



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

**BBA DEGREE SYLLABUS  
I SEMESTER & II SEMESTER**

**NEP 2020**

**IMPLEMENTED FROM THE ACADEMIC YEAR 2021-22**

**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 2021-22**

### **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
	<b>Continuous Internal Evaluation (CIE)</b>	
A	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B	Internal Assessment Tests (IAT)	20 Marks
	<b>Total of CIE (A+B)</b>	<b>40 Marks</b>
C	Semester End Examination (SEE)	60 Marks
	<b>Total of CIE and SEE (A + B + C)</b>	<b>100 Marks</b>

### 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/Case lets/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. 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 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	Actual	Scale down to	
20	10	20	10	50	30	
Lab Practical Test		Lab Practical Test		Lab Practical Exam		
Actual	Scale down to	Actual	Scale down to	Actual	Scale down to	
20	10	20	10	40	20	
Viva-Voce		Skill Development Record				
05		05				

### Standard Format for Internal Assessment Test

Course Code:

Name of the Course:

Duration: 1Hour

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.

(2x 5 = 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: 1Hour**

**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 course 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: 3 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: 2hrs**

**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. ....
8. ....

OR

### 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	2+1+0	4	60	40	100	3
2	Lang 1.2	Language - II.	AECC	2+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	4+0+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*	OEC	3+0+0	3	50	50	100	3

		D. Corporate Administration* (Students can choose any one)							
	<b>Sub-Total (A)</b>				<b>25</b>	<b>400</b>	<b>300</b>	<b>700</b>	<b>23</b>
	<b>II SEMESTER BBA</b>								
9	Lang 2.1	Language –I	AECC	2+1+0	4	60	40	100	3
10	Lang 2.2	Language –II	AECC	2+1+0	4	60	40	100	3
11	BBA 2.1	Financial Accounting and Reporting	DSC	4+0+0	4	60	40	100	4
12	BBA 2.2	Human resource Management	DSC	4+0+0	4	60	40	100	4
13	BBA 2.3	Business Environment /Business Mathematics	DSC	4+0+0	4	60	40	100	4
14	BBA 2.4	Health Wellness/Social and emotional Learning	SEC-VB	1+0+2	2	-	100	100	2
15	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)	OECC	3+0+0	3	50	50	100	3
	<b>Sub-Total (B)</b>				<b>28</b>	<b>380</b>	<b>370</b>	<b>750</b>	<b>25</b>

**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\*\*

### **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.

# I SEMESTER

<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA1.1</p> <p align="center"><b>Name of the Course:</b> Management Principles &amp; Practice</p>
<p><b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies &amp; field Work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will demonstrate</b></p> <ol style="list-style-type: none"> <li>The ability to understand concepts of business management, principles and function of management.</li> <li>The ability to explain the process of planning and decision making.</li> <li>The ability to create organization structures based on authority, task and responsibilities.</li> <li>The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.</li> <li>The ability to understand the requirement of good control system and control techniques.</li> </ol>
<p><b>Module No.1: Introduction to Management</b></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><b>Module No.2: Planning and Decision Making</b></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><b>Module No.3: Organizing and Staffing</b></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><b>Module No.4: Directing and Communicating</b></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, Mc.Gregor'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><b>Module No.5: Coordinating and Controlling</b></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><b>Module No.6: Business Social Responsibility and Managerial Ethics</b></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><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p><b>Course Code:</b> BBA1.2</p> <p><b>Name of the Course:</b> Fundamentals of Business Accounting</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field Work etc.,</p>
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to</p> <ol style="list-style-type: none"> <li>Understand the theoretical framework of accounting as well as accounting standards.</li> <li>Demonstrate the preparation of financial statement of manufacturing and non-manufacturing entities of sole proprietors</li> <li>Exercise the accounting treatments for consignment transactions &amp; events in the books of consignor and consignee</li> <li>Understand the accounting treatment for Nonprofit organizations</li> <li>Exercise the accounting treatments for Joint Venture transactions</li> </ol>
<p><b>Module No.1: Theoretical Framework of Accounting</b></p> <p>Meaning and Definitions, functions, Objectives. Advantages and limitations of accounting. Users of accounting. Branches of accounting. Accounting Cycle. Accounting Concepts and Conventions. Accounting information system. Some Basic Terms–Asset, Liability, Capital Expenditure &amp; Expense, Income, Revenue, Gain, Profit, Surplus, Loss. Emerging trends in accounting. Accounting Standards: Meaning, benefits, an overview of Ind-AS.</p>
<p><b>Module No.2: Financial Statements of Sole Proprietors</b></p> <p>Introduction-Meaning of Sole Proprietor-Financial Statements of Non-Manufacturing Entities: Trading Account-Income Statement/ Profit &amp; Loss Account-Balance Sheet; Financial Statements of Manufacturing Entities: Manufacturing Account-Trading Account- Profit &amp; Loss Accounts-Balance Sheet.</p>
<p><b>Module No.3: Accounting for Non-Profit Organizations</b></p> <p>Treatment of Capital and Revenue items- Receipts and Payments Account v/s Income and Expenditure Account. Preparation of Income and Expenditure Account and Balance sheet.</p>
<p><b>Module No.4: Consignment Accounts</b></p> <p>Introduction-Meaning of Consignment-Consignment vs Sales-Pro-forma Invoice-Accounts Sales-Types Commission-Accounting for Consignment Transactions &amp; Events in the books of Consignor and Consignee-Treatment of Normal &amp; Abnormal Loss. - Valuation of Closing Stock-Goods sent at Cost Price and Invoice Price.</p>
<p><b>Module No.5: Joint Venture</b></p> <p>Meaning, features, distinction between Joint venture and Partnership firm, methods of recording, problems on joint bank method only</p>

