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BE BOUNDLESS

BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

(Semester Scheme with Multiple Entry and Exit Options for

Under Graduate Course- as per NEP 2020)

Revised Syllabus for

BBA - REGULAR

2022-23 onwards

DEPARTMENT OF COMMERCE

Central College Campus, Dr. Ambedkar Veedhi, Bengaluru-560001

BACHELOR OF BUSINESS ADMINISTRATION BBA

SYLLABUS FRAMED ACCORDING TO THE
NATIONAL EDUCATIONAL POLICY (NEP 2020)

ACADEMIC YEAR 2022-23 ONWARDS



**PROCEEDINGS OF UG BOS MEETING OF – BBA, BBA
(AVIATION), BHM and B.VOC of**

BENGALURU CITY UNIVERSITY

Proceedings of the meeting BOS – UG – BBA, BBA (AVIATION), BHM and B.VOC courses from the academic year 2022 – 2023 meeting held on 1st October 2022, at the Department of Commerce, PK Block, Bengaluru City University, Bengaluru-560009 at 11:00 A.M. The Board has reviewed and approved the course matrix and syllabus of first four semesters of the above-mentioned courses. The board authorized the chairman to make the necessary changes and get the approval for the same.

The members also decided to adopt by the syllabus of BHM as given by Karnataka Higher Education Council.

MEMBERS PRESENT:

- | | |
|---|----------|
| 1. Dr. K R Jalaja, Associate Professor, Dept. of Commerce, BCU | Chairman |
| 2. Dr. P.V.Padmaja, Principal, MLA Academy of Higher Learning | Member |
| 3. Dr. Rajkumar, HOD, Dept of Business Studies Mount Carmel College | Member |
| 4. Dr. Girish, Associate Professor, Government FGC, Frazer Town | Member |
| 5. Dr.Mahesh, Principal, Jain College | Member |
| 6. K.R.Mahesh Kumar, Director, Community College | Member |
| 7. Dr.Shreelatha, Associate Prof, V.V.Puram College of Arts and Commerce | Member |
| 8. Dr.Narasimhan.K , PG Dept, Bhishop Cotton Women Christian College | Member |
| 9. Dr.K.Ramachandra, Director, Dept of Com, Maharani's Cluster University | Member |
| 10. Dr.Parvathi, Principal, VET First Grade College | Member |
| 11. Dr.Mathew Thomas, Army Institute of Hotel Management | Member |
| 12. Sri.K.Narayana, Industrial Expert, BEML | Member |
| 13. Dr.Mariyappa, BMS College | Member |

SUBJECT EXPERTS

14. Dr. Bhavani H, Head, Dept. of Commerce, M L A First Garde College for Women,
15. Prof. Gururaj Rao, Associate Professor, Vijaya College
16. Dr. Swaminathan, Associate Professor, GFGC, Malleswaram
17. Dr. Srihari, Associate Professor, SSMRV College, Bengaluru
18. Dr. Nagaraj C, GFGC, Yelahanka
19. Ms. Priya Srinivas, BMS College of Management

**NEW EDUCATION POLICY
2020
CURRICULUM FRAMEWORK FOR
FOUR-YEAR UNDER GRADUATE
PROGRAM IN COMMERCE
BBA – REGULAR**

BBA – REGULAR PROGRAM
REGULATIONS PERTAINING TO B.B.A DEGREE

SEMESTER – I

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language -I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language -II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Management Principles & Practice	DSC-1	4+0+0	60	40	100	4
4	BBA.1.2	Fundamentals of Accounting	DSC-2	3+0+2	60	40	100	4
5	BBA.1.3	Marketing Management	DSC-3	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	30	20	50	2
7	BBA.1.5	Any one of the following: a. Business Organization b. Office Organization and Management	OEC-1	3+0+0	60	40	100	3
8	BBA.1.6	Yoga	SEC-VB	0+0+2	-	25	25	1
9	BBA.1.7	Health & Wellness	SEC-VB	0+0+2	-	25	25	1
SUB TOTAL (A)					390	310	700	25

