



PONDICHERRY UNIVERSITY

**SCHOOL OF MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES**

COURSE STRUCTURE AND SYLLABUS

BBA (Honors)

**PONDICHERRY UNIVERSITY
New Education Policy**

REGULATIONS FOR 2024-25

MAJOR HIGHLIGHTS

1. Multi Disciplinary 4 years UG programmes with award of Hons degrees are proposed.
2. All the students may be considered for award of a Certificate (after 1 year of study), Diploma (after 2 years of study), Degree (after 3 years of study) and Hons (after 4 years of study)
3. Existing CBCS system is replaced with NEP Curriculum framework.
4. All the students are expected to learn Major, Minor disciplinary courses along with Multi-disciplinary subjects, ability enhancement courses, and skill focused vocational courses
5. Course work should focus on learning outcomes expected by NEP.
6. Learning through Internships/Field studies/Community service, etc is embodied in Curriculum.
7. Activity based learning for increased employability skills is the focus of Teaching-Learning process.
8. MOUs with Industry, Natural Institutes for Training.
9. Dual degree programme with Foreign Universities is encouraged.

Eligibility for the UG Programmes

Candidates for admission of UG in Management shall be required to have passed Higher Secondary Examination Conducted by a Valid Board with Mathematics/ Business Studies/Commerce/Accountancy/Economics/Science as one of the subjects of study or an examination accepted as equivalent thereto subject to such conditions as may be prescribed therefore.

Duration of the Programme

The duration of the BBA programme is either for 3 years or for 4 years leading to award of BBA or BBA (Hons) degrees.

A Certificate in Management will be provided after completion of 1 Year (2 Semesters) of study and 4 weeks internship. A Diploma in Management will be given after completing 2 years (4 Semesters) of Study and an Internship. A BBA Degree after completing 3 Years (6 Semesters) of Programme of Study. A 4 year BBA (Hons) Degree after completion₂of 8

Semesters (4 Years) of Programme of Study and a Research Project in final semester.

Students who exit with a UG certificate or UG diploma are permitted to re-enter within three years and complete the degree programme. Students may be permitted to take a break from the study, they are allowed to re-enter the degree programme within 3 years and complete the programme within the stipulated maximum period of seven years.

UG Certificate: Students who opt to exit after completion of the first year and have earned a minimum of 40 credits will be awarded a UG certificate if, in addition, they complete work based vocational course/internship of 4 weeks during the summer vacation of the first year.

UG Diploma: Students who opt to exit after completion of the second year and have earned a minimum of 80 credits will be awarded the UG diploma if, in addition, they complete work based vocational course/internship of 4 weeks during the summer vacation of the second year.

3-year UG Degree: Students who wish to discontinue after the 3- year UG programme will be awarded a UG Degree in the Major discipline after successful completion of three years, earning a minimum of 120 credits and satisfying the minimum credit requirements as mentioned in the table below.

4-year UG Degree (Honours): A four-year UG Honours degree in the major discipline will be awarded to those who complete a four-year degree programme, earning a minimum of 160 credits and have satisfied the credit requirements as mentioned in table below.

4-year UG Degree (Honours with Research): Students who secure a minimum of 7.5 CGPA in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. They should do a research project or dissertation under the guidance of a faculty member of the University. The research project/dissertation will be in the major discipline. The students who secure a minimum of 160 credits, including 12 credits from a research project/dissertation, will be awarded UG Degree (Honours with Research).

Breakup of Credits and Courses:

Every Undergraduate (UG) programme offered by a University shall conform to the Structure specified by the UGC's Framework, 2023. A student of 3 year UG programme is mandated to complete a minimum of 120 credits and the student of 4 year Honors degree shall complete 160 credits.

An UG student shall complete the following courses under different heads as listed below:

1. Major Disciplinary Courses
2. Minor Disciplinary Courses
3. Multi Disciplinary Courses
4. Ability Enhancement Courses
5. Skill Enhancement Courses
6. Value added/Common Courses
7. Internships and Community Service based projects
8. Research Project work for (Honors degree)

NEP Framework has specified the minimum number of credits that a Bachelor student has to earn in $\frac{3}{4}$ year period. Table I specifies the number of credits and number of courses that a 3 year UG student and a 4 year UG (Hons) Degree student is expected to complete in 3 and 4 year duration respectively.

STRUCTURE OF THE UNDERGRADUATE PROGRAMME

Every Integrated Programme offered by the University shall confirm to the structure specified hereunder. A programme must mandate the students to complete 120 credits to complete a basic Bachelor's Degree within first 3 years. With an additional 40 credits of course work one can pursue 4th Year Honours or Honours with Research Degree. The UG Programme will consist of the following categories of courses and the minimum credit requirements for 3-year UG and 4-year UG (Honours) or UG (Honours with Research) programmes are given below.

Table1-Breakup of Credits and Courses-Minimum requirement Outline			
Sl. No.	Component	3Year UG	4 Year UG (Honours/Honours With research)
1	Major Disciplinary /Interdisciplinary Courses	60 Credits (15 Courses of 4 Credits)	80 Credits (20 Courses of 4 credits)
2	Minor Disciplinary/Inter Disciplinary Courses (Vocational Programme Included)	24 Credits (6 Courses of 4 Credits)	32 Credits (8 Courses of 4 credits)
3	Multi-Disciplinary Courses	9 Credits (3 Courses of 3 Credits)	9 Credits (3 courses of 3 credits)
4	Ability Enhancement Courses	12 Credits (4 Courses of 3 Credits)	12 Credits (4 Courses of 3 Credits)
5	Skill Enhancement Course	6 Credits (3 Courses of 2 Credits)	6 Credits (3 Courses of 6 Credits)
6	Value-Added Courses	8 Credits (4 Courses of 2 Credits)	8 Credits (4 Courses of 2 Credits)
7	Summer Internship	(4 Credits-Included in Major Courses of 60 Credits)	(4 credits-Included in Major courses of 80 credits)
8	Community Engagement and Service	2 Credits (1 Course)	2 Credits (1 Course)
9	Research Dissertation Project	-	12 Credits
	Total	121	161

Note: Honours students' not undertaking research will do 3 courses for 12 credits in lieu of a research project/Dissertation.

PATTERN OF EXAMINATION

The End-Semester examination for each course in a Programme of Study shall be conducted for a maximum of 60 marks and Internal Continuous Assessment for 40 marks.

Internal Assessment

Total Internal Assessment mark for a theory subject is 40 marks, which consist of various components such as internal test, assignment, and presentation.

All documents of internal assessments are to be kept by the course faculty and Internal Assessment marks should be uploaded a week before the commencement of end semester examinations.

EVALUATION

Total Marks: 100

All Credit courses are evaluated for 100 marks. Internal Assessment component is for 40 marks and the End Semester University exam is for 60 marks. In case of Project work etc., it is 50:30:20 marks for Internal, Viva-voice presentation and presentation respectively.

Minimum Marks for Pass

Passing Eligibility and classification for the award of the Degree is as per Pondicherry University UG NEP regulations.

End-Semester University Exam:

The department schedules the End-Semester exams for all theory and practical subjects based on University calendar.

A detailed Exam Time Table shall be circulated among the faculty members at least 15 days before the start of exams mostly during 15/16th week of the Semester. Question Papers shall be set based on BOS approved syllabus. All students who have a minimum of 70% attendance are eligible to attend the end-semester exams. The breakup of end semester marks:

a) Theory subjects (Sec A, Sec B and Sec C), Question from all units of syllabus	60 marks
b) Project/Internship Project Work subjects (Based on Presentation/Viva)	50 marks

Consolidation of Marks and passing Minimum

As per NEP Regulations, the passing minimum is 50% marks (IA + End semester put together) However, Pondicherry University considers 40% marks as pass during first 3 years of study and students who secured less than 50 will be awarded 'P' (Pass Grade)

Arrear Exam

A student who failed to secure 40% marks in aggregate is declared as Failed and he/she is eligible to take up supplementary examination by registering to the said course in the following Semester. All other candidates who failed due to shortage of attendance, those who are seeking to improve the grade shall repeat the course.

Letter Grades and Calculation of CGPA

Total Marks Secured by a student in each subject shall be converted into a letter grade. UGC Framework has suggested a Country wide uniform letter grades for all UG courses. The following Table shows the seven letter grades and corresponding meaning and the grade points for calculation of CGPA.

LETTER GRADES AND GRADE POINTS

Performance of students in each paper will be expressed as marks as well as Letter Grades.

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

In case of fractions the marks shall be rounded off to nearest integer. The class interval K will be calculated by the formula given below:

$$K = (X-50)/6$$

Where X is the highest mark secured.

According to K value, one of the following grading schemes will be followed.

(i) If $K \geq 5$, then the grades shall be awarded as given in Table III.

Table III		
Range of Marks in%	Letter Grade Points for	Letter Grade Points for
X to (X-K)+1	O	10
(X-K) to (X-2K)+1	A+	9
(X-2K) to (X-3K)+1	A	8
(X-3K) to (X-4K)+1	B+	7
(X-4K) to (X-5K)+1	B	6
(X-5K) to 50	C	5
40 – 49	P	4
Below 40	F	0
Absent (Lack of Attendance)	Ab	0

If $K < 5$, then the grades shall be awarded as given in Table IV.

Table IV		
Range of Marks in%	Letter Grade Points for	Letter Grade Points for
80-100	O	10
71-79	A+	9
66-70	A	8
61-65	B+	7
56-60	B	6
50-55	C	5
40-49	P	4
Below40	F	0
Absent(lack of attendance)	Ab	0

Calculation of Semester Grade Point average and CGPA:

Semester Grade point Average (SGPA) is calculated by taking a weighted average of all grade points secured by a candidate from all subjects registered by him/her in the given Semester. The weights being the number of credits that each subject carries.

Cumulative Grade Point Average (CGPA) CGPA shall be calculated as the weighted average of credits that course carries and the value of Grade points averaged for all subjects.

Computation of SGPA and CGPA

The following procedure shall be followed to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e. $SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

(i) Example for Computation of SGPA where candidate has not failed in any course.

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3 X 8 = 24
I	Course 2	4	B+	7	4 X 7 = 28
I	Course 3	3	B	6	3 X 6 = 18
I	Course 4	3	O	10	3 X 10 = 30
I	Course 5	3	C	5	3 X 5 = 15
I	Course 6	4	B	6	4 X 6 = 24
		20			139
	SGPA				139/20=6.95

(ii) Example for Computation of SGPA where candidate has failed in one course.

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3 X 8 = 24
I	Course 2	4	B+	7	4 X 7 = 28
I	Course 3	3	B	6	3 X 6 = 18
I	Course 4	3	O	10	3 X 10 = 30
I	Course 5	3	C	5	3 X 5 = 15
I	Course 6	4	F	0	4 X 0 = 00
		20			115
	SGPA				115/20=5.75

(iii) Example for Computation of SGPA where candidate has failed in two courses.

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3 X 8 = 24
I	Course 2	4	B+	7	4 X 7 = 28
I	Course 3	3	F	0	3 X 0 = 00
I	Course 4	3	B	6	3 X 6 = 18
I	Course 5	3	C	5	3 X 5 = 15
I	Course 6	4	F	0	4 X 0 = 00
		20			85
	SGPA				85/20=4.25

The CGPA shall also be calculated in similar way as shown in examples (i), (ii) and (iii) of SGPA for all subjects taken by the students in all the semesters. However, if any student fails more than once in the same subject, then while calculating CGPA, the credit and grade point related to the subject in which the student fails in multiple attempts will be restricted to one time only. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

In case of audit courses offered, the students may be given (P) or (F) grade without any credits. This may be indicated in the mark sheet. Audit courses will not be considered towards the calculation of CGPA.

Grade Card

The University shall issue a Grade card for the students, containing the marks and grades obtained by the student in the previous Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA). The grade card shall list:

- a. The title, semester and course code of the courses taken by the student.
- b. The credits associated with the course.
- c. The marks and grade secured by the student.
- d. The total credits earned by the student in that semester
- e. The SGPA of the student.
- f. The total credits earned by the students till that semester.
- g. The CPGA of the student.

Declaration of Result

Controller of Examinations (COE) of the University shall declare the results of given UG programme following the CGPA secured by students by the end of 6th Semester and 8th Semester.

PASS CLASSES

Range of CGPA	Result
9.0 above	First Class with distinction
6.0 above	First Class
5.0 Below 5.99	Second Class
4.0 - 4.99	Pass Class

BBA (Honors) Course Structure

Semester wise distribution of courses and credits

Course	Subject Code	Title of the Paper	Credits	Teaching Hours
Semester I		20 Credits		
Major Disciplinary course (Compulsory)	BBA101	Principles of Management	4	5
Minor Disciplinary course (Choose anyone)	BBA102-A	Financial Accounting	4	5
	BBA102-B	Macro Economics		
	BBA102-C	Business Environment		
Multi Disciplinary course (Compulsory)	BBA103	Natural Sciences	3	4
AEC I & II	Ability Enhancement Courses I&II English or Indian Language	AEC-1(A) Basic Language and Literature	3	4
		AEC-1(B) Functional Language		
		AEC-1(C) Spoken Communication		
		AEC-2(A) Basic Language and Literature		
		AEC-2(B) Functional Language		

		AEC-2(C)Spoken Communication		
Skill Enhancement Skill (Anyone)	BBA104-A	Career Development Skills	2	4
	BBA104-B	Interpersonal and Team Skills		
	BBA104-C	Interview Skills		
VAC	Value Added Course (Compulsory)	Environmental Education	2	4
		Understanding India	2	4
Total Credits / Hours			20	30 Hours
Course	Subject code	Title of the paper	Credits	Teaching Hours
Semester II		20 Credits		
Major Disciplinary course (Compulsory)	BBA201	Organizational Behaviour	4	5
Minor Disciplinary course (Anyone)	BBA202-A	Business Law	4	5
	BBA202-B	E-Business		
	BBA202-C	Accounting for Managerial Decision		
Multi Disciplinary course (Compulsory)	BBA203	Physical Sciences	3	4
AEC III &IV	Ability Enhancement Courses III &IV English or Indian Language	AEC-3(A)Basic Language and Literature	3	4
		AEC-3(B) Functional Language		
		AEC-3(C) Spoken communication		
		AEC-4(A) Basic Language and Literature		
		AEC-4(B) Functional Language		
		AEC-4(C)Spoken communication		
				12

Skill Enhancement Skill (Anyone)	BBA204-A	Computer Skills for Business	2	4
	BBA204-B	Statistical Skills for Business		
	BBA204-C	Banking Skills		
VAC	Value Added Course III & IV (Compulsory)	Health &Wellness/Yoga Education	2	4
		Digital Technology Education (Theory /Field based)	2	4
Total Credits / Hours			20	30
Course	Subject code	Title of the paper	Credits	Teaching Hours
Semester III		20 Credits		
Major Disciplinary course (Compulsory)	BBA301	Human Resource Management	4	5
	BBA302	Business Economics	4	5
Minor Disciplinary course (Choose Anyone)	BBA303-A	Business Ethics	4	5
	BBA303-B	Business Mathematics		
	BBA303-C	Cost Accounting		
Multi Disciplinary course (Compulsory)	BBA304	Humanities /Social Sciences	3	4
AEC V &VI	Ability Enhancement Courses V&VI English or Indian Language	AEC-5(A) Basic Language and Literature	3	4
		AEC-5(B) Functional Language		
		AEC-5(C) Spoken communication		
		AEC-6(A) Basic Language and Literature		
		AEC-6(B) Functional Language		