**Skill Developments Activities**

1. Collect Annual Reports of sole proprietors and identify accounting concepts and conventions followed in the preparation of the annual report.
2. Collect Annual Reports of sole proprietors and identify the different components.
3. Preparation of Proforma invoice and accounts sales with imaginary figures.
4. Collect information regarding emerging trends in accounting.
5. Preparation of correct trail balance from the given wrong trail balance

**Text Books:**

1. Advanced Accounting; Gupta, R.L and Radhaswamy, M: Sultan Chand and Sons, New Delhi.
2. Advanced Accounts; Shukla. M.C., Grewal T.S., and Gupta,S.C.: S. Chand & Co. New Delhi.
3. Higher Sciences of Accountancy: Agarwala A.N., AgarwalaK.N.: Kitab Mahal, Allahabad.
4. Financial Accounts, Mishra A.K.: Sahitya Bhawan Publishers and Distributers
5. Financial Accounting-B.S.Raman

<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA 1.3</p> <p align="center"><b>Name of the Course:</b> Marketing Management</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will demonstrate</b></p> <ol style="list-style-type: none"> <li>Understand the concepts and functions of marketing.</li> <li>Analyze marketing environment impacting the business.</li> <li>Segment the market and understand the consumer behavior</li> <li>Describe the 4 p's of marketing and also strategize marketing mix</li> <li>Describe 7 p's of service marketing mix.</li> </ol>
<p><b>Module No. 1: Introduction to Marketing</b></p>
<p>Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. <b>Recent trends in Marketing</b>-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).</p>
<p><b>Module No. 2: Marketing Environment</b></p>
<p><b>Micro Environment</b> – The company, suppliers, marketing intermediaries' competitors, public and customers; <b>Macro Environment</b>- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.</p>
<p><b>Module No. 3: Market Segmentation and Consumer Behaviour</b></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><b>Module No. 4: Marketing Mix</b></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><b>Module No. 5: Services Marketing</b></p>
<p>Meaning and definition of services, difference between goods and services, features of services, seven Ps of services marketing (concepts only).</p>
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>Two cases on the above syllabus should be analyzed and recorded in the skill development</li> <li>Design a logo and tagline for a product of your choice</li> <li>Develop an advertisement copy for a product.</li> <li>Prepare a chart for distribution network for different products.</li> </ol>