SEMESTER – II

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
10	Lang.2.1	Language -I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.2.1	Financial Accounting & Reporting	DSC-4	3+0+2	60	40	100	4
13	BBA.2.2	Human Resource Management	DSC-5	3+0+2	60	40	100	4
14	BBA.2.3	Business Environment / Business Mathematics	DSC-6	4+0+0	60	40	100	4
15	BBA.2.4	Environmental Studies	AECC	2+0+0	30	20	50	2
16	BBA.2.5	Any one of the following: a. People Management b. Retail Management	OEC-2	3+0+0	60	40	100	3
17	BBA.2.6	Sports	SEC-VB	0+0+2	-	25	25	1
18	BBA.2.7	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	0+0+2	-	25	25	1
SUB TOTAL (B)					390	310	700	25

**EXIT OPTION WITH CERTIFICATION –
WITH ABILITY TO SOLVE WELL DEFINED PROBLEMS**

SEMESTER – III

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
19	Lang.3.1	Language -I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.3.1	Cost Accounting	DSC– 7	3+0+2	60	40	100	4
22	BBA.3.2	Organizational Behaviour	DSC– 8	3+0+2	60	40	100	4
23	BBA.3.3	Statistics for Business Decisions	DSC– 9	3+0+2	60	40	100	4
24	BBA.3.4	Financial Education & Investment Awareness	SEC	1+0+2	30	20	50	2
25	BBA.3.5	Any one of the following: a. Social Media Marketing b. Business Correspondence.	OEC-3	3+0+0	60	40	100	3
26	BBA.3.6	Sports	SEC-VB	0+0+2	-	25	25	1
27	BBA.3.7	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	0+0+2	-	25	25	1
SUB TOTAL (C)					390	310	700	25

SEMESTER – IV

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
28	Lang.4.1	Language -I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.4.1	Management Accounting	DSC– 10	3+0+2	60	40	100	4
31	BBA.4.2	Business Analytics/ Financial Markets & Services	DSC– 11	3+0+2	60	40	100	4
32	BBA.4.3	Financial Management	DSC– 12	3+0+2	60	40	100	4
33	BBA.4.4	Constitution of India	AECC-SB	2+0+0	30	20	50	2
34	BBA.4.5	Any one of the following: a. Business Leadership Skills b. Tourism Management	OEC-4	3+0+0	60	40	100	3
35	BBA.4.6	Sports	SEC-VB	0+0+2	-	25	25	1
36	BBA.4.7	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	0+0+2	-	25	25	1
SUB TOTAL (D)					390	310	700	25

EXIT OPTION WITH DIPLOMA – ABILITY TO SOLVE BROADLY DEFINED PROBLEMS.

SEMESTER – V

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.5.1	Production And Operations Management/ International Business	DSC-13	4+0+0	60	40	100	4
38	BBA.5.2	Income Tax	DSC-14	3+0+2	60	40	100	4
39	BBA.5.3	Elective-1 (Paper -1)	DSE-1	3+0+2(P) 4+0+0(T)	60	40	100	3
40	BBA.5.4	Elective-2 (Paper -2)	DSE-2	3+0+2(P) 4+0+0(T)	60	40	100	3
41	BBA.5.5	Information Technology for Managers	VOC-1	3+0+2	60	40	100	3
42	BBA.5.6	Internship -1	Intern -1	1+0+2	-	50	50	2
43	BBA.5.7	Cyber Security or some other	SEC-SB	1+0+2	30	20	50	2
44	BBA.5.8	Sports	SEC– VB	0+0+2	-	25	25	1
45	BBA.5.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (E)					330	320	650	23

SEMESTER – VI

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
46	BBA.6.1	Business Laws	DSC-15	4+0+0	60	40	100	4
47	BBA.6.2	Entrepreneurship & Start-up Management	DSC-16	4+0+0	60	40	100	4
48	BBA.6.3	Elective-1 (PAPER 2)	DSE-3	3+0+2(P) 4+0+0(T)	60	40	100	3
49	BBA.6.4	Elective-2(PAPER 2)	DSE-4	3+0+2(P) 4+0+0(T)	60	40	100	3
50	BBA.6.5	Goods and Services tax (GST)	VOC-2	3+0+2	60	40	100	3
51	BBA.6.6	Internship -2	Intern – 1	1+0+2	-	50	50	2
52	BBA.6.7	Professional Communication	SEC– SB	2+0+2	30	20	50	2
53	BBA.6.8	Sports	SEC– VB	0+0+2	-	25	25	1
54	BBA.6.9	NCC/NSS/R&R(S&G)/ Cultural	SEC– VB	0+0+2	-	25	25	1
SUB TOTAL (F)					330	320	650	23

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However the y can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

EXIT OPTION WITH BACHELOR DEGREE -ABILITY TO SOLVE COMPLEX PROBLEMS THAT ARE ILL-STRUCTURED REQUIRING MULTI-DISCIPLINARY SKILLS TO SOLVE THEM.

