio Management		10
Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.		

Skill DevelopmentsActivities:

1. Prepare an imaginary investment portfolio for individual with a salary of 10 lakhs per annum.
2. List of 10 companies approached SEBI for IPO
3. Prepare a technical analysis chart on Blue Chip Companies of BSE.
4. Collect information regarding GDRs, ADRs, IDRs and various Bonds and make a chart.
5. Watch market movement for a day and analyze the trend of Nifty-Fifty Index.

Books for Reference

1. A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
2. Singh Preeti, Investment Management, HPHG
3. Alexander Fundamental of Investments, Pearson Ed.
4. Hangen: Modern Investment theory. Pearson Ed.
5. Kahn: Technical Analysis – Plain and simple Pearson Ed.
6. Ranganathan: Investment Analysis and Portfolio Management.
7. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
8. Alexander, Shampine and Bailey – Fundamentals of Investments Prentice Hall of India
9. New York Institute of Finance – How the Bond Market works – PHI.
10. Mayo Investment Thomson Learning.

Note: Latest edition of text books may be used

Name of the Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: MK 2 Name of the Course: Advertising and Media Management		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
3Credits	3Hrs	45Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the nature, role, and importance of IMC in marketing strategy Understand effective design and implementation of advertising strategies Present a general understanding of content, structure, and appeal of advertisements Understand ethical challenges related to responsible management of advertising and brand strategy. Evaluate the effectiveness of advertising and agency's role 		
Syllabus:		Hours
Module -1: Introduction to Integrated Marketing Communication		10
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		
Module -2: Consumer and Media		10
How advertising works: perception, cognition, affect, association, persuasion, behavior, associating feeling with brands, Use of research in advertising planning; Advertising Media; Types of Advertising Media, industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets		
Module-3: Advertising Program		10
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: Definition, process of creating Advertising Budget, factors influencing Advertising Budget, advantages and disadvantages of Advertising Budget, nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		
Module -4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth		10
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.		

Module -5: Measuring Effectiveness	05
Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: Types of Advertising agencies, history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies	
Skill Development Activities: <ol style="list-style-type: none"> 1. List out ethical issues in Advertisements. 2. List out different modes of Advertisement. 3. Write a note on guidelines for copywriting. 4. List out types of Outdoor Advertisement. 5. State the process in selection of Advertisement Agency. 	
Books for References: <ol style="list-style-type: none"> 1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc. 2. Advertising and Promotion, G. Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN:978-1-25-902685-0. <p>Note: Latest edition of text books may be used</p>	

Name of the Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: HRM 2 Name of the Course: Cultural Diversity at Work Place		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
3 credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand, interpret question reflect upon and engage with the notion of diversity. Recall the cultural diversity at work place in an organization. Support the business case for workforce diversity and inclusion. Identify diversity and work respecting cross cultural environment. Assess contemporary organizational strategies for managing workforce diversity and inclusion. 		
Syllabus:		Hours
Module No. 1: Introduction to Diversity		10
Introduction to cultural diversity in organizations, Meaning of Cultural diversity, Evolution of Diversity Management, Over View of Diversity, Importance of Cultural Diversity at Workplace, Advantages of Diversity, identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity- Cultural Diversity-Global Organizations- Global Diversity.		
Module No. 2: Exploring Differences		08
Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization, and oppression.		
Module No. 3: Vision of Diversity and Cross-Cultural Management		10
Models and vision of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede's Cultural Dimensions, Trompenaars's Dimensions, Schwartz Value Survey, GLOBE study.		
Module No. 4: Skills and Competencies		10
Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organizations.		
Module No. 5: Recent Trends in Diversity Management		08
Emerging workforce trends-Dual-career couples-Cultural issues in international working on work-life balance-Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity		
Skill Development Activities: <ol style="list-style-type: none"> Visit any MNCs, identify and report on the cultural diversity in an organization. 		

2. Interact and list out the ways in which dehumanization done in public/private sector or organization.)
3. Interact with HR Manager of any MNCs, explore and report on crosscultural management.
4. Explore the benefits of multi-cultural organizations.
5. Examine and report on diversity management in select IT organizations.
6. Any other activities, which are relevant to the course

Books for References:

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

Note: Latest edition of text books may be used.

Skill Development Activities:

7. Visit any MNCs, identify and report on the cultural diversity in an organization.
8. Interact and list out the ways in which dehumanization is done in public/private sector organization.)
9. Interact with HR Manager of any MNCs, explore and report on crosscultural management.
10. Explore the benefits of multi-cultural organizations.
11. Examine and report on diversity management in select IT organizations.
12. Any other activities, which are relevant to the course.