**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"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA1.4</p> <p align="center"><b>Name of the Course:</b> Digital Fluency (SEC-SB)</p>
<p><b>Pedagogy:</b> Class rooms lecture, Case studies, Group discussion, Seminar &amp; field work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will demonstrate</b></p> <ol style="list-style-type: none"> <li>To import computer skills and knowledge for commerce students.</li> <li>Provide insights on Microsoft office tools.</li> <li>To inculcate presentation skills</li> <li>To acquire knowledge on internet.</li> </ol>
<p><b>Module No.1: introduction to computers</b></p> <p>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</p>
<p><b>ModuleNo.2: Overview of Emerging Technologies:</b></p> <ol style="list-style-type: none"> <li>Artificial Intelligence- Artificial intelligence in use, Methods and goals in AI</li> <li>Database Management for data science big data Analytics,</li> <li>Internet protocols, modes of connecting internet -Video presentation devices</li> <li>Cyber security and types of cyber attack</li> </ol>
<p><b>Module No. 3 Application of emerging technologies</b></p> <ol style="list-style-type: none"> <li>Communication technologies</li> <li>Office productivity,</li> <li>Record keeping and retrieval,</li> <li>Internet and search,</li> <li>Decentralised work and cloud computing.</li> </ol>
<p><b>Module No.4: Building essential skills beyond technology</b></p> <ol style="list-style-type: none"> <li>Effective communication skills</li> <li>Creative problem solving &amp;critical thinking</li> <li>Collaboration and team work skills</li> <li>Innovation &amp;design thinking</li> <li>Use of tools in enhancing skills</li> </ol>
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>Draft a specimen of computer.</li> <li>Describe the MS-office tools.</li> <li>Write a report on presentation skills.</li> <li>List out the different types of software's.</li> <li>Write report on internet.</li> </ol>
<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>Introduction to Information Technology: Rajaraman, PHI</li> <li>Fundamentals of Computers 4/E: Rajaraman, PHI</li> <li>Fundamentals of Computers: P. Mohan, Himalaya</li> <li>Information Technology: Dennis P. Curtin, McGraw Hill International</li> </ol>

# Open Elective Course

<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA1.5</p> <p align="center"><b>Name of the Course:</b> Business Organization and Management</p>
<p><b>Pedagogy:</b> Class rooms lecture, Case studies, Group discussion, Seminar &amp; fieldwork etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will be able to</b></p> <ol style="list-style-type: none"> <li>An ability to describe the different forms of organizations</li> <li>An understanding of the basic concepts of management</li> <li>An understanding of functions of management.</li> <li>Compare and choose the different types of motivation factors and leadership styles.</li> <li>Choose the best controlling techniques for better productivity of an organisation.</li> </ol>
<p><b>Module No.1: Business Organization</b></p> <p>Business Organisation: Forms of Business Organisation: Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.</p>
<p><b>Module No.2: Management</b></p> <p>Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management.</p>
<p><b>Module No.3: Planning and Organizing</b></p> <p>Introduction-Meaning-Nature-Purpose- Types of plans Planning process; Strategic planning: Concept-Process-Importance and Limitations. Organizing- Introduction-Meaning-Concept and Process of Organization.</p>
<p><b>Module No.4: Staffing and Leading</b></p> <p><b>Staffing:</b> Introduction, Concept of Staffing- Staffing Process; <b>Motivation:</b> Concept-Importance-extrinsic and intrinsic motivation-Major Motivation theories: Maslow's Need-Hierarchy Theory-Hertzberg's Two-factor Theory-Vroom's Expectation Theory; <b>Leadership:</b> Concept- Importance, leadership styles <b>Communication:</b> Concept-purpose-process-Oral and written communication- Formal and informal communication networks-Barrier to communication-Overcoming barriers to communication.</p>
<p><b>Module No.5: Controlling and Coordination</b></p> <p><b>Control:</b> Concept-Process-Limitations-Principles of Effective Control- <b>Major Techniques of control-</b> Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM, Emerging issues in Management; <b>Coordination:</b> Meaning-Nature-Importance-Principles of Coordination.</p>
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>Preparation of partnership deed</li> <li>Draw a business tree</li> <li>Make a list of 10 PSUs</li> <li>Visit any business organization and collect the information on types of planning adopted by them.</li> <li>Analyse the leadership styles of any select five companies of different sectors.</li> <li>Visit any manufacturing firm and identify the controlling system followed.</li> </ol>

### **Text Books**

1. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10<sup>th</sup> Edition.
2. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6<sup>th</sup> Edition.
3. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7<sup>th</sup> Edition.
4. B.P. Singh and A.K. Singh (2002), Essentials of Management, Excel Books.
5. PC Tripathi & PN Reddy (2005), Principles of Management, TM H Publications, 3<sup>rd</sup> Edition.
6. Koontz Harold (2004), Essentials of Management, Tata McGraw Hill.
7. CB. Gupta- Business Organisation and Management, Sultan Chand & Sons.
8. Dr.S.C.Saxena- Business Administration & Management, Sahitya Bhawan.