SEMESTER – VII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
55	BBA.7.1	Business Ethics & Corporate Governance	DSC-17	4+0+0	60	40	100	4
56	BBA.7.2	E Commerce	DSC-18	4+0+0	60	40	100	4
57	BBA.7.3	Advance Statistics for Business Research	DSC-19	2+0+2	60	40	100	3
58	BBA.7.4	One Course from the Selected Elective Group	DSE-5	3+0+2(P) 4+0+0(T)	60	40	100	4
59	BBA.7.5	Vocational-3 Application of Statistical Software (Any one Statistical Software)	VOC-3	1+0+2	60	40	100	3
60	BBA.7.6	Research Methodology	RM-1	3+1+0	60	40	100	3
SUB TOTAL (G)					360	240	600	21

SEMESTER – VIII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
61	BBA.8.1	Strategic Management	DSC-20	4+0+0	60	40	100	4
62	BBA.8.2	Operations Research and Quantitative Techniques	DSC-21	4+0+0	60	40	100	4
63	BBA.8.3	Project Management	DSC-22	2+0+2	60	40	100	4
64	BBA.8.4	Digital Marketing	VOC-4	40	60	40	100	3
65	BBA.8.5	Research Projects/Internship with Viva – voce OR Elective Paper (Two Courses from the Selected Elective Group)	RM-2	3+1+0	120	80	200	6
65	OR BBA.8.5		DSE-6*	2+0+2(P) 3+0+0(T)	60	40	100*	3*
66	BBA.8.6		DSE-7*	2+0+2(P) 3+0+0(T)	60	40	100*	3*
SUB TOTAL (H)					360	240	600	21
Grand Total (A+B+C+D+E+F+G+H) (SEE+CIE+TM+C)					2940	2360	5300	188

*In lieu of the research Project, two additional elective papers/ Internship may be offered
Award of Bachelor of Commerce Degree with Honours, (With the completion of courses equal to a minimum of 180 credits)

BACHELOR DEGREE WITH HONORS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.

NOTES:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit

Acronyms Expanded

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

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

2 Hours of Practical Class is equal to 2 Hours of Teaching.

ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives - V Semester							
Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management	Entrepreneurship
Paper-1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Retail Operations Management	Freight Transport Management	Entrepreneurship Theory and Practice

Discipline Specific Electives - VI Semester							
Sl. No	Finance	Marketing	HRM	Data Analytics	Retailing	LSCM	Entrepreneurship
Paper-2	Security Analysis and Portfolio Management	Advertising Management & Sales promotion	Employee Welfare & Social Security	Marketing Analytics	Strategic Brand Management	Sourcing for Logistics and SCM	Innovation and Entrepreneurship

Discipline Specific Electives - VII Semester							
Sl. No	Finance	Marketing	HRM	Data Analytics	Retailing	LSCM	Entrepreneurship
Paper-3	Strategic Financial Management	Brand Management / Rural Marketing	Labor Laws & IR	HR Analytics	Merchandising Planning and Buying	Managing Procurement contract and relationship	Government Schemes for Entrepreneurship

Discipline Specific Electives - VIII Semester							
Sl. No	Finance	Marketing	HRM	Data Analytics	Retailing	LSCM	Entrepreneurship
Paper-4	Derivatives and Risk Management	B to B Marketing (Industrial Marketing)	HRD	Web and Social Intelligence	IT applications in Retail Business	Global Environment for Supply chain Management	Managing Business Performance (BPIP)
Paper-5	International Financial Management	Sales & Distribution Management	International HRM	Machine Learning in Business	Visual Merchandising	International Supply Chain	Social Entrepreneurship

