

Syllabus for I and II Semester BBA Degree as per

SEP Regulations to be implemented from the

Academic Year 2024-2025

I. OBJECTIVES OF THE PROGRAMME:

1. To develop the skills required for the application of business concepts and techniques learned in the classroom at the workplace.
2. To provide competent and technically skilled personnel to the industry in the area of Marketing, Finance, Human Resource, Data Analytics, Retailing & Logistics and Supply Chain Management.
3. To enhance the employability skills of the Business Administration students.
4. To enhance the capability of the students improve their decision-making skills.
5. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
6. To empower students for pursuing professional courses like MBA, CA, CS, ICWAI etc.,
7. To ensure holistic development of Business Administration students.

II. ELIGIBILITY FOR ADMISSION:

Candidates who have passed Two Years 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 programme.

III. DURATION OF THE PROGRAMME:

The programme of study is Three years of Six Semesters. A candidate shall complete her degree within six academic years from the date of her admission to the first semester.

IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be in 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 Courses compulsorily.
- c. A student who fails to complete the Programme in the manner stated above shall not be permitted to take the Examination.

VI. TEACHING AND EVALUATION

MBA Graduates with BBM/BBA, B. Com and BBS as basic degree from a recognized University are only eligible to teach and to evaluate all the Business Administration Courses except Languages and Constitutional Moral Values.

VII. SKILL DEVELOPMENT / RECORD MAINTENANCE

- a. College is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercises or activities per Course are to be recorded.
- c. In every academic year the students shall be exposed to functioning of any Business Unit through Industrial Visits.

VIII. SCHEME OF EXAMINATION

- a. There shall be examination at the end of each semester.
- b. The maximum marks for the examination in the Courses with 3 credits and above shall be evaluated in pattern 10 + 10 (C1 and C2 Internals Assessments) + 80 marks (C3 Semester End Examination).
- c. Courses with less than 3 credits shall be evaluated in the pattern 5 + 5 (C1 and C2 Internals Assessments) + 40 marks (C3 Semester End Examination).

- d. All Courses of this programme except Courses that are common to all other graduate programme shall be set/valued/reviewed by BOE of Business Administration for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions.	$2 \times 15 = 30$
Part- B : Answer any three out of five questions.	$3 \times 10 = 30$
Part- C : Answer any four out of six questions.	$4 \times 05 = 20$
	TOTAL 80

IX. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION AND SEMESTER END EXAMINATION

The CIE and SEE will carry 20% and 80% weightage each, to enable the Course to be evaluated for a total of 100 marks. The evaluation system of the Course is Continuous & Comprehensive 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(courses with 3 credits and above)	Marks
	Continuous Internal Evaluation (CIE)	
1	Continuous and Comprehensive Evaluation (CCE) – (a)	10 Marks
2	Internal Assessment Test (IAT) – (b)	10 Marks
	Total of CIE (a+b)	20 Marks
3	Semester End Examination (SEE) – (c)	80 Marks
	Total of CIE and SEE (a+b+c)	100 Marks

Continuous Internal Evaluation (CIE)

a. Continuous & Comprehensive Evaluation (CCE):

The CCE will carry a maximum of 10% weightage (10 marks) of total marks of a Course. Before the start of the academic session in each semester, a faculty member should choose any two of the following assessment methods of 5 marks each (2x5=10 marks)

- Individual Assignments
- Seminars/Class Room Presentations/Quizzes

- iii. Group Discussions/ Class Room Discussion / Group Assignments
- iv. Case Studies/ Case Lets/Skill Development Activities
- v. Participatory & Industry-Integrated Learning/Industrial Visits
- vi. Practical Activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events /Symposia
- viii. Mini Project / Capstone Projects
- ix. Viva Voce

b. Internal Assessment Test (IAT):

The IAT will carry a maximum of 10% weightage (10 marks) of total marks of a Course. Under this component, a test will have to be conducted in a semester for 20 marks each and the same is to be scaled down to 05 marks each.