**Note: Latest edition of textbooks may be used.**

<p><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p><b>Course Code:</b> BBA1.5</p> <p><b>Name of the Course:</b> Office Organization and Management</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field Work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will be able to</b></p> <ol style="list-style-type: none"> <li>Understand the primary and administrative functions of office.</li> <li>Understand the essentials of good filing system</li> <li>Exercise the centralization of mail handling work</li> <li>Understand the importance of office forms, advantages of using forms</li> <li>Understand the Annual, revised and estimated office budget</li> </ol>
<p><b>ModuleNo.1: Office and Office Management:</b></p> <p>Meaning of office. Functions of office – primary and administrative management functions, importance of office. office manager - essential qualifications., qualities and duties.</p>
<p><b>ModuleNo.2: Filing and Indexing:</b></p> <p>Filing - Meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, methods of filing and filing equipment, weeding of old records, Indexing - Meaning and need for indexing, various types of indexing.</p>
<p><b>ModuleNo.3: Mailing Procedures &amp; Office Forms:</b></p> <p>Mailing Procedures – meaning and importance of mail, centralization of mail handling work, its advantages, room equipment and accessories, sorting tables and rack, letter opener, time and date stamps, postal franking machine, addressing machine, mailing scales, mailing through post, courier, email, appending files with email. Inward and outward mail – receiving, sorting, opening, recording, making, distributing, folding of letters sent, maintenance of peon book, dispatching, courier services, central receipt and dispatch.</p>
<p><b>ModuleNo.4: Office Forms and Stationeries:</b></p> <p>Office forms - introduction, meaning, importance of forms, advantages of using forms, disadvantages of using forms, type of forms, factors affecting forms design, principles of form design, form control. Office stationeries- Introduction, Types of stationeries used in office, importance of managing Stationeries, selection of stationery, essential requirements for a good system of dealing with stationery, purchasing principles, purchase procedure, standardisation of stationery. meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization.</p>
<p><b>ModuleNo.5: Office Budget:</b></p> <p>Budget - Annual, revised and estimated. Recurring and non-recurring heads of expenditure. <b>Audit:</b> Audit process- Vouching, verification and valuation (in brief). Consumables/ Stock register and Asset register. Procedure for disposal of records and assets.</p>
<p><b>Skill Developments Activities</b></p> <ol style="list-style-type: none"> <li>1. Collect the information of centralized vs. decentralized filing</li> <li>2. Collect the details of various types of indexing.</li> <li>3. Prepare a Mailing Procedures table</li> <li>4. Factors determining office mechanization</li> <li>5. Prepare a Annual revised and estimated office budget</li> </ol>

**Text Books**

1. Office Management: V. Balachandran, TATA Mcgraw-Hill education-2009
2. Office Management-R.S. N PILLAI S. CHAND PUBLISHING 2008

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

<p align="center"><b>Name of the Program:</b> Bachelor of Commerce (B.Com.)</p> <p align="center"><b>Course Code:</b> B.Com1.5</p> <p align="center"><b>Name of the Course:</b> Corporate Administration</p>
<b>Pedagogy:</b> Class rooms lecture, Case studies, Group discussion, Seminar & fieldwork etc.,
<p><b>Course Outcomes: On successful completion of the course, the students will be able to</b></p> <ol style="list-style-type: none"> <li>Understand the framework of Companies Act of 2013 and different kind of companies.</li> <li>Identify the stages and documents involved in the formation of companies in India.</li> <li>Analyze the role, responsibilities and functions of Key management Personnel in Corporate Administration.</li> <li>Examine the procedure involved in the corporate meeting and the role of company secretary in the meeting.</li> <li>Evaluate the role of liquidator in the process of winding up of the company.</li> </ol>
<b>ModuleNo.1: Introduction to Company</b>
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.
<b>ModuleNo.2: Formation of Companies</b>
Introduction - Promotion Stage - Incorporation Stage- Subscription Stage -Business Commencement Stage. Documents of Companies-Memorandum of Association, Articles of Association & Prospectus.
<b>ModuleNo.3: Company Administration</b>
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.
<b>ModuleNo.4: Corporate Meetings</b>
Introduction - Corporate meetings: types - Importance-Essentials of valid Meeting.
<b>Module No.5: Winding Up</b>
Introduction–Meaning–Modes of Winding up–Consequence of Winding up–Official Liquidator–Powers & Duties.
<p><b>Skill Development Activities</b></p> <ol style="list-style-type: none"> <li>1. Collect the Companies Act 2013 from the Ministry of Corporate Affairs website and Prepare the highlights of the same.</li> <li>2. Visit any Registrar of the Companies; find out the procedure involved in the formation of the companies.</li> <li>3. Visit any Company and discuss with Directors of the same on role and responsibilities and prepare report on the same.</li> <li>4. Collect the copy of notice of the Meeting and Resolutions, Prepare the dummy copy of Notice and resolutions.</li> <li>5. Contact any official liquidator of an organization and discuss the procedure involved on the same and prepare report.</li> </ol> <p>Any other activities, which are relevant to the course.</p>