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.1 Name of the Course: MANAGEMENT PRINCIPLES & PRACTICE		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) The ability to understand concepts of business management, principles and function of management. b) The ability to explain the process of planning and decision making. c) The ability to create organization structures based on authority, task and responsibilities. d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. e) The ability to understand the requirement of good control system and control techniques. 		
SYLLABUS:		HOURS
MODULE-1: Introduction to Management		10
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
MODULE-2: Planning and Decision Making		08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)		
MODULE -3: Organizing and Staffing		12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
MODULE-4: Directing and Communicating		12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc.Gregor's X and Y theory. Leadership – Meaning, Formal and Informal		

Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
MODULE-5: Coordinating and Controlling	07
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
MODULE-6: Business Social Responsibility and Managerial Ethics	07
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. 2. Draft different types of Organization structure. 3. Draft Control charts. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition. 2. Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition. 3. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition. 4. B.P. Singh and A.K.Singh (2002), Essentials of Management, Excel Books 5. P C Tripathi & P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition. 6. LM Prasad, Principles of management, Sultan Chand and Sons 7. Appanniah and Reddy, Management, HPH. 8. T. Ramaswamy : Principles of Management, HPH. 	

Name of The Program: Bachelor of Business Administration Course Code: BBA 1.2 Name of The Course: FUNDAMENTALS OF ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the framework of accounting as well accounting standards. b) The Ability to pass journal entries and prepare ledger accounts c) The Ability to prepare various subsidiary books d) The Ability to prepare trial balance and final accounts of proprietary concern. e) Construct final accounts through application of accounting software tally. 		
SYLLABUS:		HOURS
Module-1: Introduction to Financial Accounting		08
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting-Significance of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles-Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards. (IND AS).		
Module -2: Accounting Process		12
Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
Module- 3: Subsidiary Books		14
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book -Problems. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.		
Module -4: Final Accounts of Proprietary Concern		10
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding expenses and prepaid expenses, outstanding incomes and incomes received in advance and provision for doubtful debts, interest on drawings and interest on capital.		

Module No.-5: Computerized Accounting	12
<p>Introduction-Meaning of accounting software, types accounting software-- Accounting software Tally-Meaning of Tally software – Features – Advantages. Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal register, Statement of Accounts, Trading and profit account and Balance Sheet.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List out the accounting concepts and conventions. 2. Prepare a Bank Reconciliation Statement with imaginary figures 3. Prepare a cash Book with imaginary figures. 4. Collect the financial statement of a proprietary concern and record it. 5. List out pre-determined Groups and ledgers created by tally software. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, Mc Graw-Hill Education, 13thEdition. 2. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi. 3. SPiyengar (2005), Advanced Accounting, Sultan Chand & Sons, Vol.1. 4. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11thEdition. 5. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32ndEdition. 6. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition. 7. B.S. Raman (2008), Financial Accounting Vol. I & II, United Publishers & Distributors 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.3 Name of the Course: MARKETING MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the concepts and functions of marketing. b) Analyse marketing environment impacting the business. c) Segment the market and understand the consumer behavior. d) Describe the 4 p's of marketing and also strategize marketing mix e) Describe 7 p's of service marketing mix.		
SYLLABUS:		HOURS
Module No. 1: Introduction to Marketing		10
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).		
Module No. 2: Marketing Environment		10
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
Module No. 3: Market Segmentation and Consumer Behaviour		10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.		
Module No. 4: Marketing Mix		20
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)		

Module No. 5: Services Marketing	06
<p>Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed and recorded in the skill development 2. Design a logo and tagline for a product of your choice 3. Develop an advertisement copy for a product. 4. Prepare a chart for distribution network for different products. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Philip Kotler, Marketing Management, Prentice Hall. 2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi 3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill 4. Bose Biplab, Marketing Management, Himalaya Publishers. 5. J.C. Gandhi, Marketing Management, Tata McGraw Hill. 6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International 7. Sontakki, Marketing Management, Kalyani Publishers. 8. PN Reddy and Appanniah, Marketing Management 9. Saxena Rajan, (2017) Marketing Management, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition. 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.5 a (OEC) Name of the Course: BUSINESS ORGANIZATION		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) An understanding of the nature, objectives and social responsibilities of business b) An ability to describe the different forms of organisations c) An understanding of the basic concepts of management d) An understanding of functions of management. e) An understanding of different types of business combinations		
SYLLABUS:		HOURS
Module No. 1: Introduction to Business		12
Business: Meaning, Nature, Objectives, Social responsibility of Business, Essentials of successful business; Functional areas of business. Concept of Business Organization.		
Module No. 2: Forms of Business Organization		12
Sole proprietorship: Meaning, Features, Merits and Demerits. Partnership: Meaning, Features, Merits and Demerits. Joint Stock Company: Meaning, , Features, Merits and Demerits. Co-operatives: Meaning, Features, Merits and Demerits.		
Module No. 3: Public Enterprises		08
Government Departmental Undertakings: Meaning, Features, Merits and Demerits. Public Corporations: Meaning, Features, Merits and Demerits. Government Companies: Meaning, Features, Merits and Demerits		
Module No. 4: Business Combinations		10
Meaning, Reason, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.		