		AEC-6(C)Spoken communication		
Skill Enhancement Skill (Anyone)	BBA305-A	Soft Skills for Business	2	4
	BBA305-B	Documentation and Presentation Skills		
	BBA305-C	Selling and Negotiation Skills		
Total Credits/ Hours			20	27
Course	Subject Code	Title of the Paper	Credits	Teaching Hours
Semester IV		21 Credits		
Major Disciplinary course (Compulsory)	BBA401	Marketing Management	4	5
	BBA402	Operations Management	4	5
	BBA403	Financial Management	4	5
Minor Disciplinary course (Choose anyone)	BBA404-A	Micro Finance	4	5
	BBA404-B	Training and Development		
	BBA404-C	Management Information System		
AEC VII & VIII	Ability Enhancement Courses VII&VIII English or Indian Language	AEC-7(A)Basic Language and Literature	3	4
		AEC-7(B) Functional Language		
		AEC-7(C) Spoken communication		
		AEC-8(A) Basic Language and Literature		
		AEC-8(B) Functional Language		
		AEC-8(C)Spoken communication		
Project	BBAP405	Rural Entrepreneurship (Community based Project work)	2	6
Total Credits/ Hours			21	30
Course	Subject Code	Title of the Paper	Credits	Teaching Hours

Semester V		20 Credits		
Major Disciplinary course (Compulsory)	BBA501	Entrepreneurship Development	4	5
	BBA502	Consumer Behaviour	4	5
	BBA503	Industrial Relations Management	4	5
Minor Disciplinary course (Choose anyone)	BBA504-A	Event Management	4	5
	BBA504-B	Tourism Management		
	BBA504-C	Integrated Marketing Communication		
Internship	BBAP505	Industry based Internship	4	6
Total Credits/ Hours			20	26
Course	Subject Code	Title of the paper	Credits	Teaching Hours
Semester VI		20 Credits		
Major Disciplinary course (Compulsory)	BBA601	Research Methodology	4	5
	BBA602	Services Marketing	4	5
	BBA603	Strategic Management	4	5
	BBA604	Banking and Indian Financial System	4	5
Minor Disciplinary course (Choose anyone)	BBA605-A	Hospitality Management	4	5
	BBA605-B	Logistics and Supply Chain Management		
	BBA605-C	Management of BPO		
Total Credits/ Hours			20	25
Course	Subject code	Title of the paper	Credits	Teaching Hours
Semester VII		20 Credits		
Major Disciplinary course (Compulsory)	BBA701	International Business	4	5
	BBA702	Operations Research	4	5
	BBA703	Project Management	4	5
Minor Disciplinary	BBA704-A	Digital Marketing		

course (Anyone)	BBA704-B	Export Management	4	5
	BBA704-C	Security Analysis and Portfolio Management		
Minor Disciplinary course (Choose anyone)	BBA705-A	Insurance Management	4	5
	BBA705-B	Brand Management		
	BBA705-C	Business Taxation		
Total Credits / Hours			20	25
Course	Subject code	Title of the paper	Credits	Teaching Hours
Semester VIII		20 Credits		
Major Disciplinary course (Compulsory)	BBA801	Retail Management	4	5
	BBA802	Quality Management	4	5
Research Project	BBAP803	Research Project (Alternatively)	12	15
OR				
Major Disciplinary course (Compulsory)	BBA803-A	Business Analytics	4*3	5*3
	BBA803-B	Customer Relationship Management		
	BBA803-C	Knowledge Management		
Total Credits / Hours			20	25

Note:

The Skill Enchantment Course in the I, II and III Semester will be done in workshop mode. The students will be continuously assessed. Since these papers are skill development papers there will not be any external examination or evaluation. These three papers will be handled completely internal by the concerned faculty and HOD.

PROGRAM OUTCOMES (POs)

BBA General (Hons) undergraduates will be able to:

PO1 Business Environment and Domain Knowledge: Students are able to improve their knowledge about the fundamentals of business, its functioning and current strategies adopted across industries.

PO2 Critical thinking, Business Analysis, Problem Solving and Innovative Solutions: Students are able to develop skills on analysing the business data, application of relevant

analysis, and problem solving in functional areas such as marketing, finance, operations and human resources.

PO3 Leadership and Teamwork: Students are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

PO4 Inter Cultural Competence and Communication: Students are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology.

PO5 International Exposure and Cross-Cultural Understanding: Students are expected to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

PO6 Social Responsiveness and Ethics: Students are expected to demonstrate awareness of ethical issues, identify the social needs and explore the opportunities for social entrepreneurship.

COURSE MAPPING WITH POs

S.No.	Subject Code	Subject Title	PO1	PO2	PO3	PO4	PO5	PO6
MAJOR DISCIPLINARY COURSE								
1	BBA101	Principles of Management	✓		✓			
2	BBA201	Organizational Behaviour	✓	✓	✓			
3	BBA301	Human Resource Management	✓			✓		
4	BBA302	Business Economics	✓	✓				
5	BBA401	Marketing Management	✓	✓				✓
6	BBA402	Operations Management	✓	✓		✓		
7	BBA403	Financial Management	✓	✓				
8	BBA501	Entrepreneurship Development	✓	✓	✓	✓		
9	BBA502	Consumer Behaviour	✓	✓		✓	✓	
10	BBA503	Industrial Relations Management	✓					
11	BBA601	Research Methodology	✓	✓	✓			
12	BBA602	Services Marketing	✓	✓	✓			
13	BBA603	Strategic Management	✓	✓				
14	BBA604	Banking and Indian Financial System	✓	✓				
15	BBA701	International Business		✓			✓	
16	BBA702	Operations Research	✓	✓				
17	BBA703	Project Management	✓	✓				
18	BBA801	Retail Management	✓	✓		✓		
19	BBA802	Quality Management	✓					

20	BBA803-A	Business Analytics	✓	✓				
21	BBA803-B	Customer Relationship Management		✓				
22	BBA803-C	Knowledge Management		✓			✓	
MINOR DISCIPLINARY COURSE								
1	BBA102-A	Financial Accounting	✓	✓		✓		
2	BBA102-B	Macro Economics	✓	✓				
3	BBA102-C	Business Environment	✓	✓	✓			
4	BBA202-A	Business Law	✓	✓				
5	BBA202-B	E-Business	✓	✓				
6	BBA202-C	Accounting for Managerial Decision	✓	✓				
7	BBA303-A	Business Ethics					✓	✓
8	BBA303-B	Business Mathematics		✓				
9	BBA303-C	Cost Accounting	✓	✓				
10	BBA404-A	Micro Finance	✓	✓		✓		
11	BBA404-B	Training and Development	✓		✓			
12	BBA404-C	Management Information System		✓				
13	BBA504-A	Event Management					✓	✓
14	BBA504-B	Tourism Management	✓		✓			
15	BBA504-C	Integrated Marketing Communication	✓	✓		✓		
16	BBA605-A	Hospitality Management	✓		✓			
17	BBA605-B	Logistics and Supply Chain Management	✓	✓				
18	BBA605-C	Management of BPO	✓		✓			
19	BBA704-A	Digital Marketing	✓	✓	✓	✓	✓	✓
20	BBA704-B	Export Management					✓	✓
21	BBA704-C	Security Analysis and Portfolio Management	✓	✓				
22	BBA705-A	Insurance Management					✓	✓
23	BBA705-B	Brand Management	✓	✓	✓	✓	✓	
24	BBA705-C	Business Taxation	✓					
MULTI DISCIPLINARY COURSE								
1	BBA103	Herbal Nutrition / Basic Botany/ Basic Zoology / Basic Microbiology /Fundamentals of Biotechnology		✓		✓		
2	BBA203	Electronics in Everyday Life / Chemistry in Everyday Life / Science and Society /Energy in Everyday Life / Basic Mathematics			✓	✓		
3	BBA304	Basic Economics Concepts and Measurement / Basics of Accounting / French for Beginners / Commercial Geography/Introduction to Public Administration			✓			
SKILL ENHANCEMENT SKILL								

1	BBA104-A	Career Development Skills	✓	✓	✓	✓		
2	BBA104-B	Interpersonal and Team Skills	✓	✓	✓			
3	BBA104-C	Interview Skills		✓		✓		
4	BBA204-A	Computer Skills for Business		✓		✓		
5	BBA204-B	Statistical Skills for Business	✓	✓				
6	BBA204-C	Banking Skills		✓		✓		
7	BBA305-A	Soft Skills for Business			✓	✓		
8	BBA305-B	Document and Presentation Skills				✓		
9	BBA305-C	Selling and Negotiation Skills		✓		✓		
INTERNSHIP/ PROJECT								
1	BBAP405	Rural Entrepreneurship (Community based Project work)			✓	✓	✓	✓
2	BBAP505	Industry based Internship	✓	✓	✓	✓	✓	✓
3	BBAP803	Research Project (Alternatively)	✓	✓	✓	✓	✓	✓

SEMESTER- I

SEMESTER- I

List of papers

Course	Subject code	Title of the paper	Credits	Teaching Hours
Major Disciplinary course	BBA101	Principles of Management	4	5
Minor Disciplinary course	BBA102-A	Financial Accounting	4	5
	BBA102-B	Macro Economics		
	BBA102-C	Business Environment		
Multi Disciplinary course	BBA103	Natural Sciences	3	4
AEC	Ability Enhancement Courses	AEC-1(A) Basic Language and Literature	3	4
		AEC-1(B) Functional Language		
		AEC-1(C) Spoken Communication		
		AEC-2(A) Basic Language and Literature		
		AEC-2(B) Functional Language		
		AEC-2(C) Spoken Communication		
Skill Enhancement Skill	BBA104-A	Career Development Skills	2	4
	BBA104-B	Interpersonal and Team Skills		
	BBA104-C	Interview Skills		
Value Added Course		Environmental Education	2	4
		Understanding India	2	4

PRINCIPLES OF MANAGEMENT

SEMESTER-I

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 101

COURSE OBJECTIVES:

- To understand the Principles and Functions of Management.
- To acquaint the students with the Current Management Practices.

UNIT – I: Management: Meaning, Nature, Scope, Process, Functions and significance of Management, Functional areas of Management - Development of Management Thoughts: F.W. Taylor, Henry Fayol, Mary Parker Follett, Elton Mayo.

UNIT – II: Planning: Concept, Objectives, process and types of planning premises, The strategic planning process – Management by objectives (MBO) - Decision Making – Concept and Process.

UNIT – III: Organizing: Concept, Nature, Process and Significance; Organisation Structure – Types of Organisation – Authority and Responsibility – Delegation and Decentralisation.

UNIT – IV: Staffing: Definition-Importance-Factors affecting staffing- Directing: Nature and Purpose – Motivation – Concepts, Theories of Motivation- Maslow, Herzberg, McGregor and Vrooms.

UNIT – V: Leadership – Concepts- Control: Concept and Process –Effective Controls System – Techniques of Control.

COURSE OUTCOMES:

- To impart the Knowledge of basic concepts applied in contemporary management practice
- To practice the process of management's functions: planning, organizing, staffing, direction, and controlling.
- To identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3						

TEXT BOOKS:

1. J. S. Chandan -Principles of Management - Vikas Publishing House Pvt. Ltd.
2. Gupta, C.B.-Management Concepts and Practices- Sultan Chand and Sons, New Delhi,
3. Dr. S.C. Saxena – Principles of Management - Sahitya Bhavan Publication
4. T. Ramasamy – Principles of Management - Himalaya Publication
5. P. C. Shejwalkar & A. Ghanekar – Principles & Practices of Management

FINANCIAL ACCOUNTING

SEMESTER-I
COURSE CODE: BBA 102 A

CREDIT: 04

TEACHING HOURS: 05

COURSE OBJECTIVES:

- To understand financial accounting in depth and get acquainted further with the financial management process and functions.

UNIT – I: Introduction: Meaning and Scope of Accounting – Need for Accounting – Nature and Objectives of Accounting – Developing of Accounting – Book Keeping and Accounting- Accounting Concepts and Conventions – Accounting Standard in India.

UNIT – II: Books of Accounts: Double Entry System of Book-Keeping – Journal –Rules of Debit and Credit – Ledger Posting – Rules Regarding Posting – Relationship Between Journal and Ledger – Trial Balance.

UNIT – III: Subsidiary Books: Benefits- Basic Documents-Preparation of Purchase Book - Sales Book-Purchase Return Book-Sales Return Book-Cash Book-Single, Double and Triple Column Cash Book-Petty Cash Book.

UNIT – IV: Final Accounts: Manufacturing Account–Trading Accounts – Profit and Loss A/C - Balance Sheet – Adjustment entries.

UNIT – V: Depreciation Accounting: Meaning – Causes – Objectives – Methods of Depreciation – Reserves and Provisions.
(Theory- 60 and problem 40)

COURSE OUTCOMES:

- To gain proficiency in basic accounting concepts, conventions and understanding of the accounting process.
- To be familiar with the rules governing accounting transactions.
- To understand the process and preparation of financial statements

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

TEXT BOOKS:

- Gupta, R.L. and Radhaswamy M., Financial Accounting, (2006) – Sultan and Chand Sons – New Delhi.
- Maheswari, S.N and Maheshwary, S.K. (2006) – Fundamental of Accounting, Vikas Publications.
- Financial Accounting - P. C. Tulsian – Pearson Education
- Advance Accounting - Dr. Shukla & Dr Grewal- S. Chand Publishing.

MACRO ECONOMICS

SEMESTER-I

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 102 B

COURSE OBJECTIVES:

- To demonstrate understanding of macroeconomic aggregates and measurement.
- To analyse economic growth and money market dynamics and its impact.
- To identify macroeconomic policies and its impact on the economy.
- To demonstrate the understanding of concepts related to Unemployment and market.
- To examine the relationship between macro variables and dynamics of the policies.

UNIT – I: Economy's Income and Expenditure-Measurement of GDP- Components of GDP- Real versus Nominal GDP- The GDP Deflator; The Consumer Price Index (CPI)-Calculation of CPI

UNIT – II: Economic Growth around the world: Productivity: Its Role and Determinants- Economic Growth and Public Policy-Business cycle- Investment-Human Capital.

UNIT – III: Money- Meaning and Functions-Money Supply; Full Reserve Banking and Fractional Reserve Banking- Central Bank Tools of Monetary Control; Classical Theory of Inflation- Classical Dichotomy and Monetary Neutrality- Velocity and Quantity equation- Fisher Effect- Costs of Inflation.

UNIT – IV: Identifying Unemployment-Labour Force- Unemployment Rate- Labour Force Participation- Types of Unemployment-Unemployment Insurance- Minimum Wage Laws.

UNIT – V: Aggregate Demand, Aggregate Supply and Influence of Monetary and Fiscal Policy on Aggregate Demand

COURSE OUTCOMES:

- Explain the measurement of GDP and its components.
- Explain the methodology/stages of constructing the cost-of-living index and summarize it.
- Analyse the economic growth and market for loanable funds and its impact on the economy.
- Summarize the concept of unemployment and its implication on the market.
- Identify the implications of monetary and fiscal policy.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4				✓		
CO5		✓				

TEXT BOOKS:

1. N. Gregory Mankiw, Principles of Macroeconomics, 8th Edition, Cengage Learning India.
2. N. Gregory Mankiw, Principles of Economics, 7th Edition, Cengage Learning India
3. Ackley, G. Macroeconomics, Theory and Policy, Macmillan Publishing Company.
5. D.N Dwivedi (2010) Macroeconomics: Theory and Policy, Mac Graw-Hill: NewDelhi

BUSINESS ENVIRONMENT

SEMESTER-I

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 102 C

OBJECTIVES:

- The objective of this paper is to make the students more clear about the importance of business organisation wants to achieve, to earn profit for its growth and development, to provide quality goods to its customers, to protect the environment, etc.

UNIT – I: Introduction: The Concept of Business Environment - its Nature and Significance - Components of Business Environment - Impact of environment on business and strategic decisions.

UNIT – II: Social and Cultural Environment: Introduction - Social environment - Cultural environment - Impact of Foreign Culture on Business - Types of Social Organization - Social Responsibilities of Business.