**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

<p><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p><b>Course Code:</b> BBA.2.1</p> <p><b>Name of the Course:</b> Financial Accounting and Reporting</p>
<p><b>Pedagogy:</b> Class rooms lecture, Case studies, Tutorial classes, Group discussion, Seminar &amp; Field work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will be able to</b></p> <ol style="list-style-type: none"> <li>Understand the accounting treatment for royalty transactions &amp; articulate the Royalty agreements.</li> <li>Learn various methods of accounting for hire purchase transactions.</li> <li>Learn various methods of accounting for instalment purchase transactions</li> <li>Deal with the inter-departmental transfers and their accounting treatment.</li> <li>Demonstrate various accounting treatments for dependent &amp; independent branches.</li> </ol>
<p><b>Module No.1: Royalty Accounts</b></p>
<p>Introduction- Meaning- Types of Royalty- Technical Terms: Lessee, Lessor, Minimum Rent- Short Workings- Recoupment of Short Working Accounting Treatment in the books of Lessee and lessor- Journal Entries and Ledger Accounts including minimum rent account.</p>
<p><b>Module No.2: Hire Purchase Accounting</b></p>
<p>Introduction- Meaning of hire purchase- difference between hire purchase and instalment- Nature- features- terms used- Ascertainment of Interest- Accounting for hire purchase transactions- Repossession.</p>
<p><b>Module No.3: Instalment Purchase Accounting</b></p>
<p>Introduction- Meaning and features of instalment purchase difference between hire purchase and Sales- Ascertainment of Interest- Accounting for instalment purchase transactions.</p>
<p><b>Module No.4: Departmental Accounts</b></p>
<p>Introduction- meaning- advantages and disadvantages- methods of departmental accounting- basis of allocation of common expenditure among different departments- types of departments- Inter-department transfer and its treatment.</p>
<p><b>Module No.5: Accounting for Branches</b></p>
<p>Introduction- difference between branch accounts and departmental accounts- types of branches- Accounting for dependent &amp; independent branches; Foreign branches Accounts for foreign branches- Techniques for foreign currency translation. (Theory only).</p>
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>Collect Royalty Agreements and draft dummy royalty agreements with imaginary figures</li> <li>Collect hire purchase agreements and draft dummy hire purchase agreements with imaginary figures.</li> <li>Identify the common expenditures of an organization among various departments.</li> <li>Collect the procedure and documentations involved in the establishment of various branches.</li> <li>Any other activities, which are relevant to the course.</li> </ol>

**Text Books**

1. ICAI Study Material on Principles & Practice of Accounting, Accounting and Advanced Accounting.
2. S.N. Maheshwari, and. S. K. Maheshwari -Financial Accounting.
3. Deepak Sehgal- Financial Accounting.
4. Bhushan Kumar Goyal and HN Tiwari- Financial Accounting.
5. Goldwin, Alderman and Sanyal- Financial Accounting.
6. Tulsian P.C- Financial Accounting.
7. B.S.Raman-Financial Accounting.