Skill Development Activities:

1. List out the different types of business organizations.
2. Prepare a chart showing different types of business combinations.
3. List the contents of Partnership deed.
4. List out the features of Joint Stock Company/ Cooperatives/ Government Companies/ Public Corporations.

Books for References:

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

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.5 b Name of the Course: OFFICE ORGANIZATION AND MANAGEMENT (OEC)		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) An understanding of basic knowledge of office organisation and management b) Demonstrate skills in effective office organisation c) Ability to maintain office records d) Ability to maintain digital record. e) Understanding of different types of organisation structures and responsibilities as future office managers. 		
SYLLABUS:		HOURS
Module Do. 1: Fundamentals of Office Management		10
Introduction: Meaning, importance and functions of modern office Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, Nature of office services: Types of services in a modern office, Centralization and decentralization of office services, Departmentation of Office Office management: Meaning, Elements and major processes of Office management; Office Manager: Functions and qualifications of Office manager.		
Module No. 2: Administrative Arrangement and Facilities		12
Office Accommodation: Meaning and Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing OfficeSpace; Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.		
Module No. 3: Office Environment		10
Office Environment: Meaning and Components ;Interior Decoration- Colour Conditioning, Floor Coverings, Furnishings; Furniture and Fixtures- Types of Furniture, Principles Governing Selection of Furniture; Lighting and Ventilation; Noise: Internal Noise, External Noise; Cleanliness, Sanitation and Health, Safety and Security.		

Module No. 4: Records Management	10
<p>Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management</p> <p>Filing: Elements, Functions, Objectives and Importance, Essentials of a Good Filing System, Classification of Files, Filing Procedure.</p> <p>Filing Methods: Horizontal Filing and Vertical Filing-meaning, equipment used.</p> <p>Office manual: contents, Importance, types of office manuals.</p> <p>Indexing: Meaning, importance, essentials of good indexing, type of index.</p> <p>Retention and disposal of files: Meaning, need for disposal of files, life-cycle stages of files.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Visit an office and enlist the different types of files used in the office 2. Identify the different types of stationery used in offices today 3. Draw charts indicating different types of office layouts. 4. List out the different types of records maintain in office. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt 2. M.E Thakuram Rao, Office organisation and Management, Atlantic 3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning. 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.1 Name of the Course: FINANCIAL ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, and Problem solving.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Ability to understand the conversion of single entry into double entry. b) The ability to prepare final accounts of partnership firms c) The ability to understand the process of public issue of shares and accounting for the same d) The ability to prepare final accounts of joint stock companies. e) The ability to prepare and evaluate vertical and horizontal analysis of financial statements 		
SYLLABUS:		HOURS
Module -1: Conversion of Single-Entry System into Double Entry System		10
Single entry system- Meaning – Features – Merits – Demerits – Types. Conversion into Double Entry system – Need for Conversion – Preparation of Statement of Affairs – Cash book – Memorandum Trading Account – Total Debtors Account – Total Creditors Account – Bills Receivable Account – Bills Payable Account – Trading and Profit & Loss Account and Balance Sheet.		
Module -2: Final Accounts of Partnership Firms		10
. Meaning of Partnership Firm- features of Partnership. Partnership deed-contents of partnership deed. Preparation of Final accounts of partnership firms-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partner's Capital Account and Balance Sheet.		
Module-3: Issue of Shares and Debentures		12
. Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares and debentures; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form -Problems		
Module - 4: Final Accounts of Joint Stock Companies		12
Statutory Provisions regarding preparation of Company's Financial statements – Treatment of Special Items, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Statement of Profit and Loss and Balance Sheet Schedule -III of Companies Act,2013		