UNIT – III: Economic Environment: Introduction - Economic environment of Business - Economic systems - Macroeconomic parameters and their impact of business - Economic policies - Five Year Plans in India.

UNIT – IV: Political and Legal Environment: Introduction -Political environment - Relationship between Government and Business in India - Role of Government in Business - Constitutional provisions regarding regulation of business in India. Legal Environment - Implementations of Business - Corporate Governance.

UNIT – V: Technological and Natural Environment: Features of Technological Environment - Factors and Impact of Technological Environment - Technological Environment in India - Elements of Natural Environment - Environmental Pollution.

COURSE OUTCOMES:

- To identify and evaluate the complexities of business environment and their impact on the business.
- To analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2			✓			

TEXT BOOKS:

1. K. Aswathappa - “Essentials of Business Environment: Text, Cases & Exercises”, Himalaya Publishing House, Mumbai, India.
2. Sheeba Julius and Arul Edison Anthony Raj I - “Business Environment”, Charulatha Publications, Chennai, India.
3. K. Aswathappa & G. Sudarsana Reddy - Business Environment - Himalaya Publishing House.
4. S. Sankaran - Business Environment - Margham Publication.

CAREER DEVELOPMENT SKILLS

SEMESTER-I

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 104 A

OBJECTIVES:

- Understand Career development theories and programs
- To acquaint with the major career assessment instruments and techniques.
- To identify the major sources of career, occupational information and develop a career plan.
- To engage in thoughtful academic, extracurricular, career and lifelong planning.

UNIT I: Career planning and development

Career Planning, Career Planning Process, Career Development: Theories and models of career development, Portfolio (CPCP) and Key Assessment: Career Development Self-Study, Strategies for assessing abilities, interests, values, personality, identifying and using career information resources, facilitating skill development for career, assessment tools and techniques of career planning, Self-awareness and self-assessment, Setting goals and exploring opportunities and self-interests, Strong Interest Inventory (SII) assessment

UNIT II: Developing Professional Resume

An Introduction to the Resume, define resume and its purpose, types of resumes, key components of resume, Gathering Information, Preparing Resume, draft a resume for presentation, writing a cover letter, resumes in the Digital Age, Enhancing Your Professional Resume.

UNIT III: Business Etiquette

Essentials of Business Etiquette, Strategies for Building a Professional Image.

COURSE OUTCOMES:

- To evaluate career choices
- To learn appropriate resume writing
- To Develop Etiquette

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

TEXT BOOKS:

1. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey
2. Career Counseling And Planning by Sushil Kumar Srivastava
3. Career Counseling: Foundations, Perspectives, and Applications by David Capuzzi₂₆

INTERPERSONAL AND TEAM SKILLS

SEMESTER-I

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 104 B

OBJECTIVES:

- To manage interpersonal skills and conflicts in an efficient way
- To understand leadership skills
- To maintain team building
- To structure ethical decision-making practice

UNIT – I: Skill: an introduction- interpersonal skills and effective management behavior-self management –applying emotional intelligence

UNIT II: Problem Solving: Ethical Decision Making – Creative Problem Solving –Resolving Conflict- Negotiating

UNIT III: leadership and team building: Leadership qualities and team building –team building –team motivation

COURSE OUTCOMES:

- To know the importance of interpersonal skills
- To Improve performance in their workplace
- To understand workplace strategies
- To solve problems with creativity.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2			✓			
CO3			✓			
CO4			✓			

TEXT BOOKS:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.
3. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
5. Smith, B . Body Language. Delhi: Rohan Book Company. 2004

INTERVIEW SKILLS

SEMESTER-I

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 104 C

COURSE OBJECTIVES:

- To build self-confidence
- To build enhance self-esteem
- To improve overall personality of the participants.

UNIT – I: Interview Skills

Online Image -Self-Awareness - Grooming - Body Language - Confidence - Interview FAQs - Resume -Rejections

UNIT – II: Corporate Readiness

Values- Ownership-Respect-Teamwork- Autodidactism- Flexibility- Time Management - Stress Management -Positive Attitude - LinkedIn (Profile Management) - SWOT Analysis

UNIT – III: Mock Interviews & Group Discussions

In basket simulation (Learning Application)- Group Discussion rules and enhance Public Speaking skills (Group Discussion) Tips to handle Interviews and be able to create the right impression (Mock Interviews)

COURSE OUTCOMES:

- Write resume
- Groom corporate habits
- Face frequently asked interview questions
- Understand the importance of respect as a critical corporate value
- Create the right impression in Interviews

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3			✓			
CO4				✓		
CO5					✓	

TEXT BOOKS:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
2. Smith, B . Body Language. Delhi: Rohan Book Company. 2004
3. Interviewing: Principles and Practices by Stewart and Cash. Brown & Benchmark, 13th ed.

Note:

The Skill Enchantment Course in the I, II and III Semester will be done in workshop mode. The Students will be continuously assessed. Since these papers are skill development papers there will not be any external examination or evaluation. These three papers will be handled completely internal by the concerned faculty and HOD.

SEMESTER- II

SEMESTER II

List of papers

Major Disciplinary course (Compulsory)	BBA201	Organizational Behaviour	4	5
Minor Disciplinary course (Anyone)	BBA202-A	Business Law	4	5
	BBA202-B	E-Business		
	BBA202-C	Accounting for Managerial Decision		
Multi Disciplinary course (Compulsory)	BBA203	Physical Sciences	3	4
AEC III & IV	Ability Enhancement Courses III & IV English or Indian Language	AEC-3(A) Basic Language and Literature	3	4
		AEC-3(B) Functional Language		
		AEC-3(C) Spoken communication		
		AEC-4(A) Basic Language and Literature		
		AEC-4(B) Functional Language		
		AEC-4(C) Spoken communication		
Skill Enhancement Skill (Anyone)	BBA204-A	Computer Skills for Business	2	4
	BBA204-B	Statistical Skills for Business		
	BBA204-C	Banking Skills		
VAC	Value Added Course III & IV (Compulsory)	Health & Wellness/Yoga Education	2	4
		Digital Technology Education (Theory /Field based)	2	4

ORGANIZATIONAL BEHAVIOUR

SEMESTER-II

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 201

COURSE OBJECTIVES:

- ✓ The objective of this course is to help students understand the conceptual framework of organisational behaviour.

UNIT – I: Organisation Behaviour – Concept – Nature – Significance – Disciplines- Challenges - Role – Models - Human Behaviour Approach – Organisational systems and Environment.

UNIT – II: Individual Behaviour – Concept of Behaviour- Process of Behaviour -Personality- Concept – Measurement - Perception – Concept – Process – Application - Learning – Concept – Theories – Attitudes &Value - Concept – Theories – Types of values.

UNIT – III: Group Behaviour – Group Norms – Group Formation – Group Cohesiveness – Group Dynamics – Interpersonal Relationships – Transactional Analysis.

UNIT – IV: Organisational Dynamics – Organizational Design – Organisational Climate - Organisational Change – Resistance to Change, Management to Change, Organisational Culture.

UNIT – V: Organisational Conflicts – Source, Pattern, Levels, and Type of Conflict – Resolution of Conflict – Organizational change and Development – Organisational Effectiveness.

COURSE OUTCOMES:

- To analyse the behaviour of individuals and groups in terms of organisational behaviour theories, models and concepts
- To apply organisational behaviour concepts, models and theories to real life management situations through case analysis
- To enable the student to explore various dimensions of Human Resource Management and will find new career opportunities in the same

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		✓

TEXT BOOKS:

1. Dr. L.M. Prasad; Organisational Behaviour, Sultan Chand & Don's, New Delhi.
2. K. Aswathappa- Organizational Behaviour, Himalaya Publishing House
3. Dr.C.B. Gupta- Organizational Behaviour -,S.Chand Publishing

BUSINESS LAW

SEMESTER-II

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 202A

OBJECTIVES:

- To impart in-depth knowledge of the Law of contracts this forms the foundation of all day to day obligations in the business world.
- To impart conceptual and practical knowledge to students of Companies Act 2013, a historic legislation in corporate world replacing the Companies Act, 1956.

UNIT – I: Indian Contract Act 1872: Meaning of Law - Commercial Law - Meaning - Importance - Contract - Meaning - Types - Essentials of a Valid Contract - Offer - Acceptance - Lawful Consideration - Capacity of Parties - Free Consent - Legality of Objects - Performance of Contract-Discharge of Contract - Remedies for Breach of Contract - Quasi Contracts

UNIT – II: Contract of Indemnity and Guarantee -Law of Agency - Agent - Meaning - Types - Duties - Liabilities and Rights of Agent and Termination of Agency.

UNIT – III: Sale of Goods Act 1930: Contract of Sale - Essential - Sale and Agreement to Sell - Condition and Warranties - Caveat Emptor - Rights of an Unpaid Seller.

UNIT – IV : Law of Negotiable Instruments Act 1881:Meaning- Characteristics - Kinds of Negotiable Instruments - Promissory Notes - Bills of Exchange - Cheques - Types of Cheques – Crossing.

UNIT – V: The Companies Act 2013:Company Law - Meaning - Characteristics - Types of Companies - Formation of Company - Memorandum & Articles of Association - Prospectus - Directors - Appointment, Powers and Duties of Directors - Kinds of Company Meeting - Minutes and Resolutions - Winding up - Modes of Winding up.

COURSE OUTCOMES:

- To understand the legal system prevailing into practice.
- To develop an understanding of the basic law related to business.
- To know the legal aspects for creating an agency
- To enhance the fundamentals of act of sale of goods
- To understand the basic provisions of Company's Act.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3		✓				
CO4				✓		
CO5		✓				

TEXT BOOKS:

1. N.D. Kapoor -Elements of Mercantile Law - Sultan Chand & Co., New Delhi 2001.
2. M.C.Shukla and S.S.Gulshan - Principles of Company Law - S.Chand & Co.,
3. M.C.Kucchal - Business Law/Mercantile Law, Vikas Publishing. House (P) Ltd.
4. P C Tulsian - Business Law - Tata McGraw - Hill Education.
5. M.C.Shukla - A Manual of Mercantile law - S.Chand Publishing.

E-BUSINESS

SEMESTER-II

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 202B

OBJECTIVES:

- To understand the basic concepts of electronic business.
- To identify web-based tools.
- To examine the security threats to e-business.
- To discuss the strategies on marketing.
- To analyze the business plan for e-business.

UNIT – I: Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

UNIT – II: Web based tools for e - business - e - business software - overview of packages

UNIT – III: Security threats to e - business - implementing security for e - commerce and electronic payment systems.

UNIT – IV : Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals

UNIT – V: The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

COURSE OUTCOMES:

- To define and understand the basic concepts of business done through web
- To Examine and apply web tools in real-time business situations.
- To analyze the security threats in e-business.
- To evaluate strategies for marketing.
- To prepare the environment for e-business.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4						✓
CO5					✓	

TEXT BOOKS:

1. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
3. C S Rayudu, E Commerce E Business, HPH

ACCOUNTING FOR MANAGERIAL DECISION

SEMESTER-II

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 202C

OBJECTIVES:

- Management Accounting emphasize on accounting concepts and application of Accounting principles and Managerial decision making.

UNIT-I: Management Accounting - Meaning – Nature – Scope – Function - Role of Management Accounting in Decision Making - Management Accounting vs. Financial Accounting - Management Accounting vs. Cost Accounting - Tools and Techniques of Management Accounting.

UNIT-II: Financial Statement Analysis – Meaning - Objectives and Types of Financial Statements - Limitation of Financial Statement Analysis - Techniques of Financial Statement Analysis - Comparative Statement - Common Size Statement - Trend Percentage.

UNIT-III: Ratio Analysis - Meaning, Advantage and Limitation of Accounting Ratio- Classification of Ratios-Profitability Ratio, Turnover Ratio and Liquidity Ratio-Construction of Balance Sheet using Ratios.

UNIT- IV: Fund Flow Statement - Meaning, Need and Objectives- Statement of changes in Working Capital-Computation of Fund from operations- Workings for Computation of various sources and uses-Preparation of Fund Flow statement-Cash Flow Statement Analysis- Computation of Cash from operation- Cash Flow Statement.

UNIT-V: Marginal Costing – Definition-Distinction between Marginal Costing and Absorption Costing- Break Even Point Analysis – Contribution-P/V Ratio, Margin of Safety – Decision Making under Marginal Costing System- Key Factor Analysis-Make or Buy Decision, Sales Mix Decision.

(Theory- 60 and problem 40)

COURSE OUTCOMES:

- basic knowledge required for application of tools for decision making.
- apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.
- understand the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of the management.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

TEXT BOOKS:

1. Management Accounting-R. S.N. Pillai & Bhagavati- S. Chand
2. Management Accounting- Dr. S.P. Gupta, Dr .K.L. Gupta- Sahitya Bhawan Publications.
3. Management Accounting - Dr. S.N. Maheshwari- Sultan Chand & Sons

COMPUTER SKILLS FOR BUSINESS

SEMESTER-II

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 204 A

OBJECTIVES:

- To learn computerized accounts and pulling out of data from a financial database. It will enhance the learning in the papers of business accounting and making business decision.

UNIT-I: Word Processing: Creating a New Document and Saving - Templates - Styles - Character Formatting - Searching - Replacing - Alignment - Spacing - Bullets - Numbering - Creating Borders - Setting Page Margins - Orientation - Headers and Footers - Insert the Table - Mail Merge - Labels.

UNIT-II: Ms Excel: Creating Tables - Data Types - Changing Table Design - Assigning Field Properties -Query - Data Tools - Styles - Editing - Charts - Calculation of Various Functional Functions.

UNIT-III: Ms Power Point: Creating and Managing Slides - Graphs - Tables - Diagrams - Inserting Clip art -Images. Custom Animation and Templates - Themes – Applying Transition to Slides- Slide Show Controls.

UNIT-IV: Tally: Applications of Accounting Software Tally (Ver.9.ERP) Characteristics of the Software -Creation of the Software - Creation of a Company - Accounts Information - Creation of Ledgers- Vouchers-P&L A/C-Balance Sheet-Inventory Handling-Creation of Stock Groups - Creation of Stocks Categories - Creation of Stock Items.

COURSE OUTCOMES:

- To gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.
- To explore various methods where Information Technology can be used to support existing businesses and strategies.
- To achieve hands-on experience with productivity/ application software to support business activities.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

TEXT BOOKS:

1. Dr. R. Parameswaran - Computer Applications in Business – S.Chand & Company PVT.LD.
2. Vikas Gupta - Comdex Business Accounting with MS Excel and Tally ERP 9 - Kindle Edition.
3. K. Mohan Kumar, Dr.S. Rajkumar - Computer Applications in Business - McGraw-HillEducation.
4. S.P. Rajagopalan- Computer Applications in Business - Sangam Books Ltd.
5. Pradeep K. Sinha, Priti Sinha - Computer fundamental - BPB Publication.

STATISTICAL SKILLS FOR BUSINESS

SEMESTER-II

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 204 B

OBJECTIVES:

- To Understand the Statistical Tools - Data Collection - Analysis the data - Diagrams and tables with correction analysis - Result and Report to the Management.

UNIT I: Statistics - Meaning and Scope of Business Statistics - Roles of Statistics for Business Decisions - Importance - Limitations - Types & Collection of Data - Classification & Tabulation of Data - Diagrammatic Representation of Data - Bar - Charts - Pie Chart - Graphical Representation of Data Histogram - Frequency Polygon - Ogives.

UNIT II: Frequency distribution – Measure of Central Tendency – Measure of Dispersion – Co-efficient of Variation - Skewness - Pearson's Coefficient of Skewness - Bowley's Coefficient of Skewness.

UNIT III: Measure of Relation –Correlation Analysis - Meaning - Types - Methods - Scattered Diagram - Karl Pearson's Coefficient of Correlation - Rank Correlation – Regression.