Continuous Assessment – 1 (C1) shall be conducted during the 8th week of the semester and Continuous Assessment – 2 (C2) shall be conducted during the 16th week of the semester. C1 & C2 shall be based on Tests, Assignments, Seminars, Viva Voce and Skill Development Activities.

c. Semester End Examination (SEE):

The Semester End Examination for all the students who got registered for the programme, shall be conducted for 80 marks. SEE of the course shall be conducted subject to their fulfillment of minimum attendance requirement as per the University norms. The BOS shall prepare the SEE framework and the Question Paper Pattern.

d. Minimum Marks for a Pass:

Minimum Marks for a pass in each course shall be 30%, and for all the courses in the semester average shall be 40%. However, a candidate has to score minimum of 30% of theory component of Semester End Examination i.e. 24(rounded off) marks out of 80 marks.

I SEMESTER

BBA

Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
01	Lang 1.1	Language-I	AECC	3	10	10	80	100
02	Lang 1.2	Language-II	AECC	3	10	10	80	100
03	Major 1.1	Principles & Practices of Management	DCC	4	10	10	80	100
04	Major 1.2	Fundamentals of Business Accounting	DCC	4	10	10	80	100
05	Major 1.3	Business Economics	DCC	4	10	10	80	100
06	Major 1.4	Business Communication	DCC	3	10	10	80	100
07	Compulsory 1.1	Constitutional Values	AECC	2	5	5	40	50
Sub-Total(A)				23				650

II SEMESTER								
Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
08	Lang 2.1	Language-I	AECC	3	10	10	80	100
09	Lang 2.2	Language-II	AECC	3	10	10	80	100
10	Major 2.1	Organizational Behaviour	DCC	3	10	10	80	100
11	Major 2.2	Financial Accounting and Reporting	DCC	4	10	10	80	100
12	Major 2.3	Business Statistics	DCC	4	10	10	80	100
13	Major 2.4	Marketing Management	DCC	4	10	10	80	100
14	Compulsory 2.1	Constitutional Values	AECC	2	5	5	40	50
Sub-Total(B)				23				650

Acronyms Expanded

- AECC : Ability Enhancement Compulsory Course
- **DCC** : Discipline Core Credit
- SEC-SB/VB : Skill Enhancement Course-Skill Based/Value Based
- CIE : Continuous Internal Evaluation (C1 and C2)
- SEE : Semester End Examination (C3)

I SEMESTER

<p>Name of the Programme: Bachelor of Business Administration (BBA)</p> <p>Course Code: Major 1.1</p> <p>Name of the Course: Principles and Practices of Management</p>		
Course Credits	No. of Hours	Total No. of

	per Week	Teaching Hours
4 Credits	4 Hrs	56 Hrs
<p>Course Outcomes: On successful completion of the course, the students will demonstrate</p> <p>a) The ability to understand concepts of business management, principles and function of management.</p> <p>b) The ability to explain the process of planning and decision making.</p> <p>c) The ability to create organization structures based on authority task and responsibilities.</p> <p>d) The ability to explain the principles of direction, importance of communication, barriers of communication, motivation the theories and leadership styles.</p> <p>e) The ability to understand the requirement of good control techniques.</p> <p>f) A basic knowledge about globalization of management thoughts emerged in India and basic terms used in management.</p>		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		14
<p>Introduction: Meaning, Definition, Nature & Scope of Management: Management as a Science, Art, Profession: Management Vs Administration.</p> <p>Evolution of Management Thought – F W Taylor’s Scientific Management Max Weber’s Bureaucratic Management, Henry Fayol’s Administrative Management, Hawthorne Studies, Management Science approach, system theory, Contingency views, Total quality Management, learning organizations, Technology driven organizations. Indian origin Management thinkers.</p>		
Module No. 2: PLANNING AND DECISION MAKING		12
<p>Planning -Nature, objectives, importance, and process, hierarchy of plans, types of plans, smart goals, meaning - MBO & MBE.</p> <p>Decision Making –Nature, objectives, importance, process and techniques of decision making, creativity in decision making, Edward De Bono’s 6 thinking Hats concepts and applications.</p>		