Module -5: Analysis of Financial Statements	08
Meaning of financial analysis-Types of Analysis – Methods of Financial Analysis – Comparative Statements – Common Size Statements – Trend Analysis – Problems.	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Prepare different accounts with imaginary figures to find out missing items while converting single entry into double entry system. 2. Refer annual reports of two companies and present it in comparative form. 3. Draft a partnership deed as per Partnership Act. With imaginary data. 4. Prepare a Balance sheet of a company as per schedule III part I of the companies Act 2013 with imaginary figures. 5. Collect financial statement of a company for five years and analyze the same using trend analysis. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Financial Accounting, HPH 2. Arulanandam & Raman; Advanced Accountancy, HPH. 3. Hanif and Mukherjee, Corporate Accounting, Mc Graw Hill Publishers. 4. S.N. Maheswari, Financial Accounting, Vikas Publication 5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication 6. Soundarajan & K. Venkataramana, Financial Accounting, SHBP. 7. Janardhanan: Advanced Financial Accounting, Kalyani Publishers 8. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand 9. M.C. Shukla and Grewal, Advanced Accounting 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.2 Name of the Course: HUMAN RESOURCE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Ability to describe the role and responsibility of Human resources management functions on business b) Ability to describe HRP, Recruitment and Selection process c) Ability to describe to induction, training, and compensation aspects. d) Ability to explain performance appraisal and its process. e) Ability to demonstrate Employee Engagement and Psychological Contract. 		
SYLLABUS:		HOURS
Module No. 1: Introduction to Human Resource Management		10
Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices.		
Module No. 2: Human Resource Planning, Recruitment & Selection		14
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP; HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting; Succession Planning – Meaning and Features; Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only); Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment;		
Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features		
Module No. 3: Induction, Training and Compensation		10
Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning.		
Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development.		
Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.		

Module No. 4: Performance Appraisal, Promotion & Transfers	14
<p>Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal</p> <p>Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion</p> <p>Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing</p>	
Module No. 5: Employee Engagement and Psychological Contract	08
<p>Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement -Measurement of EE, Benefits of EE.</p> <p>Psychological contract: Meaning and features</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Preparation of Job Descriptions and Job specifications for a Job profile 2. Choose any MNC and present your observations on training program 3. Develop a format for performance appraisal of an employee. 4. Discussion of any two Employee Engagement models. 5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Aswathappa, Human Resource Management, McGraw Hill 2. Edwin Flippo, Personnel Management, McGraw Hill 3. C.B.Mamoria, Personnel Management, HPH 4. Subba Rao, Personnel and Human Resources Management, HPH 5. Reddy & Appanainah, Human Resource Management, HPH 6. S.Sadri & Others: Geometry of HR, HPH 7. Michael Porter, HRM and Human Relations, Juta & Co.Ltd. 8. K. Venkataramana, Human Resource Management, SHBP 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 Name of the Course: BUSINESS ENVIRONMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion student will demonstrate: <ul style="list-style-type: none"> a) An Understanding of components of business environment. b) Ability to analyse the environmental factors influencing business organisation. c) Ability to demonstrate Competitive structure analysis for select industry. d) Ability to explain the impact of fiscal policy and monetary policy on business. e) Ability to analyse the impact of economic environmental factors on business. 		
SYLLABUS:		HOURS
Module No. 1: Introduction Business Environment		16
Business environment-Meaning, Types of Business Environment – Internal and External – Micro environment and Macro-environment of business, Impact of these factors on business; Environmental analysis-Scanning, Monitoring, Forecasting, Assessment; Limitation of Environment Analysis ; Competitive analysis of Business.		
Module No. 2: Government and Legal Environment		14
Government- Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and Industrial policy on business. Legal environment - Impact of various laws on Indian businesses.		
Module No. 3: Economic and Global Environment		12
Economic environment- Meaning, Nature and Components of the economic Environment, Factors affecting economic environment. Globalisation of business- Meaning and Dimensions, Stages, Essential conditions of globalisation, Foreign market entry strategies, Merits and demerits of globalisation, Impact of Globalisation on Indian businesses, Global businesses - MNCs, TNCs (concepts only) .		
Module No. 4: Technological Environment		10
Technological Environment: Meaning and features, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, Management of Technology.		