**Note: Latest edition of text books may be used.**

<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA2.2</p> <p align="center"><b>Name of the Course:</b> Human Resource Management</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &amp;field Work etc.,</p>
<p><b>Course Out comes: On successful completion of the course, the students will be able to demonstrate.</b></p> <ul style="list-style-type: none"> <li>a) Ability to describe the role and responsibility y of Human resources management functions on business</li> <li>b) Ability to describe HRP, Recruitment and Selection process</li> <li>c) Ability to describe to induction, training, and compensation aspects.</li> <li>d) Ability to explain performance appraisal and its process.</li> <li>e) Ability to demonstrate Employee Engagement and Psychological Contract.</li> </ul>
<p><b>ModuleNo.1: Introduction to Human Resource Management</b></p> <p>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.</p>
<p><b>ModuleNo.2: Human Resource Planning, Recruitment &amp;Selection</b></p> <p><b>Human Resource Planning:</b> Meaning and Importance of Human Resource Planning, Process of HRP. <b>HR Demand Forecasting</b>–Meaning and Techniques (Meanings Only) and HR supply forecasting. <b>Succession Planning</b>–Meaning and Features <b>Job Analysis:</b> Meaning and Uses of Job Analysis, Process of Job Analysis–Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) <b>Recruitment</b>–Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment. <b>Selection</b>–Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification–Meaning and Features.</p>
<p><b>ModuleNo.3: Induction, Training and Compensation</b></p> <p><b>Induction:</b> Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. <b>Training:</b> Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. <b>Compensation:</b> Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.</p>
<p><b>ModuleNo.4: Performance Appraisal, Promotion &amp;Transfers</b></p> <p><b>Performance appraisal:</b> Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal <b>Promotion:</b> Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion. <b>Transfer:</b> Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing.</p>

## **ModuleNo.5: Maintenance and Employee Engagement**

**Maintenance:** Employee health and safety; employee welfare; social security; Employer–Employee relations– an overview; grievance–handling and redressal; Industrial Disputes: causes and settlement machinery.

**Employee Engagement (EE):** Meaning and Types of EE, Drivers of Engagement–Measurement of EE, Benefits of EE.

### **Skill Developments Activities**

1. Preparation of Job Descriptions and Job specifications for a Job profile
2. Choose any MNC and present your observations on training program
3. Develop a format for performance appraisal of an employee.
4. Discussion of any two Employee Engagement models.
5. Discuss Methods of Training and Development.

### **Textbooks**

1. Aswathappa, Human Resource Management,.
2. Mc Graw Hill Edwin Flippo, Personnel Management,
3. McGraw Hill C.B.Mamoria, Personnel Management, HPH
4. Subba Rao, Personnel and Human Resources Management, HPH
5. Reddy & Appanniah, Human Resource Management, HPH
6. Madhurimalal, Human Resource Management, HPH

**Note: Latest edition of text books may be used.**



<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA 2.3</p> <p align="center"><b>Name of the Course:</b> Business Environment</p>
<b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies.
<p><b>Course Outcomes: On successful completion Student will demonstrate</b></p> <ol style="list-style-type: none"> <li>1. An Understanding of components of business environment.</li> <li>2. Ability to analyze the environmental factors influencing business organization.</li> <li>3. Ability to analyze the impact of economic environmental factors on business.</li> <li>4. Ability to explain the impact of fiscal policy and monetary policy on business.</li> <li>5. Ability to analyze the impact of technological and natural environmental factors on business.</li> </ol>
<b>ModuleNo.1: Introduction Business Environment</b>
<p>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, and Competitive structure analysis of Business.</p>
<b>Module No.2: Economic Environment and Global Environment</b>
<p>An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment.</p> <p><b>Globalization of business;</b> 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..</p>
<b>ModuleNo.3: Government and Legal Environment</b>
<p><b>Government Functions</b> 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. <b>Legal environment</b>-Various laws affecting Indian businesses.</p>
<b>ModuleNo.4: Technological and Natural Environment</b>
<p>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.</p>
<b>ModuleNo.5: Emerging Trends in Business</b>
<p>Network Marketing– Franchising– Business Process Management (BPM), Knowledge Process management (KPO), E-Business, M-Commerce.</p>

### **Skill Developments Activities**

1. Visit an organization and collect information about business environment of that.
2. List out key features of recent Monetary policy published by RBI impacting business.
3. Give your observation as to how technology has helped society.
4. Draft five forces Model for Imaginary business.
5. Identify the benefits of digital transformation in India.