Module No. 3: ORGANISING AND STAFFING	10
<p>Nature and purpose of organization: principles of organizing: Delegation of authority: types of organization –types of organization structure: virtual organization. conceptual Terms-Departmentalization, Centralization v/s Decentralization of authority and responsibility, span of control-factors affecting span of control. Staffing-Introduction, objectives, importance, general principles and techniques.</p>	
Module No. 4: DIRECTING	12
<p>Directing-Meaning, purpose and scope of direction, elements of direction, principles of direction. Motivation-Meaning, nature and importance of motivation-Theories of motivation-Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y.</p> <p>Leadership-Meaning, differences between leadership and management, characteristics of a good leader, Leadership styles-autocratic style, democratic style, laissez faire styles-transactional leader, charismatic leader and transformational leader.</p>	
Module No. 5: COORDINATION AND CONTROLLING	08
<p>Coordination-Meaning, importance, principles and process.</p> <p>Controlling: Meaning, nature, functions, process, types and techniques of control-BEP, ROI, MIS, CPM, PERT, EVA, JIT, Ratio analysis and budgetary control.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Collect the biodata of any 5 management of thinkers and highlight their contributions. 2. Visit any business organization and collect the information on types of planning adopted by them. 3. Visit an organization and collect the different types of authority followed and draw the organizational structure. 4. Collect the information about styles of leadership adopted by the leaders in an organization. 5. Collect and analyse the techniques of controlling adopted by the organizations. 	

Books for Reference:

1. Management: Appanniah and Reddy
2. Principles of Management: P C Tripathi and P N Reddy
3. Principles of management- L M Prasad
4. Management process and organization- VSP Rao
5. Principles of management-T. Ramaswamy
6. Management tasks and responsibilities-Peter F Drucker

Note: Latest edition of text books may be used.

Name of the Programme: Bachelor of Business Administration (BBA) Course Code: Major 1.2 Name of the Course: Fundamentals of Business Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Course Outcomes: On successful completion of the course, the students will demonstrate a) The ability to understand framework of accounting as well accounting standards. b) The ability to pass journal entries and prepare ledger accounts c) The ability to prepare subsidiaries books d) The ability to prepare trial balance and final accounts of proprietary concern. e) The ability to prepare final accounts through application of tally.	
Syllabus:	Hours
Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING	10
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information - Advantages of Accounting – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards–Objectives-Significance of Accounting Standards. List of Indian Accounting Standards.	
Module No. 2: ACCOUNTING PROCESS	10
System of Book Keeping- 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.	
Module No. 3: SUBSIDIARY BOOKS	14
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).	
Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN	14
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, Stock Destroyed by Fire, Drawings and Interest on Capital.	
Module No. 5: ACCOUNTING SOFTWARE	08
Introduction-Meaning of Accounting Software, Types of 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.	

Skill Development Activities:

1. List out the accounting concepts and conventions.
2. Prepare Trial balance with imaginary figures.
3. Prepare three column cash books with imaginary figures.
4. Collect the financial statement of a proprietary concern and record it.
5. Collect and prepare a financial statement of a Company as per New Regulations

Books for Reference:

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

Note: Latest edition of text books may be used.

Name of the Programme : Bachelor of Business Administration

Course code: Major 1.3

Name of the Course: Business Economics

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Course Outcomes: On successful completion of the course, the students will demonstrate; a) To make students understand the demand and supply analysis in business applications. b) To understand the pricing and output decisions under various market structure. c) To understand the concepts of national income. d) To understand the system of cost analysis.		
Syllabus:		Hours
Module No. 1: DEMAND AND SUPPLY		14
Business Economics – Introduction – Meaning – Scope and its importance. Application of Economics in Business Decision Making. Demand - Meaning of Demand - Law of Demand - Elasticity of Demand - Classification of Demand - Demand Function. Supply - Meaning - Law of supply - Determinants of Supply - Supply Function - Elasticity of Supply - Equilibrium.		
Module No. 2: CONSUMER UTILITIY		12
Consumer Behavior - Meaning - Factors influencing Consumer Preference and Concept of Utility – Indifference Curve Analysis – Features, Assumptions and Properties - Consumer Equilibrium.		
Module No. 3: MARKET STRUCTURE		09
Perfect Competition- Monopoly, Duopoly, Oligopoly-Features, Price and output determination for each market structure.		
Module No. 4: COST ANALYSIS		09
Concept of cost – Cost Functions – Short Run Cost and Long Run Cost. Cost Analysis - Fixed cost - Average Fixed Cost - Variable Cost - Average Variable Cost –Total Cost -Average Total Cost and Marginal Cost.		
Module No. 5: NATIONAL INCOME		12

National Income – Definitions - Concepts of National Income – GDP - methods of Measurement of GDP – NDP – NNP – GNP - Considerations for measuring GNP - Income Method - Expenditure method and Value-Added Method. Methods of measuring National Income - Limitations of Each Method.