Module No. 5: Natural Environment	04
<p>Meaning and Features of natural environment. Impact of Natural environment on business.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> a) List out key features of recent Monetary policy published by RBI impacting businesses. b) List out the benefits of technology on businesses. c) Draft Five Forces Model for Imaginary business. d) List out the impact of Globalisation on Indian businesses 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Aswathappa. K, Essentials Of Business Environment, HPH 2. Sundaram & Black: The International Business Environment; Prentice Hall 3. Chidambaram: Business Environment; Vikas Publishing 4. Upadhyay, S: Business Environment, Asia Books 5. Chopra, BK: Business Environment in India, Everest Publishing 6. Suresh Bedi: Business Environment, Excel Books 7. Economic Environment of Business by M. Ashikary. 8. Business Environment by Francis Cherunilam, HPH 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 Name of the Course: BUSINESS MATHEMATICS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	56 HOURS
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: a) The application of equations to solve business problems. b) The Application AP and GP in solving business problems. c) The calculation of simple interest, compound interest and discounting of Bills of Exchange. d) The application of matrices in business. e) The Application of ratios and proportions in business.		
SYLLABUS:		HOURS
Module -1: Number System and Indices		12
Number System: Introduction – Natural numbers, Even numbers, Odd numbers, Integers, Prime numbers, Rational & Irrational numbers, Real numbers, HCF & LCM (Simple problems). Indices- Meaning-Basic laws of indices and their application for simplification (Simple Problems).		
Module -2: Theory of Equations		12
Introduction – Meaning - Types of Equations – Simple or Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems-Application of equations in business.		
Module-.3: Progressions		12
Meaning-Types of Progression-Arithmetic Progression – Finding the 'nth' term of AP and Sum to 'nth' term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean-problems		
Module -4: Financial Mathematics		10
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting-problems. Ratios and Proportions-Duplicate-triplicate and sub-duplicate of a ratio. Proportions- third, fourth and inverse proportion – problems.		
Module- 5: Matrices and Determinants		10
Meaning – types of matrices-Dimension of matrix -Operation of matrices – additions – subtractions and multiplication of two matrices – transpose of a matrix – determinants – minor of an element – co-factor of an element –inverse of a square matrix – crammer's rule in two variables – problems		

Skill Development Activities:

- a) Secondary overhead distribution using simultaneous equations method.
- b) State the various laws of indices and Logarithms
- c) Demonstrate the application of matrices in solving business problems.
- d) Narrate the use of AP and GP in solving commercial application problems.
- e) Develop an Amortization Table for Loan Amount – EMI Calculation.

Books for References:

- 1. Sancheti & Kapoor: Business Mathematics and Statistics, Sultan Chand
- 2. Madappa, Mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash Publications
- 3. Saha: Mathematics for Cost Accountants, Central Publishers.
- 4. Azharuddin: Business Mathematics, Vikas Publishers.
- 5. R.S Bhardwaj: Mathematics for Economics & Business

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 a (Open Elective Course) NAME OF THE COURSE: PEOPLE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Ability to examine the difference between People Management with Human resource Management b) Ability to explain the need for and importance of People Management. c) Ability to explain role of manager in different stages of performance management process d) Ability to list modern methods of performance and task assessment. e) Ability to analyse the factors influencing the work life balance of a working individual. 		
SYLLABUS:		HOURS
Module 1: Introduction to People Management		10
People Management: Meaning, Features, Significance, Functions-Managerial and Operational; Factors influencing People Management; Qualities of People's Manager working in diversity; Reason to manage diversity, Barrier to manage diversity.		
Module 2: Performance Management and Assessment		12
Performance Management: Meaning, Process of Performance Evaluation, Role of a manager in the different stages of the performance management process, Methods of Performance Evaluation, Problems in Performance Evaluation, Modern tools of assessment and evaluation of tasks and performance.		
Module 3: Peer Networks and Effective Teams		12
Peer Networks: Meaning, Importance of peer networks in an organization; Benefits and Challenges of Peer networking;		
Effective teams- Meaning, Importance; Types of teams – Problem solving teams, Cross functional team, Virtual teams;		
Creating effective teams- Factors determining team effectiveness -Context, Composition, Process; Guidelines to enhance team performance.		