UNIT – IV: Test of Significance – One Sample - Two Sample and Paired t-test - F-test - Chi-Square Test - ANOVA (One way classification).

COURSE OUTCOMES:

- To understand statistical testing and their applications.
- To enable the student to understand and use the basic measure of central tendency.
- To recognize and compute the sampling distributions.
- To perform aggression analysis, and compute and interpret the coefficient of correlation.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4				✓		

TEXT BOOKS:

1. Gupta.S.P.- Statistical Methods, Sultan Chand & Co. New Delhi.
2. Arura- Statistics for Management, Sultan Chand & Co. New Delhi.
3. G. V. Shenoy, Uma K. Srivastava, S. C. Sharma - Business Statistics - New Age Publications.

BANKING SKILLS

SEMESTER-II

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 204 C

OBJECTIVES:

UNIT – I: E-Banking: Introduction – Meaning – Definition – Features – use of information technology to banking company – E-Banking channels: Automatic Teller Machine – Internet Banking – Tele banking – Mobile banking – IFSC Number.

UNIT – II: ATM: Meaning – Characters – Features – Functions – service available from ATM – Cash Deposit – Cash Withdraw – loan enquiry – Last few transactions – Balance – fund transfer – ticket booking – payments – ATM card – Pin Number.

UNIT – III: Internet Banking: Introduction – World Wide Web – Net banking account opening – Username and Password – secrecy of maintaining One Time Password – Net Banking Services – Fund Transfer – Make Payment.

UNIT – IV: National Electronic Fund Transfer (NEFT): Introduction – Meaning – Functions – services. Real Time Gross Settlement (RTGS): Introduction – Meaning – Functions – Service infrastructure requirement – RTGS transactions.

COURSE OUTCOMES:

1. Understand banking and finance system in India.
2. Acquaint commercial bank and its product.
3. Build customer relationship in banking sector.
4. Well verse with e-banking services and internet Banking

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4				✓		

TEXT BOOKS:

1. An introduction to IT by Dr.Srinivasa Vallabhan, Sultan Chand & Sons
2. Law of Information Technology by D.P.Mittal, Tax Man, E-Markets, Macmillan 2007
3. C.S. Rayudu, E-Business, Himalaya Publishing House.

REFERENCE BOOKS

1. Roger Hunt& John Shelly, Computers and Commonsense.
2. Bhushan Dewan, E-Commerce.

SEMESTER - III

SEMESTER – III

List of Papers

Major Disciplinary course (Compulsory)	BBA301	Human Resource Management	4	5
	BBA302	Business Law	4	5
Minor Disciplinary course (Choose Anyone)	BBA303-A	Business Ethics	4	5
	BBA303-B	Accounting for Managerial Decision		
	BBA303-C	Cost Accounting		
Multi Disciplinary course (Compulsory)	BBA304	Humanities/Social Sciences	3	4
AEC V & VI	Ability Enhancement Courses V&VI English or Indian Language	AEC-5(A) Basic Language and Literature	3	4
		AEC-5(B) Functional Language		
		AEC-5(C) Spoken communication		
		AEC-6(A) Basic Language and Literature		
		AEC-6(B) Functional Language		
		AEC-6(C) Spoken communication		
Skill Enhancement Skill (Anyone)	BBA305-A	Soft Skills for Business	2	4
	BBA305-B	Documentation and Presentation Skills		
	BBA305-C	Banking Skills		

HUMAN RESOURCE MANAGEMENT

SEMESTER-III

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 301

OBJECTIVES:

- To familiarize the students with the concepts of human resource practices of organization and techniques of Human Resource Management.

UNIT – I: Introduction - Human Resource Management (HRM) - Meaning, Objectives, Nature, Scope, Role and Importance of HRM - Functions of HRM - Roles and Responsibilities of HR Manager.

UNIT – II: Job Analysis- Concept of Job Analysis- Job Design, Job Rotation, Job Enlargement, Job Enrichment- Job Description and Job Specification – Process of Job Analysis. Human Resource Planning (HRP): Meaning and Objectives – Process of HRP – Recruitment – Sources of Recruitment – Selection Procedure – Placement – Induction.

UNIT – III: Human Resource Development- Performance Appraisal: Meaning, Need and Purposes of Performance Appraisal – Methods and Problems of Performance Appraisal – Training: Meaning, Importance, Objective, Need, Advantages and Methods of Training – Training Procedure – Concept of Management Development – Principles of Management Development – Career Planning: Meaning, Need, Process and Advantages of Career Planning and Development – Steps in Career Development System – Promotion – Transfer – Demotion.

UNIT – IV : Compensation - Job Evaluation: Meaning, Objectives, Procedure, Advantages and Problems of Job Evaluation – Wage and Salary Administration – Incentives – Bonus – Fringe Benefits – Social Security Measures.

UNIT – V: Human and Industrial Relations -Concept of Motivation – Theories of Motivation – Work Environment: Fatigue, Monotony and Boredom – Stress Management – Quality of Work Life – Grievance Procedure: Meaning, Need and Model – Disciplinary Procedure – Types of Punishment – Collective Bargaining – Labour Participation in Management and Workers Empowerment.

COURSE OUTCOMES:

- To understand the role of human resource management in organizations and the factors shaping that role.
- To understand key concepts and theories from the field of HRM.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				

TEXT BOOKS:

1. Personnel and Human Resource Management: Text & Cases – P. Subba Rao
2. Human Resource Management – Garry Dessler & Varkkey
3. Human Resource Management – K. Aswathappa
4. Personal Management and Human Resources – Venkata Ratnam & Srivasthava

BUSINESS ECONOMICS

SEMESTER-III

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 302

OBJECTIVES:

- To familiarize the students with the conceptual framework of business economics.
- Aims at enabling the managers in different spheres to take wise managerial decisions in the areas like production, pricing, etc

UNIT – I: Business Economics -Introduction: Basic concepts - Nature and scope of business economics - Micro and Macroeconomics - Basic problems of an economy.

UNIT – II: Theory of Consumer Behaviour -Theory of utility -Cardinal and ordinal utility theory Law of diminishing marginal utility - Law of Equi-marginal utility – Indifference curve approach -Consumer surplus.

UNIT – III: Demand and Supply Analysis - Types of demand - Law of demand -Determinants of demand - Elasticity of demand - Demand forecasting methods - Concept of supply - Supply curve - Conditions of supply -Elasticity of supply.

UNIT – IV : Production and Cost Analysis -The production function - Law of diminishing returns to scale -Law of returns to scale - Economies and Diseconomies of scale - Concept of cost - Relationship between average cost and marginal cost.

UNIT – V: Pricing in different Market Structures - Concept of market - Classification of Market -Price determination in Perfect Competition – Monopoly - Monopolistic and oligopoly markets - Pricing strategies.

COURSE OUTCOMES:

- To understand background of economics.
- To forecast demand for a product
- To provide a detailed view of various roles played by cost and revenue in business

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3			✓			✓

TEXT BOOKS:

- Ahuja H.L. Business Economics. S.Chand and Co. New Delhi.
- Koustsoyianni. A Modern Micro Economics. Macmillan New Delhi.
- D.M. Mithani, G.K.Murthy. Fundamentals of Business Economics, Himalaya Publishing House, New Delhi.
- R.Kaweri. Managerial Economics. S.Chand and Co. New Delhi.

BUSINESS ETHICS

SEMESTER-III

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 303 A

OBJECTIVES:

- The objective of the course is to equip the students with the ability to analyse, interpret and apply the basic concepts of ethical practices that affect business & future decision making.

UNIT-I:Ethics –Development of ethics- Nature of Ethics, Fundamental principles of Ethics, ethical decision making and decision making process

UNIT-II : Business Ethics - Definition of Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Role and importance of Business Ethics and Values in Business, Business Ethics and Management, Business Ethics and Moral Obligations;

UNIT-III: Corporate Social Responsibility - Need for CSR-Key Developments - CSR Mechanisms - Benefits of CSR, Corporate Governance, Code of Corporate Governance.

UNIT-IV: Workplace Ethics - Factors influencing ethical Behaviour at Work - Importance of Ethical Behaviour at the workplace - Stress at workplace - Guidelines for managing Ethics in the workplace.

UNIT-V: Indian Ethos: Values and Ethics - Requisites for Ethics Globally- A Holistic Management System - Management in Indian Perspective.

COURSE OUTCOMES:

- To identify and analyze an ethical issue in the subject matter under investigation or in a relevant field
- To assess their own ethical values and the social context of problems

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				

TEXT BOOKS:

1. P,S. Rathore - Business Ethics & Communication- S. Chand Publishing
2. Dr. S.S, Khanka- Business Ethics & Corporate Governance-
3. Velasquez - Business Ethics - Prentice - Hall of India
4. Dr.S. Shankaran - Business Ethics & values Reference Books:

BUSINESS MATHEMATICS

SEMESTER-III

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 303 B

OBJECTIVES:

- Critically evaluate mathematical problems
- To have fundamental touch with industrial and commercial problems
- To know about modern trends in mathematics
- To prepare them for management studies.

UNIT-I: Set theory

Modern theory in mathematics, Definition, elements and types of sets, operations on sets and Cartesian product of two sets.

UNIT-II: Algebra-1

Number system-Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation Sequences

UNIT-III: Algebra-2

Permutations and combinations, Logarithm, Compound interest and depreciation.

UNIT-IV: Matrices

Matrices, matrix operations, Determinant of a square matrix (expansions only) and Rank

UNIT-V: System of linear equations

COURSE OUTCOMES:

- Ability to solve problems on various types of equation.
- Ability to solve problems on Matrices and execute the laws of indices, logarithm
- Apply the concept compound interest bills discounted etc.& apply in day-to-day life.
- Ability to solve problems on Arithmetic progression, Geometric progression and
- Construct logical application of these concepts.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4		✓				
CO5				✓		

REFERENCE BOOKS:

- 1) Business Mathematics - S.Saha
- 2) Business mathematics -D.C. Sanchet & V.K Kapoor (Sultan Chand & Sons)

COST ACCOUNTING

SEMESTER-III

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 303 C

OBJECTIVES:

- To enable the students to ascertain the cost control methods and the ascertainment of the profitability of activates planned

UNIT-I: Cost Accounting – Introduction - Meaning of Cost, Costing and Cost Accounting- Comparison between Financial Accounts and Cost Accounts-Application of Cost Accounting- Cost Concepts and Classification of Costs-Cost Unit-Cost Centre-Elements of Costs-Preparation of Cost Sheet.

UNIIT-II: Material Costing: Classification of Materials-Material Control-Purchasing Procedure- Store Keeping-Techniques of Inventory Control-Setting of Stock Levels- EOQ-Method of Pricing Materials Issues -LIFO-FIFO - Weighted Average Method- Simple Average Method.

UNIT-III: Labour Costing: Control of Labour Cost -Labour Turnover – Method of wage payments-Remuneration and Incentives-Time Rate System-Piece Rate System-Premium and Bonus Plans. Overhead Costing: Meaning- Classification-Procedure - Allocation and Apportionment- Principles of Apportionment -Reapportionment, Direct, Step, Reciprocal, Simultaneous Equation Trial and Error.

UNIT-IV: Costing Methods - Job Costing - Batch Costing - Transport Costing

UNIT-V: Contract Costing- Profits on Incomplete Contracts -Escalation Clause- Cost Plus Contract- Work-in-Progress-Process Costing-Costing Procedure-Losses and Gains in Process- Normal Loss-Abnormal Losses-Abnormal Gains.

COURSE OUTCOMES:

- To enable students to conceptualize various methods and techniques of cost accounting and its application.
- To analyse implications of cost in managerial decisions.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				

TEXT BOOKS:

1. Cost Accounting: Principles & Methods. - Jain, S.P. & Narang- K.L.-Kalyani Publishers
2. A Text Book of Cost Accountancy : M.N. Arora- Vikas Publishing Pvt. Ltd.
3. Cost Accounting: Method & Problems- B.K.Bhar-Academic Publishers
4. Cost Accounting: R. S.N. Pillai & Bhagavati-S. Chand
5. Studies in Cost Management: S.N. Maheshwari- Sultan Chand & Sons

SOFT SKILLS FOR BUSINESS

SEMESTER-III

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 305 A

OBJECTIVES:

- To facilitate and enhance the various soft skills essential for students like, Speaking Skills, Listening, Time Management etc. thereby resulting in overall development of students to a considerable extent.
- To sharpen the communication skills-both oral and written-of the learner.
- To simulate the real world business communications conducts and communicate effectively.

UNIT – I:

Presentation skills and techniques; Personal grooming and business etiquettes- corporate etiquette, social etiquette and telephone etiquette, gestures and body, language, impression management

UNIT – II:

Image Building and Self Awareness- Developing Self Awareness-Projecting a winning personality-Attending Interviews.

UNIT – III: Professional Writing: Email writing, Paragraph writing, Drafting Negative Messages

COURSE OUTCOMES:

- Improve their group discussion participation
- Face industry interviews with confidence
- Draft effective professional documents

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

TEXT BOOKS:

1. Training in interpersonal Skills: Tips for managing people at work – Robbins / Kunsaker – Pearson – 2015.
2. Communication and soft skill Development: Dr. Anjali Ghanekar-EPH.
3. Asha Kaul - Effective Business Communication - Prentice Hall, New Delhi.
4. S. Kathiresan Dr. V.Radha - Business Communication - Prasanna Publishers.

DOCUMENTATION AND PRESENTATION SKILLS

SEMESTER-III

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 305 B

OBJECTIVES:

- To develop basic word processing skills with MS-Word.
- To understand the advanced formatting features of Microsoft Word
- To learn Create, edit, save, print presentations and Format presentations using MS-PowerPoint.
- To add value to the presentation by using the special features

UNIT- I UNDERSTANDING WORD PROCESSING

Formatting: Text and character formatting, Case convert, Paragraph formatting, Line spacing, Paragraph spacing, Bullets and numbering, Paragraph borders and shading, Add Headers and Footers, Control Page Layout, - Document formatting: Page margins, Page size and orientation, Page breaks, Page borders.

UNIT II: ADVANCED FORMATING IN WORD

Tables: Insert table, Add and delete rows and columns, Adjust row and column width and height, Merge and split cells, Text direction and alignment, Borders and shading, Table Styles, Delete a table - Find and replace: Find options, Find all occurrences, Replace text - Pictures: Insert an image, Resize an image, Wrap text around an image, Move an image - Navigation shortcuts - Work with multiple documents - Spell check and grammar - Document printing – Save a Document to Other Formats

UNIT- III MAKING EFFECTIVE PRESENTATIONS

Creation of Presentation, Creating a Presentation Using a Template, Creating a Blank Presentation, Entering and Editing Text, Inserting And Deleting Slides in a Presentation Preparation of Slides – Viewing A Presentation, Choosing a Set Up for Presentation, Printing Slides And Handouts Slide Show, Running a Slide Show, Transition and Slide Timings, Automating a Slide Show- Designing the Slides – Animations – Working with Slide Masters - Adding Audio and Video to the Presentation.