Skill Development Activities:

1. Analyze the demand and supply curve of selected products.
2. Visiting local fare to observe the consumer preferences.
3. Estimation of National Income using different methods.
4. Compare and analyse National Income, Per Capital income and GDP OF India with selected countries.
5. Visit a local business enterprise and prepare its cost and revenue analysis.
6. Analyse the market structure of selected Indian companies in various sectors.

Books for Reference:

1. Varshney R.L and Maheswari, Management Economics
2. Joel Dean, Management Economics
3. Mithani and VSR. Murthy, Fundamental of Business Economics
4. Reddy P.N AND Appanniah H.R, Principles of Business Economics
5. Sundharam K.P.M and Sundharam E.N., Business Economics

Note: Latest edition of text books may be used.

<p>Name of the Programme: Bachelor of Business Administration</p> <p>Course Code: Major 1.4</p> <p>Name of the Course: Business Communication</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

Course Outcomes: On successful completion Student will demonstrate:	
a) The ability to understand the concept of Business Communication. b) The basic techniques of Modern forms of Business communication. c) To enable the students to acquire soft skills. d) The use of basic and advanced business writing skills.	
Syllabus:	Hours
Module No. 1: BASICS OF COMMUNICATION	12
Communication: Definition, Process of Communication, Communication Models, Objectives of Communication, Importance of communication, Verbal and Non-verbal Communication, Principles of Effective Communication.	
Module No. 2: WRITTEN BUSINESS COMMUNICATION	12
Written Business Communication: Fundamentals of Business Writing, Types of Business Letters- Enquiry Letter-Complaint Letter – Persuasive Letter – Proposal, Report Writing – Writing Resume.	
Module No. 3: SPOKEN SKILLS	10
Spoken Skills: Conducting Presentation, Oral Presentation, Debates, Speeches, Interview. Group Discussion, Barriers to Effective Communication and Ways to Overcome them – Importance of Listening, Developing Effective Listening Skills. Interview skills.	
Module No 4: NON-VERBAL COMMUNICATION	08
Non-Verbal Communication: Body Language / Kinesthetic, Para Language, Sign Language / Virtual and Audio Elements, Channels of Communication, Formal and Informal Communication.	
Skill Development Activities:	
1. Collection of various model business letters 2. Reading of various business report, minutes, and its analysis 3. Presentation of reports and charts 4. Mock interview Sessions 5.Virtual Resume Preparation	

Books for reference:

1. Denish Murphy, Better Business Communication
2. Shuter, Written Executive Communication
3. Gartside, Model Business Letters
4. Kaul and Asha, Business Communication
5. K K Ramachandran, Business Communication

Note: Latest edition of text books may be used.

<p align="center">Name of the Programme : Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: Major 2.1</p> <p align="center">Name of the Course: Organizational Behaviour</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	42 Hrs
<p>Course Outcomes: On successful completion of the course, the students shall be able to</p> <p>a) Demonstrate an understanding of the role of OB in business organization.</p> <p>b) Demonstrate an ability to understand individual and group behavior in an organization.</p> <p>c) Explain the effectiveness of organizational change and development of organization.</p> <p>d) Demonstrate an understanding of the process of organizational development.</p>		
Syllabus:		Hours
Module No. 1: FUNDAMENTALS OF ORGANISATIONAL BEHAVIOUR		08
<p>Organizational Behaviour – Meaning, Definition, Nature, scope, objectives, and importance of OB. Interdisciplinary nature of OB- Contributing disciplines to OB. Basic principles of OB, Recent trends in OB.</p>		
Module No. 2: INDIVIDUAL BEHAVIOUR		12
<p>Individual behavior – factors influencing Individual Behaviour, Organization Systems and resources. Perception – Meaning, factors influencing Perception, Perceptual process, Perceptual errors. Personality – Meaning, determinants and traits of Personality. Attitude – Meaning, factors and component of Attitude.</p>		
Module No. 3: GROUP AND TEAM DYNAMICS		12
<p>Group dynamics – Meaning, definition, types of group, formation and development of Groups – stages of group development, determinants of group behaviour .</p> <p>Team Dynamics – Meaning, nature, types of teams. Conflict – sources of conflict and ways of resolving conflict.</p>		