Books for References:

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

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) DATA ANALYTICS Course Code: DA 2 Name of the Course: Marketing Analytics		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources Apply marketing analytics to develop predictive marketing dashboard for organization Analyze data and develop insights to address strategic marketing challenges Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing. 		
Syllabus:		Hours
Module No. 1: Introduction to Marketing Analytics and Data Mining		06
Introduction to Marketing Analytics, Meaning, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining – Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, linking methods to marketing applications. Process model for Data mining – CRISP DM-Meaning, uses and phases.		
Module No. 2: Introduction to R		10
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.		
Module No. 3: Descriptive Analytics		08
Meaning, definitions, benefits and types, Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).		
Module No. 4: Prediction and Classification Modelling using R		10

Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model (Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.	
Module No. 5: Application of Analytics in Marketing	11
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K-Means Cluster Analysis, Key Driver Analysis using Regression Model.	

Skill Development Activities:

1. Explain the Process model for DataMining.
2. Explain the difference between Binary Logistic Regression and DecisionTree.
3. List out public domain database.
4. List out applications of marketinganalytics.

Books for References:

1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel®
Published by John Wiley & Sons, Inc
2. Marketing Data Science, Thomas W. Miller Published by Pearson
3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer
published by Pearson
4. Marketing Analytics, Mike Grigsby published by Kogan Page.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: HRM 2 Name of the Course: Cultural Diversity at Work Place		
Course Credits	No. of Hours Per Week	Total No. of Teaching Hours
3 credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> f) Understand, interpret question reflect upon and engage with the notion of diversity. g) Recall the cultural diversity at work place in an organization. h) Support the business case for workforce diversity and inclusion. i) Identify diversity and work respecting cross cultural environment. j) Assess contemporary organizational strategies for managing workforce diversity and inclusion. 		
Syllabus:		Hours
Module No. 1: Introduction to Diversity		10
Introduction to cultural diversity in organizations, Meaning of Cultural diversity, Evolution of Diversity Management, Over View of Diversity, Importance of Cultural Diversity at Workplace, Advantages of Diversity, identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity-Cultural Diversity-Global Organizations- Global Diversity.		
Module No. 2: Exploring Differences		08
Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization, and oppression.		

ModuleNo.3:VisionsofDiversityandCross-Cultural Management	10
<p>Modelsandvisionsofdiversityinsocietyandorganizations:Justice,fairness,and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede's Cultural Dimensions, Trompenaars's Dimensions, Schwartz Value Survey, GLOBEstudy.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Retail Management Course Code: RM 2 Name of the Course: Retail Operations Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc., Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Compare various retail formats and technological advancements for setting up appropriate retail business. Identify the competitive strategies for retail business decisions. Examine the site location and operational efficiency for marketing decisions. Analyze the effectiveness of merchandising and pricing strategies. Assess store layout and planogram for retail business. 		
Syllabus:		Hours
Module -1: Retail and Logistics Management		07
Introduction Retailing and economic significance- Functions of a retailer - Types of retailers – Trends in retailing – International Retailing – Retailing as a career – Retail Management Decision Process - Service Retailing. Role of Logistics in retail industry.		
Module -2: Retailing Environment Theories		10
Meaning and types of Retailing Environment, factors, Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.		
Module-. 3: Store Loyalty Management and Retail Location		10
Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.		
Module -4: Merchandise Management		10
Meaning, factors, Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label - Retail Pricing policies.		
Module- 5: Category Management		08
Meaning - Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role-Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation -		

Category Review.

Skill Development Activities:

1. Write a note on Visual merchandising training programme layout design, and product placement.
2. Write a note Leadership training: Develop skills in coaching, delegation, and motivation.
3. Derive Customer analysis by considering skills in understanding customer Behavior and preferences to improve customer satisfaction.
4. Chart out the types of customers in creating customer loyalty programs.

Books for References:

1. Coughlem: Marketing Channels. © Gilbert Pearson: Retail Marketing Education Asia 2001.
2. Micheal Levy © & Barton A Weitz: Retailing Management, McGraw
3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.
4. Suja Nair: Retail Management, Himalaya Publishing House. ©
5. W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6th Edition PHI © New Delhi, 2001.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Course Code: LSCM 2 Name of the Course: Sourcing for Logistics and Supply Chain Management		
Course Credits	No. of hours perweek	Total No. of Teaching hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc., Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall businessperformance. b) Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selectioncriteria. c) Develop effective supplier relationship management skills, including negotiation, communication, andcollaboration. d) Apply sourcing best practices, including risk management, sustainability, and ethicalsourcing. e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes andoutcomes. 		
Syllabus:		Hours
Module No. 1: Sourcing		08
Meaning and Definition, types of sourcing, steps of sourcing, Approaches to Sourcing. Sole Sourcing – Single, Dual & Multiple sourcing arrangements, other sourcing/purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra-Company trading and Transfer pricing arrangement, Implications of International Sourcing.		
Module No. 2: External Sourcing		08
Meaning, benefits, Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life CycleCosts, Technical Merit, Added Value Solutions, Systems, and Resources.		
Module No.3: Assessment of Financial Stability		10
Sources of information on potential suppliers' financial performance. Financial reports– Profit&LossStatements,BalanceSheets,andCashFlowStatements.Ratio, Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.		
Module No.4: Assessment of Market Data		12
Analysing Suppliers' Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted pointssystem.		