COURSE OUTCOMES:

- Use Word Processing tool to create professional and academic documents.
- Demonstrate the understanding of advanced features available in MS-Word.
- Use MS-PowerPoint to create effective and feature-rich presentations.
- Add value to the Power Print Slides by using special features

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4		✓				

TEXT BOOKS

1. Joan Lambert, Curtis Frye, “Microsoft Office 2016 Step by Step”, Microsoft Press.
2. Doug Lowe, “Microsoft Power Point 2016 for Dummies”, John Wiley and Sons

SELLING AND NEGOTIATION SKILLS

SEMESTER-III

CREDIT: 02

TEACHING HOURS: 04

COURSE CODE: BBA 305 C

OBJECTIVES:

- To understand the sales process in an organization
- To help the learner prepare a sales pitch
- To understand the phases in negotiation and options in conflict resolution
- To facilitate experiential learning through use of role plays by simulating real-world selling and negotiation scenarios

UNIT-I PERSONAL SELLING PROCESS

Role of selling in an organization – Typology of sales and selling scenarios Attributes of a good salesperson – knowledge, skills and attitude – overall personality The psychology of persuasion

UNIT-II PREPARING THE SALES PITCH

Steps in personal Selling: The opening – Need and problem identification – The presentation and demonstration – Objection handling – Closing the sale – Follow up – After-sale service

UNIT-III NEGOTIATION

Phases of Negotiation: Pre-negotiation – opening – information sharing – problem solving – agreement Breakdown in negotiation – barriers that create impasse – overcoming barriers – conflict-resolution skills.

COURSE OUTCOMES:

- understand and appreciate the skills and competencies required for effective sales person
- close sales effectively and manage their respective territories
- understand and appreciate what it takes to be a good negotiator
- understand the advantages and limitations of various negotiation strategies

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4		✓				

TEXT BOOKS:

1. David Hoffeld, The Science of Selling: Proven strategies to make your pitch, influence decisions (Penguin Random House), 2016
2. Deepak Malhotra and Max Bazerman, Negotiation Genius: How to overcome obstacles and achieve brilliant results at the bargaining table and beyond, (Harvard Business School Publishing), 2008

SEMESTER - IV

SEMESTER – IV

List of Papers

Major Disciplinary course (Compulsory)	BBA401	Marketing Management	4	5
	BBA402	Operations Management	4	5
	BBA403	Entrepreneurship Development	4	5
Minor Disciplinary course (Choose anyone)	BBA404-A	Micro Finance	4	5
	BBA404-B	Training and Development		
	BBA404-C	Management Information System		
AEC VII & VIII	Ability Enhancement Courses VII&VIII English or Indian Language	AEC-7(A) Basic Language and Literature	3	4
		AEC-7(B) Functional Language		
		AEC-7(C) Spoken communication		
		AEC-8(A) Basic Language and Literature		
		AEC-8(B) Functional Language		
		AEC-8(C) Spoken communication		
Project	BBAP405	Rural Entrepreneurship (Community based Project work)	2	6

MARKETING MANAGEMENT

SEMESTER-IV

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 401

OBJECTIVES

- To understand the fundamentals of Marketing Management.
- To understand the application of Marketing Concepts in making strategic decisions.

UNIT I: Introduction to Marketing Management - Introduction – Market and Marketing – Core Concept of Marketing – Functions of Marketing – Importance of Marketing – Marketing Vs. Selling – Modern Marketing Concept – Marketing Mix – The Traditional 4 P’s : The Modern Components of The Mix

UNIT II: Consumer Buying Behaviour - Introduction – Consumer Buying Decision Process – Role of a Buyer. Segmentation, Targeting and Positioning: – Concept of Market Segmentation – Bases for Segmenting Consumer Market, Targeting, Market Positioning.

UNIT III: Product - Meaning of Product – Product Mix – Product Life Cycle – New Product Development – Brand – Types of Brand – Packaging and Labelling.

UNIT IV: Pricing - Meaning of Pricing – Pricing Objectives – Factors Affecting Price Decisions – Types of Pricing – Pricing Adjustments. Distribution: Channels of Distribution – Meaning – Factors Governing Choice of Channel – Marketing Intermediaries.

UNIT V: Promotion - Promotional Mix – Advertisement – Meaning – Objectives – Advertisement Copy – Types of Media – Sales Promotion – Sales Promotion Techniques – Personal Selling – Publicity- Direct Marketing – Online Marketing.

COURSE OUTCOMES:

- To identify the role and significance of various elements of marketing mix.
- To have an in-depth understanding of the marketing planning process
- To develop and implement integrated marketing strategies for products
- To understand the marketing concepts in global environment and its relevance.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4		✓				

TEXT BOOKS:

1. Philip Kotler , Principles of Marketing , Prentice Hall of India
2. R.S.N.Pillai & Bagavathi, Marketing Management, S. Chand Publishing.
3. Rajan Sexna, Marketing Management, MC Graw Hill Education

OPERATIONS MANAGEMENT

SEMESTER-IV

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 402

OBJECTIVES

- To understand the production and operation function and familiarize students with the technique for planning and control.

UNIT I: Introduction to Operations Management- Definition, Objectives and Functions – Relationship between operations, Production and other Functions: Production Vs Productivity – Product Design . Capacity Planning: Importance Of Capacity Planning – Capacity Measurement – Capacity Requirement Planning (CRP) Process: Forecasting: Nature- Use- Factors Affecting forecasting-Models.

UNIT II: Facility Location – Factors influencing –location analysis – Plant Layout – Objectives, Principles, Factors for good Layout- Types of Layout – Merits and Demerits –Materials handling.: Aggregate Planning: Definition, Nature, Strategies- Methods -MPS.

UNIT III: Materials Management-Meaning–Needs – Functions-Materials planning – Material Requirement Planning (MRP) and Control : MRP Concept and Process – Inventory Control Systems: Importance, Objectives – Tools – ABC, VED, FSN Analysis –purchase management – stores management- JIT (Elementary level).

UNIT IV: Production Planning and Control- Needs, Functions – Planning – Routing – Scheduling – Despatching – Inspection and it Models: Modern Production Management Tools. WORK STUDY- Definition – Meaning - Advantages of work Study – method Study, Objectives of method Study -work Measurement – Meaning and Objectives – Time Study and Motion Study.

UNIT V:-Quality Control- Need, Objectives, Techniques– Statistical Quality Control: Control Chart -Acceptance Sampling Procedures – Total Quality Management – Six Sigma Approach and Zero Defect Manufacturing: Maintenance Management– Meaning-Objectives-Types-TPM.

COURSE OUTCOMES:

- To ensure a complete understanding about various functions and disciplines of Operations Management.
- To enable students to choose and apply analytical models, frameworks, tools and techniques relevant to production management

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				

TEXT BOOKS

1. Panneerselvam. R, Production and Operations Management – Prentice Hall
2. Khanne O. P, Industrial Engineering
3. Chary S.N, Production and Operations Management, TMH Publications, 2010.
4. Production / Operations Management – Elwood Buffa

FINANCIAL MANAGEMENT

SEMESTER-IV

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 403

OBJECTIVES:

- To understand the conceptual framework of Financial Management.

UNIT- I: Financial Management: Meaning – Objectives – Scope – Financial Functions – Role of financial Manager – Financial Planning.

UNIT – II: Capital Budgeting: Meaning – Nature of Investment Decisions – Evaluation Criteria – Pay-Back Period – Accounting Rate of Return, Net Present Value – Profitability Index – Internal rate of return method.

UNIT – III: Cost of Capital: Meaning – Components – Calculation of Cost of Debt – Cost of Preference Shares – Cost of Equity and Retained Earnings – Weighted Average Cost of Capital.

UNIT – IV: Leverage: Meaning – Operating and Financial Leverage, Measurement of Leverage; Effects of Operating and Financial Leverage on Profit – Capital structure, Theories and Determinants of Capital Structure.

UNIT – V: Management of Working capital: Meaning, Nature, Significance and types of Working capital – Operating cycle and Determinant of Working capital requirements -Dividend Decisions: Importance of Dividend Divisions - Relevance and Irrelevance Dividend Decisions .

COURSE OUTCOMES:

- To make students understand the concepts and working of Maximization of value of the firm.
- To determine the patterns of determining capital structure.
- To assess of working capital needs of the firm.
- To focus on various decision of the firm like investment, financing and dividend.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		
CO4		✓				

TEXT BOOKS:

1. Pandey, I.M., Financial Management, Vikas Publishing Haile, New Delhi.
2. Prasanna Chandra, Financial Management Theory and Practical, Tata MC Graw Hill, New Delhi.
3. Ravi M. Kishore, Financial Management, Taxman Publication (P) Ltd, Haryana.

MICROFINANCE

SEMESTER-IV

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 404 A

OBJECTIVES:

- To understand theoretical aspects on microfinance
- To get exposure on micro finance institution and micro organisation.

UNIT – I: Micro finance – Concept – Need, scope, assumptions, Importance – Microfinance as a development tool – lessons from international experience.

UNIT – II: Micro-finance delivery Methodology - Legal and Regulatory framework - Governance and Managerial Aspects - Microfinance models and characteristics - Designing a Microfinance programme.

UNIT – III: Impact and issues of Micro-finance – Gendered microfinance –concept - worldwide outreach and future direction of Micro-finance - Innovative and creative micro-finance Models-Impact of micro-finance.

UNIT – IV: Revenue models of micro-finance: profitability, efficiency and Productivity-Risk Management-Basics of Banking-Development banking and priority sector lending-Financial accounting and reporting.

UNIT–V:Micro-finance in India - History, Models, Current Practices and Trends - Micro-finance movement in India – Characteristics of micro-finance in India – Future of micro-finance in India.

COURSE OUTCOMES:

- To gain the theoretical aspects on microfinance.
- To familiar with the micro finance institutions.
- To understand the micro organisations.

Mapping of COs with POs						
COs /POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

TEXTBOOKS:

1. Karmakar K. G. (2008), Microfinance in India, sage publication ltd.
2. Micro - Finance: Perspectives and Operation (2009), Indian Institution of Banking and Finance, Macmillan
3. Armendariz and Morduch, (2010), The Economics of Microfinance, PHI learning Pvt. Ltd. Delhi.
4. Overview - Microfinance Handbook, 1st Edn. Ledgerwood, (1998) World Bank Publications
5. Somanath V. S. (2009), Microfinance redefining the future, excel books.

TRAINING & DEVELOPMENT

SEMESTER-IV

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 404 B

OBJECTIVES:

- To understand the concepts, tools and techniques of management training and development.

UNIT I : Training - Concepts – Definition – Types – Purpose of Training – Principles of Training –Organization Climate for Training and Development – Training and Development Model – Management Development – Concept–Definition –Principles and Importance.

UNIT II: Training Methods - Concept – Approaches – Choosing Appropriate Training and Development Method – Designing Training Methods –Transactional Analysis – Selecting a Training Method.

UNIT III: Learning - Concept – Definition – Learning Principles –Process of Training and Development Needs – Development of Competency Based Training.

UNIT IV: Design in And Conducting Training And Development - Concept– Process of Designing and Conducting Training and Development – Designing Training Unit (Cross Cultural, Leadership, Training the Trainer, Change) Budgeting of Training.

UNIT V : Evaluation Of Training And Development Programme - Concept – Definition of Training Evaluation – Types of Evaluation – Evaluation Design Issues – Induction Versus Orientation Evaluating Training and Development – Objectives –Process – Purpose – Effectiveness of Training and Development.

COURSE OUTCOMES:

- To analyse problems and provide solutions.
- To enable effective presentation of input and activities.
- To provide constructive feed back to trainees.
- To evaluate training materials for trainees of different experiential levels.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		
CO4		✓				

TEXT BOOKS:

1. Lynton R Pareek, U, Training for Development, Vistaar, New Delhi.
2. Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot
3. Buckley, R., & Caple, J The theory and practice of Training (5th ed.) London and Sterling, 1995.

MANAGEMENT INFORMATION SYSTEM

SEMESTER-IV

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA404 C

OBJECTIVES:

- To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
- To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
- To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.

UNIT – I: Introduction – environment of organizations – management information system – information flow – need and sources – management decisions – importance and role.

UNIT – II: Characteristics of computer information system – importance of computer – role of the computer – types of computer – Software – Hardware – CPU – MU – Input – Output – application and operations.

UNIT – III: System classification – concept characteristics – elements – feedback control – boundary – function and operations – system design – function of system analyst assignment and investigation – implementation – evaluation and maintenance of MIS.

UNIT- IV: Transactions processing information systems – information systems for managers – Intelligence system – decision support system – integration – data collection and preparation – database – components – utility of the operation of the data base technology.

UNIT-V: Functional Management information systems – production, marketing, accounting, personnel, financial, relationship – impact and their role in the managerial decision – making.

COURSE OUTCOMES:

- Relate basic concepts and technologies used in the field of management information systems;
- Compare the processes of developing and implementing information systems.
- Outline the role of the ethical, social, and security issues of information systems.
- Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
- Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3						✓
CO4				✓		
CO5		✓				

TEXT BOOKS:

1. CVS Murthy, Managements, Information System,HPH.
2. Davis & Olson, Management Information System,MGH.
3. R. Senapathi, MIS, LakshmiPublications.
4. Lucas, The analysis, design and implementation of information system,MGH.

RURAL ENTREPRENEURSHIP (FIELD BASED PROJECT WORK)

SEMESTER-IV

CREDIT: 02

TEACHING HOURS: 06

COURSE CODE: BBA 405

The subject aims to give blind spots view of the functioning of rural entrepreneurs to students through rural visits or any rural area reality. The department is expected to organize the field visits in that semester. Each student should submit a final record at the end of semester about the visit on the following items.

1. Geographical and social structure
2. Weather and Seasonality
3. Infrastructure available in rural areas
4. Government scheme
5. Consumption pattern
6. Status of women
7. SWOT analysis for rural entrepreneurs
8. Marketing Strategies
9. Financial Strategies

The field visit can be for about 4 weeks

The field study allows students to:

1. Gain experience in integrating the theoretical perspectives learned in the classroom with experiences gained in the field;
2. Achieve insight into the workings of the rural entrepreneurs.
3. When students return to campus, Field Study Seminar assists students in analysing and interpreting their life skill experiences and functional literacy which will help them to operate and manage the enterprise.

Guidelines for Field Visit

1. Each Student must be allotted a faculty guide. The HOD may allot the guide by discussing with other faculty members.
2. After completing the project 10-12 days may be given for the students to prepare and submit the report
3. The students may do a PPT presentation before the class and all faculties.
4. Since it is a two credit paper, the maximum marks to be awarded is 100. Out of these 100 marks, 75 marks may be awarded by the guide and 25 marks may be allotted for the presentation and the HOD may award these marks.

SEMESTER - V

SEMESTER- V

List of Papers

Major Disciplinary course (Compulsory)	BBA501	Entrepreneurship Development	4	5
	BBA502	Consumer Behaviour	4	5
	BBA503	Industrial Relations Management	4	5
Minor Disciplinary course (Choose anyone)	BBA504-A	Event Management	4	5
	BBA504-B	Tourism Management		
	BBA504-C	Integrated Marketing Communication		
Internship	BBAP505	Industry based Internship	4	6

ENTREPRENEURIAL DEVELOPMENT

SEMESTER-V

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 501

OBJECTIVES:

- To familiarize basic concepts of entrepreneurship and skills of entrepreneur.
- To provide insights on ideation and patents.
- To throw light on feasibility
- To discuss business plan and start up.
- To create awareness on funding and grants.

UNIT – I: Entrepreneurship- Meaning of entrepreneurship – Types of Entrepreneurships – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT – II: Developing Successful Business Ideas Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR

UNIT – III: Opportunity Identification and Evaluation Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT – IV: Business Planning Process Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based work)

UNIT – V: Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.

COURSE OUTCOMES:

- To understand the role of entrepreneur in economic development.
- To sketch ideas and learn to research and patent.
- To analyze and draft a business plan.
- To assess the process involved in starting a new business.
- To elaborate the agencies for funding.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4		✓				

TEXT BOOKS:

1. S.S.Khanka, Entrepreneurial Development, S.Chand & Company Ltd, 2017.
2. Sangram Keshari Mohanty, Fundamentals of Entrepreneurship, PHI Learning, 2017.
3. Sangeeta Sharma, Entrepreneurship Development, PHI Learning, 2016.
4. Poornima M.Charantimath, Entrepreneurship Development & Small Business Enterprises, Tata Mc Graw Hill, 2012.