### **Text Books**

1. Dr.KAshwatappa: Essentials Of Business Environment
2. Sundaram&Black: The International Business Environment ;PrenticeHall
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"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA 2.3</p> <p align="center"><b>Name of the Course:</b> Business Mathematics</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field Work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will demonstrate</b></p> <ol style="list-style-type: none"> <li>The Understanding of the basic concepts of business Mathematics and apply them to create solve and interpret application problems in business</li> <li>Ability to solve problems on various types of equation.</li> <li>Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.</li> <li>Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply the min day-to-day life.</li> <li>Ability to solve problems on Arithmetic progression, Geometric progression and Construct logical application of these concepts.</li> </ol>
<p><b>ModuleNo.1: NUMBER SYSTEM</b></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><b>ModuleNo.2: THEORY OF EQUATIONS</b></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 (<math>ax^2+bx+c=0</math> form only). Simple problems.</p>
<p><b>ModuleNo.3: INDICIES, MATRICES AND DETERMINANTS LOGARITHMS</b></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. 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><b>ModuleNo.4: COMMERCIAL ARITHMETIC</b></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><b>ModuleNo.5: PROGRESSIONS</b></p>
<p>PROGRESSIONS: Arithmetic Progression- Finding the ‘nth’ term of AP and Sum to nth term Of AP. Insertion of Arithmetic Mean Geometric Progression–Finding the ‘nth’ term of GP and sum to ‘nth’ term of GP and insertion of Geometric Mean.</p>

### **Skill Developments Activities**

1. Develop an Amortization Table for Loan Amount–EMI Calculation.
2. Application of Matrix in Business Problems.
3. Application Problem on Arithmetic Progression & Geometric Progression.
4. Visit any Commercial Bank in your area and collect the information about types of loans and the rates of interest on loans.
5. Any other activities relating to subject.

### **Text Books**

1. Saha: Mathematics for Cost Accountants, Central Publishers
2. R. G. Saha and Others–Methods and Techniques for Business Decisions, VBH
3. Dr.Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand
4. Zamarudeen: Business Mathematics, Vikas
5. R. S Bhardwaj: Mathematics for Economics and Business
6. Madappa, mahadi Hassan, M. Iqbal Taiyab –Business Mathematics, Subhash
7. G. R. Veena and Seema: Business Mathematics and Statistics I. K. Intl Publishers

**Note: Latest edition of text books may be used.**

# Open Elective Course

<p align="center"><b>Name of the Program:</b> Bachelor Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA.2.6(OEC)</p> <p align="center"><b>Name of the Course:</b> People Management</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies.</p>
<p><b>Course outcome: On successful completion of the course, student will demonstrate:</b></p> <ol style="list-style-type: none"> <li>1. Ability to examine the difference between People Management with Human resource Management</li> <li>2. Ability to explain the need for and importance of People Management.</li> <li>3. Ability to explain role of manager in different stages of performance management process.</li> <li>4. Ability to list modern methods of performance and task assessment.</li> <li>5. Ability to analyse the factors influencing the work life balance of a working individual.</li> </ol>
<p><b>ModuleNo.1: Introduction to People Management</b></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><b>ModuleNo.2: Getting Work Done and Assessment and Evaluation</b></p> <p>Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.</p> <p><b>Performance Management:</b> 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><b>ModuleNo.3: Building Peer Networks and Essentials of Communication</b></p> <p><b>Building Peer Networks:</b> Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peernetworkinganddifferenttypesofpeoplenetworkingintheworkplace.</p> <p><b>Essentials of Communication:</b> 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><b>ModuleNo.4: Motivation</b></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><b>ModuleNo.5: Managing Self at Work place</b></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**

<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA2.6(OEC)</p> <p align="center"><b>Name of the Course:</b> Retail Management</p>
<p><b>Pedagogy:</b> Class room's lecture, tutorials, Group discussion, Seminar, Case studies.</p>
<p><b>Course Outcomes: On successful completion Student will demonstrate;</b></p> <ol style="list-style-type: none"> <li>An understanding of the types and forms of Retail business.</li> <li>Ability to examine Consumer Behavior in various environment.</li> <li>Ability to analyze various Retail operations and evaluate them.</li> <li>Ability to analyze various marketing mix elements in retail operations.</li> <li>An understanding of Information Technology in retail business.</li> </ol>
<p><b>ModuleNo.1: Introduction to Retail Business</b></p> <p>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.</p>
<p><b>ModuleNo.2: Consumer Behaviour in Retail Business</b></p> <p>Buying decision process and its implication on retailing–Influence of group and individual factors, Customer shopping behavior, Customer service and customer satisfaction.</p>
<p><b>ModuleNo.3: Retail Operations</b></p> <p>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.</p>
<p><b>ModuleNo.4: Retail Marketing Mix</b></p> <p>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.</p>
<p><b>ModuleNo.5: Information Technology in Retailing</b></p> <p>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.</p>