ModuleNo.5: Legislative, Regulatory & Organizational Requirements	07
Legislative, Regulatory & Organizational Requirements when sourcing from not- for-profit, private, and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatory bodies.	
Skill Development Activities: <ol style="list-style-type: none"> 1. Highlight the stages when Early Supplier Involvement is encouraged by companies to maximize thebenefits 2. List out the Regulatory bodies connected to sourcing. 3. Identify the benefits of co-location of suppliers to thecompany. 4. List out the Credit rating agencies for supplierassessment. 	
Books for References: <ol style="list-style-type: none"> 1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, NewYork, 2. John Gattorna , Handbook of Logistics and DistributionManagement. 3. P. Fawcett, R. McLeish and I Ogden, LogisticsManagement. 4. D.M. Lambert & J R Stock, Richard D Irwin Inc., Strategic Logistics Management. 5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2ndEdition 6. David N, Burt, Donald W. Dobler, Stephen L. Starling, “World ClassSupply Management- A Key to Supply Chain Management”, Tata McGraw Hill Publishing Company Ltd., NewDelhi. <p>Note: Latest edition of text books may beused.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 Vocational Name of the Course: Goods and Services Tax		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate a) Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation. b) Analyze the history of indirect taxation in India and the structure of the Indian taxation system. c) Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST. d) Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability. e) Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.		
Syllabus		Hours
Module No. 1: Basics of Taxation		04
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.		
Module No. 2: Goods and Services Tax –Framework and Definitions		12
Introduction to Goods and Services Tax, Constitutional Framework, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.		
Module No. 3: Time, Place and Value of Supply		20
Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.		
Module No. 4: GST Liability and Input Tax Credit		14
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.		
Module No. 5: GST Procedures		05
Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns –Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.		

Skill Developments Activities:

1. List out the process of GST registration for a business.
2. Chart out 'time of supply' concept relevance in GST.
3. Identify the place of supply for goods and services in different scenarios.
4. Calculate GST liability for a particular transaction using imaginary values.
5. Explain the process of availing input tax credit in GST.

Books for Reference:

1. V Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education
2. Datey, VS, "Indirect Taxes", Taxmann Publications.
3. Hiregange et al, "Indirect Taxes", Puliani and Puliani.
4. Haldia, Arpit, "GST Made Easy", Taxmann Publications.
5. Chaudhary, Dalmia, Girdharwal, "GST – A Practical Approach", Taxmann Publications.
6. Garg, Kamal, "Understanding GST", Bharat Publications.
7. Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA6.6 (B) Name of the Course: Enterprise Resource Planning		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs (2+0+2)	45 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments. b) Integrate and automate the business processes and share information enterprise-wide. c) Explore the significance of ERP to provide a solution for better project management. d) Enable the student to understand the various process involved in implementing ERP in a variety of business environment e) Understand the issues involved in design and implementation of ERP systems.		
Syllabus:		Hours
Module No. 1: Introduction to ERP		08
Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Features of ERP- Types of ERP- Benefits of an ERP System - Reasons for the Growth of ERP Market- Risk of ERP - Road map for successful ERP		
Module No. 2: ERP related Technologies and Modules		10
Business Process Re- engineering - Product lifecycle - Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance - Production - Materials Management- Purchasing- Quality Management.		
Module No. 3: ERP implementation		08
ERP Implementation Life cycle - Transition strategies - ERP Implementation Process - ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees - Resistance by employees - Dealing with employee resistance - Project team.		
Module No. 4: ERP post implementation		10
Success and Failure factor of ERP implementation - ERP operations and maintenance - Data Migration - Project Management and Monitoring- Maximizing the ERP system.		
Module No. 5: Future directions in ERP		09
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP Development of New Markets and Channels- Latest ERP Implementation Methodologies - ERP and E- business.		
Skill Development Activities: 1. State the steps and activities in the ERP lifecycle 2. Develop a process of driven thinking towards business process.		

3. Demonstrate a good understanding of the basic issues in ERP systems.
4. Any other activities, which are relevant to the course.

Books for Reference:

1. Alexis Leon, "ERP Demystified", Tata McGraw Hill, New Delhi, 2007.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", Thompson Course Technology, USA, 2009
3. Vinod Kumar Garg and Venkitakrishnan N K, "Enterprise Resource Planning – Concepts and Practice", PHI, New Delhi, 2004
4. Mahadeo Jaiswal and Ganesh Kaanapali, ERP Macmillan India, 2013.
5. Sinha P. Magal and Jeffery Word, Essentials of Business Process, and Information System, Wiley India, 2009
6. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2007.

Note: Latest edition of text books may be used.