CONSUMER BEHAVIOUR

SEMESTER-V

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 502

OBJECTIVES:

- To understand the conceptual foundations of consumer buying behaviour
- To equip the learner to apply the principles and prepare for a career in product and Brand management in the FMCG and consumer durables industry

UNIT – I: Consumer behaviour -Introduction – Consumer and Customers - Consumer decision process - Consumer involvement decision – Applications of consumer behaviour knowledge in marketing.

UNIT – II: Environmental influences on consumer behaviour - Consumer’s Cultural influences – Social class influence- Reference group influence- Family influence and their marketing implications.

UNIT – III: Consumer as an Individual- Consumer perception – Learning –Attitude -Motivation and personality – Psychographics - Value and Lifestyles.

UNIT – IV: Diffusion of Innovation and opinion leadership - Introduction – Types of Innovation – Diffusion Process –The adoption process – Opinion leadership and firm’s promotional strategy.

UNIT – V: Consumer Decision Models -Types of Consumer Decision – Nicosia Model – Howard- Sheth Model – Engel – Blackwell – Miniard Model - Consumer responses to online marketing approaches.

COURSE OUTCOMES:

- To develop an understanding of theoretical and conceptual concepts of consumer behaviour and apply them to real life marketing situations and practices.
- To provide an understanding of how consumers make decisions
- To analyse the personal and environmental factors that influence consumer decisions.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		

TEXTBOOKS:

1. Loudon And Della Bitta: Consumer Behaviour: Concepts and Application, Tata Mc-Graw Hill.
2. P.C. Jain Monika Bhatt, Consumer Behaviour , S.Chand And Co. New Delhi
3. Satish K Batra And S H H Kazmi , Consumer Behaviour – Text And Cases- II Edition, Excel Book
4. Suja Nair , Consumer Behaviour-, Himalaya Publishing House.

INDUSTRIAL RELATIONS MANAGEMENT

SEMESTER-V

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 503

OBJECTIVES:

- This course intends to develop necessary understanding among students of various labour management relation issues and policies in the Indian Context in particular.

UNIT-I: Introduction To Industrial Relations - Industrial Relations Perspectives –Concept – Importance- Scope & Aspects of Industrial Relations –Determinants - Causes & effects of Poor Industrial Relation in India.

UNIT-II: Trade Unions - Historical Evolution of Trade Unions in India - Approaches – Types - Role & Functions of Trade union – Growth – problems - recent trends and future of Trade Union in India - ILO – History - Objectives and Functions.

UNIT-III: Discipline -Employee discipline - Causes of indiscipline, essentials of a good disciplinary system - Procedure for Disciplinary Actions – Hot - Stove Rule and kinds of punishment - Employee Counselling.

UNIT-IV: Grievance Management - Settlement of grievance in Indian industry - Model grievance procedure - Meaning & structure of collective bargaining - Bargaining stages and processes -Collective bargaining in India.

UNIT-V: Industrial Disputes & Employee Participation - Industrial Disputes in India - Forms-causes of disputes - Methods for the settlement of industrial disputes – Definitions - aims and Forms of Workers participation - Worker participation in Management in India.

COURSE OUTCOMES:

- To familiarize with the management role and unions in promotions of industrial relations.
- To examine the labour relation issues and its management.
- To acquire skills in handling employer-employee relations.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		

TEXT BOOKS:

1. C.B. Gupta – Human Resource Management, Sultan Chand & Sons.
2. Mamoria & Mamoria – Dynamics of Industrial Relations in India, Himalaya Publishing House.
3. N.G. Nair & Latha Nair - Personnel Management & Industrial Relations, S. Chand.
4. S C Srivastava: Industrial Relations & Labour Laws, Vikas Publishing House.
5. T N Chhabra : Industrial Relations & Labour Laws, Dhanpat Rai Publishing House.
6. T N Bhagoliwal : Personnel Management and Industrial Relations, Agra Publishers.

EVENT MANAGEMENT

SEMESTER-V

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 504 A

OBJECTIVES

- To familiarize the students with the essentials of Event Management;
- To understand the potential of MICE and Event Tourism; and
- To enable the students to take up project work in the above areas.

UNIT I: Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management - Key steps to a successful event.

UNIT II: The Dynamics Of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

UNIT III: Introduction to Mice: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets.

UNIT IV: Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation.

UNIT V: Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

COURSE OUTCOMES

- Students will gain concrete understanding of the practicalities of Event Management.
- They will have comprehensive know-how of event planning, organising and marketing.
- Students would realize the importance of MICE and its role in tourism development.
- They can develop capabilities of organising travel marts.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		
CO4				✓		

TEXT BOOKS

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.
3. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
4. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
5. Avrigh Barry (1994), Event and Entertainment Marketing, Vikas, New Delhi.
6. Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi

TOURISM MANAGEMENT

SEMESTER-V

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 504 B

OBJECTIVES:

- To provide an understanding of various concepts of tourism and travel motivations
- To identify the major and minor tourism and supply components
- To evaluate various impacts of tourism on economic, environmental and socio-cultural

Unit – I: Introduction to Tourism - Tourism: definition, meaning, nature and scope; Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation; Leisure, recreation and tourism and their Interrelationship- Domestic Tourism, International Tourism, Inbound Tourism, Outbound Tourism

Unit – II: Tourism- Components and elements of tourism: Intermediaries and suppliers; The tourism system; Types and typologies of tourism; Understanding tourism motivations ; Factors affecting growth and development of International and national Tourism; Concept of Push and Pull factors in Tourism

Unit – III: Infrastructure in Tourism - Tourism Infrastructure - Types, Forms and Significance; Accommodation: Forms and types; Transport Sectors: Modes and relative significance; Other support Infrastructures required for tourism

Unit – IV: Tourism Demand and Supply - Concept of demand and supply in tourism; Unique features of tourist demand; Constraints in creating ideal destination

Unit – V: Significance of Tourism Industry - Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc. ; Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Impacts of tourism on ecology and environment.

COURSE OUTCOME

- Demonstrate on Various concepts and nature of tourism
- Explain different concepts on travel motivations
- Identify the major tourism and supply components
- Analyze the demand for tourism market using statistics and research as a tool
- Evaluate the positive and negative impacts of tourism on the economy, socio-cultural and environment of the destination

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		
CO4		✓				
CO5				✓		

REFERENCE BOOKS

1. Swain S K, Mishra J.M. (2012), Tourism Principles and Practices, Oxford University Press
2. Kamra & Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02
3. Mishra, S.N; Sadual S, K (2008):Basics of Tourism Management, Excel Books, New Delhi
4. Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Sterling Publishers,

INTEGRATED MARKETING COMMUNICATION

SEMESTER-V

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 504 C

OBJECTIVES:

- To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success of sales management.
- To help them differentiate the nuances of personal, organizational and personal selling.

UNIT - I :Integrated Marketing: Introduction about Integrated Marketing - Integrated Marketing Communication Planning Process - Marketing Environment - Value Creation by the Firm - Preparing and Integrated Marketing Plan and Programme - 4Pcs of Marketing – Customer Driven Marketing Mix - Marker Planning.

UNIT - II : Sales: Introduction - Need for a Sales Organization - Importance - Functions - Structures - Sale Management Functions - Qualities of a Sales Manager - Duties and Responsibilities Sales Forecasting - Sales Territory - Sales Quota - Methods of Sale Control - Advantages and Disadvantages.

UNIT – III: Advertisement: Evolution of Advertisement - Definition - Objectives - Types of Advertisement - Advertisement Process - Types of Media used for Advertisement - Pre-testing Advertisement Methods- Post-testing Advertisement Methods - Advertisement Approaches - DAGMAR -AIADA MODEL - Advertisement Budget - Benefits of Advertisements to Manufactures – Wholesaler - Retailer of Consumer and Overview of Advertisement Agency.

UNIT – IV: Sales Promotion: Introduction - Evolution about Sales Promotion - Types of Sales Promotion - Steps in Sales Promotion Activities - Objectives of Sales Promotion - Significance of Sales Promotion - Strategies used in Different Sales Promotion - Types - Advantages of Trade Promotion and Consumer Promotion - Limitations of Sales Promotion - Sales Promotion of the brand change in Lifecycle.

UNIT – V: Personal Selling: Introduction - Objectives - Definition - Importance Theories of Personal Selling - Personal Selling Process Personal Selling Behaviour - Roles of Sales Personal Functions of Personal Selling - Types of Sales Man and Its Types- Skills and Characteristics of Sales Man.

COURSE OUTCOMES:

- To outline the nature of IMC and describe its environment;
- To evaluate creative strategies in the light of given marketing objectives and strategies

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓			✓		

TEXT BOOKS:

1. R S N Pillai & Bagavathi - Marketing Management - S. Chand Publishing
2. Rajan Saxena - Marketing Management - Tata McGraw Hill Education Private Limited.
3. Dr. N. Rajan Nair & Sanjith R Nair - Marketing - Sultan Chand & Sons
4. Philip Kotler Kevin Lane Keller, Abraham Koshy, Marketing Management - Pearson Education Limited

FIELD STUDY (INDUSTRY BASED INTERNSHIP REPORT)

SEMESTER-V

CREDIT: 02

TEACHING HOURS: 06

COURSE CODE: BBAP505

The subject aims to give bird's eye view of the functioning of industries / business organizations to students through factory visits or any business reality. The department is expected to organize a minimum of three field visits in that semester. Each student should submit a final record at the end of semester about each visit on the following items.

1. Industrial Profile
2. Company Profile
3. Organization of facilities in the company / filed (Layout)
4. Unique practices of the company
5. Lessons learned through visits

Each field visit can be for about 4 weeks

Guidelines for Field Visit

1. Each Student must be allotted a faculty guide. The HOD may allot the guide by discussing with other faculty members.
2. After completing the project 10-12 days may be given for the students to prepare and submit the report
3. The students may do a PPT presentation before the class and all faculties.
4. Since it is a two credit paper, the maximum marks to be awarded is 100. Out of this 100 marks, 75 marks may be awarded by the guide and 25 marks may be allotted for the presentation and the HOD may award these marks.
5. As the minimum numbers of field visits are three, after completing all the three visits the students may be allowed to submit a single report in which they must write about all the three visits.
6. Since it is a field visit of not more than 5 days for each visit. The students may be allowed to visit three different organizations for example one small entrepreneurial company, one big store or shop and an agency company or any other venture the guide sees fit.

SEMESTER - VI

SEMESTER- VI

List of Papers

Major Disciplinary course (Compulsory)	BBA601	Research Methodology	4	5
	BBA602	Services Marketing	4	5
	BBA603	Strategic Management	4	5
	BBA604	Banking and Indian Financial System	4	5
Minor Disciplinary course (Choose anyone)	BBA605-A	Hospitality Management	4	5
	BBA605-B	Logistics and Supply Chain Management		
	BBA605-C	Management of BPO		

RESEARCH METHODOLOGY

SEMESTER-VI

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 601

OBJECTIVES:

- To enable the students, know about the information needs of managements
- To introduce the concept of scientific research and methods of conducting scientific enquiry
- To introduce the statistical tools of data analysis

UNIT – I: Research Methodology – Meaning – Objectives - Types - Significance - Research Process

UNIT – II: Sampling – Introduction - Sample design - Sampling types – Probability, Non probability sampling - Sampling Errors.

UNIT- III: Data collection – Introduction.-Types of Data- Primary - Secondary - Qualitative - Quantitative. Data collection tools – Questionnaire –Schedule - Types of questions - Collection of secondary data. Scaling – scale classification bases -Non comparative scaling technique – Continuous rating - Itemized - Simple category verbal frequency scale.

UNIT IV: Data preparation process – Questionnaire checking – Editing – Coding - Classification-Tabulation. Hypothesis – Meaning – Null Hypothesis – Alternate hypothesis. (Simple Problems)

UNIT V: Report writing – Significance - Different steps - Layout- Types-Mechanics of writing a research report – Precautions.

COURSE OUTCOMES

- Become knowledgeable of the research process and its different approaches.
- To apply quantitative and / or qualitative research techniques to business problems.
- To understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
- Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		
CO4						✓

TEXT BOOKS:

1. Kothari C.R., Research Methodology – Wishwa Prakashan.
2. Krishnaswami, O R and Ranganathan, Methodology of Research in Social Sciences, Himalaya.
3. Ghosh,B N, Scientific Methods and Social Research, Sterling, New Delhi.
4. Gupta, Santhosh, Research Methods and Statistical Techniques, Deep &Deep, New Delhi.

SERVICES MARKETING

SEMESTER-VI

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 602

OBJECTIVES:

- To familiarize students with the meaning of services, significance of marketing services and how to tackle issues in the management of services.

UNIT I: Services-Introduction, Growth of Service Sector-Classification of Services-Services Marketing-Strategic aspects of Services Marketing-Services Marketing Mix-Goods versus Services Marketing-Services marketing mix.

UNIT II: The seven P's of Services Marketing – Place – Promotion – Price – People - Physical evidence and Process.

UNIT III: Consumer behaviour in Services - Customer Satisfaction - Customer Satisfaction Survey - The Customer expectations versus perceived - Services Gap - Techniques to resolve the Gap - Quality perceptions in Services - SERVQUAL.

UNIT IV: Segmentation Targeting and Positioning applicable to Service Marketing - Demand and Supply Management of Services - Advertising and Branding of Services - Employees Role in Services Delivery.

UNIT V: Marketing of various Services -Educational Institutions - Banking Services – Tourism –Finance - Hospital Care, Transport Services - Marketing E-Services.

COURSE OUTCOMES:

- To appreciate the challenges faced by services marketing in comparison with the traditional commercial marketing, e-marketing and non commercial environments
- To appreciate the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing;
- Recognise the challenges faced in services delivery as outlined in the services gap model.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		

TEXT BOOKS:

1. Lovelock, C.H , Service Marketing : Prentice Hall, London
2. Jha S.M, Service Marketing : Himalaya Publishing House, New Delhi.
3. R. Srinivasan , Service Marketing : The Indian Context, third edition, (PHI)

STRATEGIC MANAGEMENT

SEMESTER-VI

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 603

OBJECTIVES

- To make the students to understand the concepts of strategic Management
- To Analysis business situation identify craft and execute strategies at different levels

UNIT I: Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Strategic Decision making process – Participants in strategic Management

UNIT II: Environmental Scanning – and Industry analysis – forecasting – Internal scanning – SWOT Analysis – vision of the company – Mission – Objectives – Stakeholder theory – Cybert and March’s behaviour theory – social responsibility and business ethics

UNIT III: Strategic formulation – Business Strategy – Corporate Strategy – Generic Strategy – Portfolio Analysis – BCG Growth/share matrix

UNIT IV: Strategic Implementation – Organization for action – Staffing – Leading – Total quality management – Functional Strategies – Growth Strategies – Diversification acquisition and Joint Venture – Turn Around Strategies.

UNIT V: Strategic control and evaluation – Establishing strategic control – Implementation control – special alert control – evaluation techniques – Participant in Strategic evaluation and control – strategy for diversified company – strategy for MNC Company.

COURSE OUTCOMES:

- To understand growing importance of strategies in uncertain business environment.
- Gain an in-depth understanding of business environment.
- Appreciate the unique challenges faced by firms in competitive environment.
- Develop skills to deal with ever changing business situations

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		
CO4						✓

TEXT BOOKS

1. L.M Prasad, Business policy and strategic management – Sultan Chand & Sons.
2. Vipin Gupta, Kamala , Gollakota and R.Srinivasan, Business policy and Strategic Management Concepts and applications : - Revised 2nd Edition,(PHI New Delhi).
3. Subbarao, Strategic Management , Himalaya Publication

BANKING AND INDIAN FINANCIAL SYSTEMS

SEMESTER-VI

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 604

OBJECTIVES:

- To acquaint students with the structure and components of the Indian Financial System;
- To familiarize students with different types of financial institutions and their place in the Indian Financial System.
- To provide expertise in managing banking functions and understand the Role of RBI

UNIT I: Introduction To Financial System - Financial System- Meaning – Structure – Functions –Development of Financial system in India – Financial system & Economic Development – Weakness of Indian Financial System.