Module No. 4: ORGANISATIONAL DEVELOPMENT	10
<p>Organizational Development – Meaning and Nature of Organizational Development (OD), Process of Organizational Development. Diagnosing: Meaning of diagnosing, Comprehensive Model for diagnosing organizational Systems (Organizational Level, Group level and Individual Level).</p> <p>Change management: Meaning, importance of planned change management, factors influencing change management.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Prepare a chart showing contribution of disciplines towards organization Behaviour. 2. Design a diagram showing determinants of personality with explanation. 3. Prepare a format showing conflict process. 4. Describe the different groups in the organization with the help of a chart. 5. Write a report about group dynamics in that organization. <p>SAMPLE CASES FOR REFERENCE:</p> <p>Module 1 & 2</p> <ul style="list-style-type: none"> • For business continuity, during Covid-19, XYZ organization has encouraged the employees to Work from Home (WFH). But Post lock down, when the employees are called back to office, they resisted. Majority of the employees are preferring WFH. Few employees have resigned the job too. • If you are the manager of XYZ, can you justify the employee behavior? Draw up a list of all the strategies you incorporate in bringing employees back to office <p>Module 3</p> <ul style="list-style-type: none"> • You are heading a global team, which consist of employees from various culture and background. The diversity and lack of inclusion is negatively impacting the functioning of this heterogeneous team. Dysfunctional conflict is common among the members. • Chart a plan of action to resolve the conflict within the global team. Suggest remedies for a long-term solution <p>Module 4</p> <ul style="list-style-type: none"> • The ABC Bank is planning to introduce Finacle digital banking platform for competitive advantage. Majority of the employees have more than 15 years work experience in the bank. They do not want to change from their comfort zone. • As a manager, design the methods of overcoming employee resistance to change in order to achieve the objectives of ABC Bank in the best possible manner. <p>Module 4</p> <ul style="list-style-type: none"> • Owing to the rapid expansion, the XYZ start-up's transition from a "one-man show" to a 	

'professionally run" set-up was initiated. The aim was to develop the strengths of each member of the team and to channel them towards autonomous decision making. Chart the steps in the OD process that can be followed by XYZ firm. Identify the four target of change - Human Resources, Functional Resources, Technological Capabilities and Organizational Capabilities.

Books for Reference:

1. Organizational Behaviour- Fred Luthans
2. Organizational Behaviour- Robbins
3. Organizational Behaviour- John W Newstorm and Keith Davis
4. Organizational Behaviour-K Ashwathappa
5. Management Behavioural Process-Sharma R K Gupta S K
6. Organizational Behaviour- VSP Rao

Note: Latest edition of text books may be used.

<p align="center">Name of the Programme: Bachelor of Business Administration (BBA) Course Code: Major 2.2 Name of the Course: Financial Accounting and Reporting</p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
<p>Course Outcomes: On successful completion of the course, the Students will demonstrate</p> <ol style="list-style-type: none"> a) The ability to prepare final accounts of partnership firms b) The ability to understand the process of public issue of shares and accounting for the same c) The ability to prepare final accounts of joint stock companies d) The ability to prepare liquidators final accounts. 		

The ability to understand company's annual report.	
Syllabus:	Hours
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM	12
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.	
Module No. 2: ISSUE OF SHARES	12
Companies – Definitions, Features and Types. Salient Features of Companies Act 2013. Shares – Meaning - Types of Shares – Issue of Shares at Par, at Premium, at Discount; Conditions regarding Issue of Shares at Discount. Journal Entries Relating to Issue of Shares; Preparation of Respective Ledger Accounts; Preparation of Balance Sheet (Vertical form Schedule III)	
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES	12
Statutory Provisions Regarding Preparation of Company Final Accounts – Preparation of Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet (Vertical Form Schedule -III)	
Module No. 4: LIQUIDATION OF COMPANIES	10
Meaning - Need for Liquidation, Legal Provisions for Liquidation and Preparation of Liquidators Final Statement of account. Meaning of Secured Creditors, Unsecured Creditors and Preferential Creditors.	
Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES	10
Corporate Financial Reporting - Meaning, Types, Characteristics, Users of Corporate Financial Report, Financial Statements- Balance Sheet, Income Statement, Cash Flow Statement, and Notes to the Financial Statements. Auditor's report. Corporate Governance Report, Corporate Social Responsibility Report. (Discuss only Role and Significance of above components of reports).	