### **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"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA (OEC)</p> <p align="center"><b>Name of the Course:</b> Event Management</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field Work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will demonstrate:</b></p> <ol style="list-style-type: none"> <li>An understanding of the types, analysis of the event.</li> <li>An ability to describe the event management procedures.</li> <li>To know about different types of corporate events</li> <li>Learn in details about conduct of an event.</li> <li>To acquire knowledge about corporate events.</li> </ol>
<p><b>ModuleNo.1: Introduction to Event Management</b></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><b>ModuleNo.2: Event Management Procedure</b></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><b>Module No.3: Conduct of an Event</b></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><b>Module No. 4: Public Relations (PR):</b></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><b>Module No 5: Corporate Events</b></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><b>Skill Developments Activities</b></p> <ol style="list-style-type: none"> <li>Collect information about holding an event.</li> <li>Write a report on event planning.</li> <li>Visit any caterers and write a report on Catering services in an event.</li> <li>Narrate any case regarding phonography performance license.</li> <li>List out the types of corporate events.</li> </ol>

**Text Books**

1. Event Entertainment and Production – Author: Mark Sonderm CSEP Publisher: Wiley & amp; Sons, Inc.
2. Ghouse Basha – Advertising & amp; Media Mgt
3. Anne Stephen-Event Management
4. K.Venkataramana, Event Management, SHBP

**Note: Latest edition of text books may be used**

<p align="center"><b>Name of the Program:</b> Bachelor of Business Administration (BBA)</p> <p align="center"><b>Course Code:</b> BBA1.5(OEC)</p> <p align="center"><b>Name of the Course:</b> E-Commerce</p>
<p><b>Pedagogy:</b> Class rooms lecture, tutorials, Group discussion, Seminar, Case studies &amp; field Work etc.,</p>
<p><b>Course Outcomes: On successful completion of the course, the students will demonstrate:</b></p> <ol style="list-style-type: none"> <li>Understand the Importance of E-commerce</li> <li>Analyze the Business models</li> <li>Understand the Marketing Strategies.</li> <li>Gain knowledge on electronic payment system</li> <li>Understand the Issues in E- Commerce</li> </ol>
<p><b>ModuleNo.1: Introduction to E-Commerce</b></p> <p>Introduction to E-commerce: meaning &amp; importance, features, benefits, challenges and limitations. Recent trends in E-Commerce.</p>
<p><b>ModuleNo.2: Business Models of E-commerce</b></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><b>ModuleNo.3: Marketing Strategies &amp; E-commerce</b></p> <p>Marketing strategies &amp; e-commerce: website- components, concepts&amp; designing website for E-commerce, internet advertising-models-mobile commerce.</p>
<p><b>ModuleNo.4: Electronic Payment System</b></p> <p>Electronic payment system: online payment systems- prepaid &amp; post-paid payment systems, E-cash, E-cheque, smart card, credit card, biometrics.</p>
<p><b>ModuleNo5: Legal &amp; Ethical Issues in E-commerce</b></p> <p>Legal&amp; ethical issues in E-commerce, security issues in E-commerce, regulatory framework of</p>
<p><b>Skill Developments Activities</b></p> <ol style="list-style-type: none"> <li>Visit any organization and list out the e-payment systems</li> <li>Prepare a report on legal and ethical issues in e-commerce</li> <li>Visit an organization and prepare a report on marketing strategies used in e-commerce.</li> <li>Prepare a report on designing website for E-commerce</li> <li>Any other activity related to syllabus.</li> </ol>
<p><b>Text Books</b></p> <ol style="list-style-type: none"> <li>E-commerce: Kamalesh k bajaj &amp; Debjani Nag.</li> <li>E-business: ICFAI</li> <li>E-commerce: Greenstein, Feinman.</li> <li>Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson.</li> </ol>

5. S. J. Joseph, E-Commerce: an Indian perspective, PHI