UNIT II: Financial Markets & Institutions - Meaning – Role - Functions of financial markets - Money Market - Call Money Market - Commercial Bill market - Treasury Bill market - Capital Market - Primary Market - Secondary Market - Derivative Market-Financial Institutions – Meaning -Functions and Role of Financial Institutions - Banking and Non-banking Financial Institutions

UNIT III: Financial Services& Instruments -Meaning - Importance and Types of Financial Services-Fund Based services and Fee Based services - Financial Instruments – Meaning - Importance and Classification of financial instruments

UNIT-IV: Banking - Definition and Meaning of Banking – Types of Banking – Banking Structure in India – Origination, - Structure - Functions and Services of Commercial Banks

UNIT- V: Central Bank - Introduction – Characteristics – Origination, Structure and Functions of RBI – The role of RBI in Controlling the Monetary and Credit System in India – NBFCs – Growth of NBFCs.

COURSE OUTCOMES:

- To describe the role of financial system.
- To summarize the reasons to study about financial institutions.
- To identify roles of financial intermediaries within existing financial markets.
- To understand the Structure of Indian Banking System.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4				✓		

TEXT BOOKS:

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Varshney: Banking and Financial system (S. Chand)
3. Bhole L. M. & Mahakud J. (2009): Financial Institutions and Markets: Structure, Growth & Innovations, New Delhi, Tata-McGraw Hill,
4. Pathak B. V. (2008): Indian Financial System, New Delhi, Pearson,

HOSPITALITY MANAGEMENT

SEMESTER-VI

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 605 A

OBJECTIVES

- To study the flow of activities and functions in today's Hotel operation.
- To understand basic functions of Front office operations.
- To understand the basic functions of housekeeping operations.
- To understand the functional areas of hotel.
- To establish the importance of various departments and its role in the Hospitality Industry.

UNIT- I: Introduction to Hospitality Industry -Distinctive characteristics of Hospitality Industry - Inflexibility, Intangibility, Perishability, Fixed location, Relatively large financial investment etc.; Concepts of "Atithi Devo Bhavah"

UNIT-II: Definition – Hotel, Organization chart of Hotels (staff) Small, Large, Medium, and Job description of Manager operations. Classification of Hotels grading. Classification of catering establishments

UNIT-III: Front Office Duties and Responsibilities - Reservation & registration, Meal plans, Room assignments, Check-in, Departure, Handling guest mail, Message handling, Guest paging, Methods of payment; Guest services: Type of hotel guests, Types of Meal Plans, Wake-up call.

UNIT- IV: Housekeeping - Hierarchy, Duties & Responsibilities of Housekeeping Staff; Important functions of Housekeeping Management; Types of accommodation; Room Service, Types of Room, Liaison with other departments.

UNIT- V: Food & Beverage - Hierarchy, Duties & Responsibilities of Staff; Food Production Organization: Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B; Types of Restaurant Menu; Catering Services

COURSE OUTCOMES:

- Will be able to understand basic functions of food and beverage operations.
- Assimilating and enriching the concepts and practices of Hospitality Management, students can develop professional skills and caliber to be hospitality managers.
- Knowledge of all the functions and systems of hotels and supplementary accommodation.
- Exposure to the hotel management practices would instill in them the confidence to be hospitality entrepreneurs

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4						

TEXT BOOKS:

1. Jag Mohan Negi (2014), Professional Hotel Management, S. Chand, New Delhi
2. Jag Mohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
3. Fundamentals of Tourism and Hotel Mgmt by Sudheer Andrews, 2014.

LOGISTICS & SUPPLY CHAIN MANAGEMENT

SEMESTER-VI

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 605B

OBJECTIVES:

- To impart knowledge about basic functions of Logistics and Supply Chain Management
- To provide understanding of Value Chain and SCM
- To familiarize students about Inventory Management.
- To learn about Logistics Packaging and Logistics Information system and e commerce

UNIT – I: Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India.

UNIT – II: Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).

UNIT – III: Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory.

UNIT – IV: Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics Outsourcing.

UNIT – V: Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E – Commerce Logistics.

COURSE OUTCOMES:

- Discuss about the Logistics and Supply Chain Management and its Retail usage.
- Identify the Framework and relationship of Supply Chain Management
- Identify the various techniques of Inventory Management
- Understand the Packaging techniques and outsourcing of Logistics Services.
- Understand the use of Information System and E-Commerce in Logistics and SCM.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3		✓				
CO4				✓	✓	
CO5						

TEXT BOOKS:

1. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall, 4th edition
2. D. K. Agrawal, Textbook of Logistics and Supply Chain Management, Macmillan, 2009
3. Saikumari. V, S. Purushothaman, Logistics & Supply Chain Management, Sultan Chand & Sons, First Edition, 2022

MANAGEMENT OF BPO

SEMESTER-VI

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 605 C

OBJECTIVES:

- Explain What is Business Process Outsourcing (BPO)
- Explain How to Thrive in Competitive BPO Market
- Describe the Effect of BPO on the Workforce
- Explain the Steps for Measuring Performance of BPO Business
- Explain the Benefits of BPO to the Target Countries

UNIT I: Introduction to BPO – Benefits of BPO – BPO Models & Types of Vendors – Introduction to offshore BPO – Evolution – Global ITES/BPO Scenario – Offshore BPO destinations – Challenges of Offshoring.

UNIT II: Career opportunities in the BPO Industry – Employment opportunities – Employee structure, Skill set required – Compensation levels

UNIT III: Contact Center BPO – Types of Call Centres – Technical Components and working of a Call Center – Issues & Problems

UNIT IV: Health care BPO's – Transaction Processing BPO – Human Resources BPO

UNIT V: BPO Companies in India – Other emerging BPO domains.

COURSE OBJECTIVES:

- Learn the important concepts, tools, and uses of Business Process Outsourcing.
- Learn about the benefits of implementing Business Process Outsourcing processes in workplace.
- Examine Business Process Management.
- Review offshore outsourcing.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3				✓		
CO4					✓	

TEXT BOOKS:

1. Anandkumar, V. and Biswas, S. (2008) Business Process Outsourcing: Oh! BPO— Structure and Chaos, Fun and Agony, New Delhi: Response Books.
2. Kulkarni, S. (2005) Business Process Outsourcing, Mumbai: Jaico Publishing House
3. Melan, E.H. (1993) Process Management, McGraw-Hill and ASQC Quality Press.

SEMESTER - VII

SEMESTER- VII

List of Papers

Major Disciplinary course (Compulsory)	BBA701	International Business	4	5
	BBA702	Operations Research	4	5
	BBA703	Project Management	4	5
Minor Disciplinary course (Anyone)	BBA704-A	Digital Marketing	4	5
	BBA704-B	Export Management		
	BBA704-C	Security Analysis and Portfolio Management		
Minor Disciplinary course (Choose anyone)	BBA705-A	Insurance Management	4	5
	BBA705-B	Brand Management		
	BBA705-C	Business Taxation		

INTERNATIONAL BUSINESS

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 701

OBJECTIVES:

- Knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.
- Assess the special roles of an international business's various functions.
- Formulate & execute strategies, plans,& tactics to succeed in international business ventures.

UNIT- I: International: Need for Exports - Internal and External-International Marketing - Special Considerations or Factors Relevant for International Marketing - Protectionism, Tariff Barriers-Trade Agreements Etc.

UNIT- II: Export Assistance - Government Assistance - Qualitative and Quantitative - Export Finance - Procedure for Imports and Exports

UNIT- III: International Business - Theories of International Business - Terms of Trade - Gains from International Business

UNIT- IV: Barriers Of International Business - Foreign Exchange - Exchange Rate Determinations – GSDR – Euro - Dollar

UNIT- V: International Monetary Funds - Banks for Reconstruction and Other Institutions - Role of IMF and IBRD for Economic Development Strategies -Sourcing and Production - Human Resource Management

COURSE OUTCOMES:

- Understand various concepts and terminologies involved in International Business and importance of international trade
- Evaluate various modes of entry in to International business and should be able to select the best mode of entry given a situation.
- Relate and discuss the presence of macro factors (PESTEL) on international business environment
- Examine and elaborate the role of various Government institutions in India which support International trade.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4					✓	

TEXT BOOKS:

1. International Business Text & Cases By P Subba Rao
2. International Business By V K Bhalla
3. The International Business Environment By Anant Sundaram
4. International Business By Hill & Jain

OPERATIONS RESEARCH

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 702

OBJECTIVES:

- To build capabilities in the students for analysing different situations in the industrial/business scenario involving limited resources and finding the optimal solution within constraints.
- To understand and analyse managerial and engineering problems to equip him to use the resources such as capitals, materials, productions, controlling, directing, staffing, and machines more effectively.

UNIT – I: Operations research – meaning – scope – uses – operations research in India – models in Operations, research – limitations of model – general methods for solving operations research models.

UNIT – II: Linear programming problems – requirements – formulation of L.P.P. by graphical method – simplex method (simple problem only).

UNIT – III: Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

UNIT- IV: Assignment problems – formulation and solution assignment problems.

UNIT-V: Decision theory – types of decision making criteria statement of Baye's theorem – application of Bay's theorem – use of probability – decision tree.

COURSE OUTCOMES:

- Solve linear programming problems using appropriate techniques and optimization
- Determine optimal strategy for Minimization of Cost of shipping of products
- Finding initial basic feasible and optimal solution of the Transportation problems
- Optimize the allocation of resources to Demand points in the best possible way
- Apply operations research techniques and algorithms to solve these Network problems

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4		✓				
CO5				✓		

TEXT BOOKS:

1. Kapoor V.K. Operations Research, SulthanChand& Sons, NewDelhi.

REFERENCE BOOKS

1 Prem Kumar Gupta, Operations Research – Sultan Chand &Co.

2. P.K. Man Mohan, Operations Research – Sultan Chand &Sons.

3. Vohra N.D., Quantitative techniques in Management, Tata McGrawHill

4. Agarwal B.M. Quantitative Methods, New AcademicPublication.

PROJECT MANAGEMENT

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 703

OBJECTIVES:

- The successful development and implementation of all project's procedures.
- Productive guidance, efficient communication and apt supervision of the project's team..
- The achievement of the project's main goal within the given constraints.
- Optimization of the allocated necessary inputs and their application to meeting the project's pre-defined objectives.

UNIT-I: Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.

UNIT –II: Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management

UNIT-III: Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs.

Unit-IV: Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT,

UNIT-V: Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Project Termination: Types of Terminations, Project Termination Process

COURSE OUTCOME:

- describe a project life cycle, and can skillfully map each stage in the cycle
- identify the resources needed for each stage, including involved stakeholders
- describe the time needed to successfully complete a project, considering factors
- provide internal stakeholders with information regarding project costs by considering factors develop a project scope while considering factors such as customer and external goal.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4				✓		

TEXT BOOKS:

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel,
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)
4. Project Management Core Text Book : M R Gopalan (Wiley) Quantitative Techniques in Management : N D Vohra (TMH)

DIGITAL MARKETING

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 704 A

OBJECTIVES:

- To provide basic knowledge about digital marketing.
- To understand and develop various digital marketing tools used for business.
- To know the digital analytics and measurement tools used for digital marketing.
- To familiarize online and Social media marketing
- To Understand various data analytics and measurement tools in digital marketing

UNIT – I: Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.

UNIT – II: Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.

UNIT – III: Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.

UNIT – IV : Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

UNIT – V: Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)

COURSE OUTCOMES:

- Discuss digital marketing and its framework
- Explain social media marketing and crowdsourcing
- Identify the various data analytics and measurement tools in digital marketing

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2			✓			
CO3				✓		

TEXT BOOKS:

1. Digital Marketing current trends ,vandanahuja,7th edition2015 Oxford University press
2. Understanding Digital Marketing,Damian ryan,4th Edition 2017 publisher:
3. Digital Marketing essentials you always wanted to know,7th edition, Vibrant publishers
4. Journal of Digital & Social Media Marketing

EXPORT MANAGEMENT

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 704 B

OBJECTIVES:

- To provide fundamental / theoretical knowledge to the students about the various aspects of export management and its practical applications in business.
- To understand basic concepts of export management

UNIT- I: Introduction of Export Management: Definition of Export Management, Difference between Domestic Trade and Export Trade, Custom Act, other act related to export/import, Formalities commencing export business, obtaining export/import licenses, processing of export orders, Export Promotion Councils, Commodity Boards, Directorate of Commercial Intelligence, India Trade Promotion organization.

UNIT- II: Export & Import: Types of exporters, Registration of exporters, Major exports from India, Licensing, Facilities available EOU's, SEZ's, duty drawback, other incentives provided by government to exporters.

UNIT- III: Export Documentation: Performa Invoice, Commercial Invoice, Packing List, certificate of origin, GSP certification, Shipping Bills, A.R -4 forms, Mate Receipts, ECGC Policy, bill of exchange, Bank certificate for export, Bill of Entry and Airway Bill.

UNIT- IV: Non Tariff Barrier-Non Tariff Barriers; Government Participation in Trade; Quota; Advalorem Duty; Specific Duties and their Differences. Indian Trade Promotion Organization (ITPO). Indian Institute of Foreign Trade (IIFT).

COURSE OUTCOMES:

- Explain in detail different concepts of export management.
- To describe Export Promotion Councils and Directorate of Commercial Intelligence
- Categorize different Types of exporters, Registration of exporters.
- To understand the concepts of EOU's, SEZ's and their procedures.
- Discuss and explain in detail export documentation for export procedures.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4				✓		
CO5					✓	

TEXT BOOKS:

1. International Trade and Export Management- HPH, Francis Cherunilam.
2. Export Management- T.A.S Balagopal.
3. International Marketing Management- Sultan Chand & Sons-R.L Varshney and B. Bhattacharyya

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 704C

OBJECTIVES:

- Understand Financial intermediaries, financial markets and risk return trade off.
- Evaluate the performance of bonds and Equity Valuation.
- To study Fundamental and Technical analysis.
- To gain knowledge about Portfolio Management.
- To know about Derivatives

UNIT – I: Meaning, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk – Meaning, types of risk. Measurement of risk and return

UNIT – II: Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity Equity valuation models -Walter model, Gordon's model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return

UNIT – III: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels Relative Strength Analysis, Moving Averages breadth of market

UNIT – IV : Steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory Evaluation of Portfolios; Sharpe Model, Jensen's Model, Treynor's model

UNIT – V: Characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.

COURSE OUTCOMES:

- Recall the meaning of the basic terminologies used in stock market.
- Explain and infer the final worth of various investment processes
- Solve problems relating to various investment decisions
- Analyze theories and problems relating to stock market and
- Interpret the various investment models that aid in investment decision making

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3		✓				
CO4		✓		✓		
CO5				✓		

TEXT BOOKS:

1. Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing
2. Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill
3. E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
4. S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition

INSURANCE MANAGEMENT

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 705 A

OBJECTIVES:

- This course aims at giving in-depth knowledge of insurance business in terms of structure, products, pricing and risk management

UNIT – I

Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

UNIT – II

Life Assurance – Objects of Life assurance – Principles of Life Assurance – Assignment and Nomination – Lapses and Revivals – Surrender values and loans – Claims – Double Insurance.

UNIT – III

Marine – Insurance – Principles of Marine insurance – Functions of marine insurance – Types of marine policies – Warranties – kinds of marine Losses.

UNIT – IV

Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies.