Skill Development Activities:

1. Draft a partnership deed as per Partnership Act.
2. Refer annual reports of two companies and list out the components.
3. List out the accounting policies in annual report of the company.
4. Collect the information about Legal Provisions for Liquidation of companies
5. Collect financial statement of any two manufacturing and service companies for five years and analyse the same in terms of Financial Highlights, Corporate Governance and CSR.

Books for Reference:

1. B. S. Raman, Financial Accounting
2. R. L. Gupta & Radha Swamy, Advanced Accounting
3. M. C. Shukla and T S Grewal, Advanced accounting
4. S. P. Jain and Narang K L, Financial Accounting
5. P. C. Tulsian, Advanced Accounting

Note: Latest edition of text books may be used.

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

Course code: Major 2.3

Name of the Course: Business Statistics

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Course Outcomes: on successful completion of the course, the students will demonstrate <ol style="list-style-type: none"> To understand the basic concepts in statistics To summaries data sets using descriptive statistics Analyze the relationship between two variables of various business or managerial situations. To understand and construct various measures of central tendency, dispersion and skewness. To apply correlation and regression for data analysis. 		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO STATISTICS		12
Statistics – Meaning – Definition, Characteristics, Advantages and Limitations – Collection of Data – Methods of Collecting Primary Data and Sources of Secondary Data – Classification and Tabulation of Data. Simple Problems on Tabulation. Diagrammatic and Graphical Representation of Data.		
Module No. 2: MEASURES OF CENTRAL TENDENCY		12
Measures of Central Tendency – arithmetic mean, median, quartiles and mode. Calculation of median and mode (Graphical Representation).		
Module No. 3: MEASURES OF DISPERSION		12
Measures of Dispersion – Quartile Deviation – Standard Deviation – Co-efficient of Variation, Skewness – Karl Pearson and Bowley’s Co-efficient of Skewness.		
Module No. 4: CORRELATION		10
Correlation – Meaning – Types – Karl Pearson’s Co-efficient of Correlation – Spearman’s Rank Correlation Co-efficient. Probable Error.		
Module No. 5: REGRESSION ANALYSIS		10

Regression Analysis – Meaning – Differences between Correlation and Regression – Construction of Regression Equations - Estimations.

Skill Development Activities:

1. Data visualization practical session using tableau/power BI
2. Execute average, Variance, Standard deviation, CV, Covariance using Exel
3. Execute and analyse regression model using Exel
4. Collect the marks of ten students of any two subjects and calculate CV.
5. Representation of median and mode with imaginary figures in graph.

Books for reference:

1. S P Gupta: Statistical Methods
2. D N Elhance: Fundamentals of Statistics
3. Sanchethi and Kapoor: Statistics
4. R S N Pillai and Bhagavathi: Statistics
5. S Jayashankar: Quantitative techniques for management
6. N V R Naidu: Operation research I.K. International publishers
7. S C Guptha: Business Statistics, HPH

Note: Latest edition of text books may be used.

Name of the Programme: Bachelor of Business Administration (BBA) Course code: Major 2.4 Name of the Course: Marketing Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Course Outcomes: on successful completion of the course, the students will demonstrate a) Understand the concepts and functions of marketing. b) Analyze marketing environment impacting the business. c) Segment the market and understand the consumer behavior. d) Describe the 7 P's of marketing and also strategies of marketing mix.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MARKETING		12
Meaning and definitions, concepts of marketing, Approaches to Marketing, functions and importance of marketing, Selling v/s Marketing. Meaning and Features – Societal Marketing, Relationship Marketing, Brand Marketing, Sustainable Marketing. Types of Markets and Types of Market Demand. Marketing Management- meaning and definition. Recent trends in marketing- Meaning and Features- E-business, Tele-marketing, M-business, Green Marketing, Relationship Marketing, concepts Marketing, Digital Marketing, Rural Marketing, Social Media Marketing and E- Tailing.		
Module No. 2: MARKETING ENVIRONMENT		08
Meaning and definition, Micro Environment- The Company, Suppliers, Marketing Intermediaries, Competitors, Public and Customers. Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio- Cultural Environment		

Module No.3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation, Targeting and Positioning; Consumer Behavior- Types of consumer behavior, Factors Influencing Consumer Behavior; Buying Decision Process. Market Research: Meaning And Process.	
Module No. 4: PRODUCT AND PRICING	14
Meaning, Elements of Marketing Mix (Four P's)-Product, Price, Place, Promotion. Product- Classification of Products, Product Mix, Product Line, Product Life Cycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling. Pricing-Objectives, Factors Influencing Pricing Policy, Pricing Methods, New Product Pricing and Pricing Strategies.	
Module No. 5: PROMOTION AND DISTRIBUTION	12
Place- Physical Distribution-Meaning, Factors Affecting Channel Selection, Types of Marketing Channels, Levels of Channels, B2B, B2C, C2C Channels. Promotion-Meaning and Significance, Promotion Mix Elements-Advertising, Publicity, Personal Selling, Sales Promotion, Public Relations. Extended Marketing Mix-Meaning and Elements-People, Process, Physical Evidence and Performance.	
Skill Development Activities: 1) Construct a matrix of marketing mix of any three companies. 2) Two cases on the above syllabus should be analyzed and recorded in the skill development 3) Design a logo and tagline for a product of your choice 4) Develop and advertisement copy for a product 5) Prepare chart for distribution network for different products.	

Books for References:

- 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 Managemen

Note: Latest edition of text books may be used.

PATTERN OF QUESTION PAPER

INTERNAL ASSESSMENT TEST

TIME: 1 HOUR

MARKS: 20

PART-A

Answer any Two of the following. Each question carries 5 Marks. (2x5=10)

1. -----

2. -----

3. -----

PART – B

Answer the following question. (1x10=10)

4.-----

PATTERN OF QUESTION PAPER

Time: 3 Hours

Max. Marks: 80

PART-A

Answer any Four of the following. Each question carries 5 Marks. (4x5=20)

1.-----

2.-----

3. -----

4. -----

5.-----

6.-----

PART – B

Answer any Three of the following. Each question carries 10 Marks. (3x10=30)

7.-----

8.-----

9. -----

10. -----

11. -----

PART – C

Answer any Two of the following. Each question carries 15 Marks. (2x15=30)

12.-----

13. -----

14. -----

PATTERN OF QUESTION PAPER

B. Com / BBA / COC

Time: 3 Hours

Max. Marks: 80

PART-A

Answer any Four of the following. Each question carries 5 Marks.

(4x5=20)

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

PART – B

Answer any Three of the following. Each question carries 10 Marks.

(3x10=30)

7.-----

8.-----

9. -----

10. -----

11. -----

PART – C

Answer any Two of the following. Each question carries 15 Marks.

(2x15=30)

12.-----

13. -----

14. -----

PATTERN OF QUESTION PAPER

B. Com

Time: 3 Hours

Max. Marks: 80

PART-A

Answer any Four of the following. Each question carries 5 Marks. (4x5=20)

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

PART – B

Answer any Three of the following. Each question carries 10 Marks. (3x10=30)

- 7.-----
- 8.-----
9. -----
10. -----

11. -----

PART – C

Answer any Two of the following. Each question carries 15 Marks. (2x15=30)

12.-----

13. -----

14. -----

PATTERN OF QUESTION PAPER

BBA

Time: 3 Hours

Max. Marks: 80

PART-A

Answer any Four of the following. Each question carries 5 Marks. (4x5=20)

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

PART – B

Answer any Three of the following. Each question carries 10 Marks. (3x10=30)

- 7.-----
- 8.-----
9. -----
10. -----
11. -----

PART – C

Answer any Two of the following. Each question carries 15 Marks. (2x15=30)

- 12.-----
13. -----

14. -----

PATTERN OF QUESTION PAPER

COC

Time: 3 Hours

Max. Marks: 80

PART-A

Answer any Four of the following. Each question carries 5 Marks. (4x5=20)

1.-----

2.-----

3.-----

4.-----

5.-----

6.-----

PART – B

Answer any Three of the following. Each question carries 10 Marks.

(3x10=30)

7.-----

8.-----

9. -----

10. -----

11. -----

PART – C

Answer any Two of the following. Each question carries 15 Marks.

(2x15=30)

12.-----

13. -----

14. -----