UNIT – V

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

COURSE OUTCOME:

- To acquaint the concept of Insurance and Risk Management
- To create awareness among the students about the origin and evaluation of Insurance
- To aware students regarding Recent Insurance Plan.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

REFERENCE BOOKS

1. Sharma R.S., Insurance: Principles and Practices (1960 Vora, Bombay)
2. Arifkhan M, Theory and Practice of Insurance (1976) Education BookHouse.
3. Srinivasan M.N., Principles of Insurance Law (1977) Ramanuja Publishers, Bangalore.
4. Dr. B.Varadharajan, Insurance : Vols. I and II (1979) Tamil Nadu Text Book Society

BRAND MANAGEMENT

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA705B

OBJECTIVES:

- To provide an understanding of Different types of Brand Awareness, Equity.

UNIT - I: INTRODUCTION TO BRAND MANAGEMENT:

Concept of Branding - Definition - Significance of Brand - Brand types - Difference between Brand and Product - Branding - Brand Building - Brand Launching.

UNIT - II: BRAND AWARENESS:

Branding and Advertisement - Creating Brand Awareness - AIDA Model – Branding Strategies- Brand communication.

UNIT - III: BRAND EXTENSION:

Brand Line Extension - Horizontal Extension pros and cons of Brand Extension - Related Extension - Unrelated Extension - Brand Generic Branding.

UNIT - IV: BRAND PERSONALITY:

Branding - Brand Personality Brand Positioning Re positioning Brand positioning Strategies - Brand Positioning Variables.

UNIT-V: BRAND EQUITY:

Concept of Brand Equity - Brand Awareness – personality – Positioning - Enhancing brand Equity - Brand Management - Planning - Sources Brand.

COURSE OUTCOME:

- examine the brand concepts in real-life setting by articulating the context and the rationale understand what role does first P-i.e. Product plays in the marketing mix.
- apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value.
- Apply branding principles and marketing communication concepts and frameworks to achieve brand Management goals and improve marketing performance.
- understand and analyzes the Brand Portfolio of the companies
- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3		✓				
CO4				✓		
CO5				✓		

SUGGESTED BOOKS:

- Brand Management - Gulnar Sharrna, Karan Singh Khundia - Hirnalaya publishing House
- Brand Management: Principles and Practices - Kirti Dutta - Oxford University Press.
- Brand Management: The Indian Context - YLR Moorthi – Vikas Publishing House

BUSINESS TAXATION

SEMESTER-VII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 705 C

OBJECTIVES:

- To make the students understand the concept of tax
- To enable the student to know about individual tax and income tax concept
- To enable the student to prepare tax returns and other tax relation documents

UNIT I:

Introduction– History of Income Tax – Assessment year –Previous year – Concept and Residential status – Incidence of Tax, Income – Exempted Income.

UNIT II:

Income From Salary - Salary and allowances – Perquisites – Permissible Deduction from salary (Simple Numerical Problems).

UNIT III:

Income From House Properties -Basis of determination of annual value – Computation of Income from house properties (Simple Numerical Problems).

UNIT IV:

Profit And Gains of Business and Profession -Income from business or profession – Deduction – Allowances (Simple Numerical Problems).

UNIT V:

Capital Gain And Income Other Sources - Capital gains – Long Term and Short Term Capital Gain – Computation of capital gains – Different sources of income, dividend, and interest on securities (Simple Numerical Problems).

COURSE OUTCOMES:

- To provide an over view of the Indian taxation system
- To provide an overview of the basic principles of Indian taxation law
- To examine in detail selected topics in Indian income tax law

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		

TEXT BOOKS:

1. Vinod. K.Singhania , Direct taxes –, Taxman Pub, Ltd.
2. Girish Ahuja and Ravi Gupta, Systematic Approach to Income Tax , Sahitya Bhawan Publication.

SEMESTER - VIII

SEMESTER- VIII

List of Papers

Major Disciplinary course (Compulsory)	BBA801	Retail Management	4	5
	BBA802	Quality Management	4	5
Research Project	BBAP803	Research Project (Alternatively)	12	15
OR				
Major Disciplinary course (Compulsory)	BBA803-A	Business Analytics	4*3	5*3
	BBA803-B	Customer Relationship Management		
	BBA803-C	Knowledge Management		
Total Credits / Hours			20	25

RETAIL MANAGEMENT

SEMESTER-VIII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 801

COURSE OBJECTIVES:

- To familiarize with the various concept of Retail marketing.
- To understand Retail location.
- To know emerging trends in Global Retailing.

UNIT I: Retailing – Meaning – Characteristics and Functions – Retail Management – Marketing concepts applied to Retailing – Retailing as career –Trends in retailing.

UNIT II: Retail Model and Theories of structural changes in retailing –Classification of retailers and retail markets – Life cycle and phase in growth of retail markets – Methods of customer interaction.

UNIT III: Retail location strategy – Retail location theories Importance of location decision – Types of location decision and its determining factors – Site selection analysis – Selection of shopping centre or market — Location assessment procedures.

UNIT IV: Retail in India – Evaluation and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India- Recent Trends in Retailing in India- On line Retailing

UNIT V: Global retail market: Strategic planning process for global retailing –Challenges facing global retailers – Challenges and threats in global retailing – Factors affecting the success of a global retailing strategy.

COURSE OUTCOME:

- Implement tool of customer interaction.
- An understanding of the types and forms of Retail business.
- Ability to examine Consumer Behaviour in various environment.
- Ability to analyse various Retail operations and evaluate them.
- An understanding of Information Technology in retail business.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3		✓				
CO4		✓				
CO5				✓		

TEXT BOOK:

1. Retail Management-Chetan bajaj, Rahnish Tuli and Nidhi V.Srivastava, Oxford University
2. Modern Retail Management – Principles and Techniques, J.N.Jain and P.P.Singh, Regal Publications, New Delhi-27.
3. Retailing Management – Text and Cases, Swapna Pradhan, Tata McGraw Hill, 2nd Edition
4. Retail Management, S.L.Gupta, Wisdom Publications, Delhi.

QUALITY MANAGEMENT

SEMESTER-VIII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 802

OBJECTIVES:

- To Understand the Overview and essentials of Quality
- To Understand and apply Selected Quality Improvement techniques
- To Understand the concepts and application of TPM, Reliability and FMEA
- To have comprehensive knowledge on Quality Management Systems and awards

UNIT I - INTRODUCTION

History of Quality – Importance of Quality Management – Contributions of Quality Gurus - Quality Information System – Strategy Development and Deployment – Need for Quality approach to strategy – Definition of Quality and its types – Distinction between product quality and service quality

UNIT II - ESSENTIALS OF QUALITY MANAGEMENT

Customer focus – Steps of developing customer focus – Customer and management – Factors affecting customer satisfaction – Importance of customer retention – Leadership – Desirable Qualities of a leader – Roles of leaders in Quality Improvement – Quality circles – Rewards and Recognition

UNIT III - QUALITY IMPROVEMENT TECHNIQUES

Quality System – Process Capability – SIX SIGMA – Bench Marking – Cost of Quality – Quality function Deployment

UNIT IV - TOTAL PRODUCTIVE MAINTENANCE (TPM)

Objectives of TPM – Elimination of Wastes by TPM – Equipment Maintenance Techniques – Benefits of TPM – Performance Measures of Maintenance System – Pillars of TPM – Stages of Implementation of TPM – Reliability – Failure Modes and Effects analysis (FMEA)

UNIT V - QUALITY MANAGEMENT SYSTEMS AND AWARDS
ISO 9000 Series – ISO 9000: 2015 – ISO 9000 Vs Baldrige award – Malcolm Baldrige National Quality award – Business Process Re – engineering

COURSE OUTCOMES:

- Give students a general idea about how to improve quality of goods and services.
- To ensure that students know tools of Quality Management.
- To give students an understanding of SPC techniques.
- To make students familiar with differences between Common and Special causes of variations and their influence to technological processes outcomes.
- To explain and show in practice the benefits of teamwork for getting better results.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3		✓				
CO4				✓		
CO5			✓			

TEXT BOOKS:

1. Panneerselvam.R and SivaSankaran.P, "Quality Management", PHI Learning, New Delhi
2. K.Krishnaiah, "Applied Statistical Quality Control and Improvement", PHI Learning, ⁸⁹

RESEARCH PROJECT

SEMESTER-VIII

CREDIT: 12

TEACHING HOURS: 15

COURSE CODE: BBA 803

Research Project Report is an essential and important part of the BBA curriculum, which helps in developing knowledge and understanding of present business scenario. This also gives students an exposure of work and to improve his/her skills. Therefore you are requested to give your best during Research Project Report preparation.

GUIDELINES:

1. BBA students are required to prepare Research Project Report with the help of their respective faculty guides which have been allotted to them earlier. You have to meet your respective faculty guides on weekly basis.
2. Students have to decide a topic on which they have to prepare a Research Project Report. The Topic has to be approved by their respective Faculty Guide and has to be submitted to their respective Coordinators.
3. The Research Project Report must have an appropriate Title. (Students should meet their respective guides and finalize a title for their Research Project Report as early as possible).
4. In case of Primary data collection, the questionnaire has to be designed in consultation with their respective guides.
5. In case of Secondary data collection, Internet and other sources are to be used for secondary data collection. Copying of any similar study from internet will be subject to strict action.
6. Report has to be systematically written as per standard guidelines given by the Department of Management. Each page should carry statement of identification and Page number, using header & footer app of identification and Page number, using header & footer application.
7. No two or more reports could be identical even if the organization and project is common. Each student should write a separate report and clearly mention his /her individual contribution.
8. Prepare 2 book binding copies of Dissertation Report

STANDARD GUIDELINES FOR WRITING DISSERTATION PROJECT REPORT

1. Title Page
2. Acknowledgment
3. Certificate- By Guide
4. Table of Contents or Index
5. Executive Summary (A brief summary of the Project /Abstract)
6. Literature Review
7. Conceptual Background

8. Brief Profile of the Company/ Organization/prod product/services on which Research is conducted

- i. Brief History of the company (Industrial Growth and Market Share)
- ii. Vision/ Mission of company
- iii. Organizational Chart
- iv. Details of the product/Services

9. Research Methodology: From this stage, there will be two types of report preparation

10) In case the student is performing a Primary data Collection and Analysis, this section will have the following components-

- i. Research Objectives
- ii. Research Methodology (Including Type of Research design e.g. Exploratory, Descriptive, Experimental, etc., Sampling Technique & Sample Size)
- iii. Analysis and Interpretation of Data
- iv. Findings , Conclusions and Suggestions
- v. Limitations of the Study
- vi. References: Books, Articles, Web addresses, Link etc.
- vii. Annexure (For example - Questionnaire has to be enclosed)

11) In case the students is performing a Secondary data based Research, this section will have the following components-

- i. Research Objectives
- ii. Research Methodology (Including Type of Research design)
- iii. Proceeding of the task and completion of the task
- iv. Learning and knowledge gained as per objective of the study.
- v. Findings, Conclusion and Suggestions
- vi. Limitations
- vii. References: Books, Articles, Web addresses, Link etc.
- viii. Annexure (For example - Reports/ Tables etc are to enclosed)

AT THE TIME OF RESEARCH PROJECT REPORT PRESENTATION

Students must undergo research and for preparation and presentation for a period of 10 weeks. Power point presentation has to be prepared by each student. It must contain the brief summary of research project report. The students may do PPT presentation before the class and the faculties. The maximum marks to be awarded is 200. Out of these 200 marks, 150 marks may be awarded by the guide and the HOD. External viva voce will be conducted by an external examiner at the end of the semester for 50 marks.

BUSINESS ANALYTICS

SEMESTER-VIII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 803 A

OBJECTIVES

- To understand and improve the value of the Business
- To familiarize the use and applications of Business Analytics

UNIT I: Introduction to Data Analysis and interpretation-information-data-big data interpretation techniques.

UNIT II: Data Collection-methods-merits and demerits-sample size-sampling-qualitative data analysis coding-encryption-decryption.

UNIT III: Quantitative Techniques- Statistical Tools-Operation research technique-Econometric techniques and introduction

UNIT IV: Correlation Analysis – Meaning – Definition – Uses – Types – Methods – Graphics – Scattered Diagrams – Algebraic Methods – Karl Pearson’s Co-efficient of Correlation – Demerits.

UNIT V: Meaning of T-Distribution, F-distribution, Introduction to Microsoft Excel, Simple Problem solving in Excel: T Test, F-Test. Simple Graphical Representation of business data like pie chart, histogram. ANOVA - Chi-Square - Regression and Factor Analysis.

COURSE OUTCOME:

- Identify and describe complex business problems in terms of analytical models.
- Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives.
- Translate results of business analytic projects into effective courses of action.
- Demonstrate ethical decision-making in structured or unstructured and ambiguous situations.
- Communicate technical information to both technical and non-technical audiences in speech, in writing, and graphically.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2	✓					
CO3		✓				
CO4				✓		
CO5					✓	

TEXT BOOK

1. Statistics for Management- Richard. I. Levin – Prentice Hall.

CUSTOMER RELATIONSHIP MANAGEMENT

SEMESTER-VIII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 803 B

OBJECTIVES:

- To understand the nuances of customer relationship management;
- To be able to manage a market-oriented service organization.
- To familiarize the role of customer relationship management
- To study CRM and its contribution in industry
- To understand the role of technologies in the customer relationship management

UNIT-I: Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points

UNIT –II: CRM PROCESS: Introduction and Objectives of a CRM Process; an Insight into CRM and e- CRMA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector

UNIT –III: Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

UNIT –IV: CRM IMPLEMENTATION: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

Unit-V: SALES FORCE AUTOMATION - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation.

COURSE OUTCOME:

- Cultivate the effective and efficient customer relationship ability.
- Able to manage CRM marketing in order to leverage CRM technology.
- able to analyse how to develop customer relationship based on the customer expectations
- Students are trained in of communication in the successful handling of customers
- Get to know about the various types of customers and their preferences

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2		✓				
CO3				✓		
CO4		✓				
CO5	✓					

TEXT BOOKS

1. H.Peeru Mohamed & A. Sangadevan , Customers Relationship Management - A Step –by – step approach , Vikas Publishing House Private Limited , Noida .
2. Mukesh Chaturvedi Abhinav , Chaturvedi , Customers Relationship Management – An Indian Perspective , Excel Books , New Delhi .

KNOWLEDGE MANAGEMENT

SEMESTER-VIII

CREDIT: 04

TEACHING HOURS: 05

COURSE CODE: BBA 803 C

OBJECTIVES:

- To realize the importance of capturing knowledge elements and its structures application as a competitive advantage to business.
- Develop project initiatives in Knowledge Management (KM) aligned to business strategy and learn to measure them as intangible assets to support value creation in intelligent organizations with intellectual capital.

UNIT I: Introduction to KM, History of KM, Importance of KM, Information Management to Knowledge Management, K M Cycle, Industrial Economy to Knowledge Economy

UNIT II: Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix.

UNIT III: Social Nature of Knowledge, Social Network Analysis, Obstacles to knowledge sharing, Organizational learning & Social Capital. Knowledge Application – Individual level, Group level & Organization Level.

UNIT IV: KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score and KM Tools – Knowledge Capture & Creation tools, Knowledge sharing & Dissemination Tools, Knowledge Acquisition & Application tools.

UNIT V : Km Team–Roles & Responsibilities, Political issues in KM, Ethics in KM, Strategies issues in Knowledge Management, Future of Knowledge Management.

COURSE OUTCOME:

- Analyze the resources that affect the developing of knowledge management processes in an intelligent organization through a strategic alignment tool to demonstrate the generation of business value.
- Recognize the differences between data, information, organizational knowledge and intelligent organizations. Moreover, the processes of knowledge management within the learning organizations and in related to their environment.

Mapping of COs with POs						
COs / POs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	✓					
CO2				✓		

TEXT BOOKS:

1. Knowledge Management in Theory and Practice, fourth edition Kimiz Dalkir
2. Knowledge Management Systems, by R.Maier (2010)