Module 4: Self-Management	08
<p>Managing Self: Meaning, Need for Managing Self, Self-awareness and Self Discipline, Guidelines for self-development.</p> <p>Stress Management: Meaning of Stress, Types, Causes for stress, Effects of stress and Measures to overcome stress.</p> <p>Work-life Balance – Meaning, Need, Importance of Work-life balance, Factors influencing Work-life Balance.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Analyse two cases on any of the above content indicated above. 2. List out the modern tools to performance assessment and evaluation. 3. Conduct a survey of work life balance of working individuals 4. Draft a Career development of working individual in the middle level management. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Stephen P Robbins, Timothy A Judge, Niharika Vohra, Organisational Behaviour, Pearson 2. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3. 3. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163 4. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn. 5. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. 6. A barrier to student's leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172. 7. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill. 8. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books, 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 b (OEC) Name of the Course: RETAIL MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; a) An understanding of the types and forms of Retail business. b) Ability to examine Consumer Behaviour in various environment. c) Ability to analyse various Retail operations and evaluate them. d) Ability to analyse various marketing mix elements in retail operations. e) An understanding of Information Technology in retail business.		
Syllabus		Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS		08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – Present Indian retail scenario.		
Module No. 2: RETAIL OPERATIONS		10
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.		
Module No. 3: RETAIL MARKETING MIX		14
Introduction -Product : Decisions related to selection of goods – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – Price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – replenishment system. Promotion : Setting objectives - promotional mix.		
Module No. 4: INFORMATION TECHNOLOGY IN RETAILING		08
Non store retailing (e-retailing) - The impact of Information Technology on retailing - Integrated systems and networking – EDI, Bar coding, Electronic article surveillance, Electronic shelf labels (concepts only), customer database management system		
Skill Developments Activities: 1. Draw a retail life cycle chart and list the stages. 2. Draw a chart showing a retail store operation. 3. List out the major functions of a store manager. 4. List out the current trends in e-retailing. 5. List out the Factors Influencing in the location of a New Retail outlet.		
Books for Reference: 1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH		

3. S.K. Poddar& others - Retail Management, VBH.

4. R.S Tiwari ; Retail Management, HPH

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

Course Code: BBA. 3.1

Name of the Course: COST ACCOUNTING

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,

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

- Demonstrate an understanding of the concepts of costing and cost accounting.
- Classify, allocate apportion overheads and calculate overhead absorption rates.
- Demonstrate the ability to calculate labour cost
- Demonstrate the ability to prepare a cost sheet.
- Prepare material related documents, understand the management of stores and issue procedures.

Syllabus:	Hours
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Module No. 1: Introduction to Cost Accounting	08
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Introduction- Meaning and definition- Objectives, Importance and Uses of Cost Accounting, Difference between Cost Accounting and Financial Accounting; Various Elements of Cost and Classification of Cost; Cost object, Cost unit, Cost Centre; Cost reduction and Cost control. Limitations of Cost Accounting.

Module No. 2: Material Cost	12
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Materials: Meaning, Importance and Types of Materials – Direct and Indirect Materials
Procurement- Procedure for procurement of materials and documentation involved in materials accounting; **Material Storage:** Duties of Store keeper; **Pricing of material issues-** Preparation of Stores Ledger Account under FIFO, LIFO, Simple Average Price and Weighted Average Price Methods – Problems.
Materials control. - Technique of Inventory Control - Problems on Level Setting and EOQ.

Module No. 3: Labour Cost	08
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Labour Cost: Meaning and Types of labour cost –**Attendance procedure-**Time keeping and Time booking and Payroll Procedure; Idle Time- Causes and Treatment of Normal and Abnormal Idle time, Over Time- Causes and Treatment (theory only). - **Labour Turnover-** Meaning, Reasons and Effects of labour turnover
Methods of Wage Payment: Time rate system and piece rate system, and the Incentive schemes - Halsey plan, Rowan plan and Taylor differential piece rate system –**problems based on calculation of wages and earnings only.**

Module No. 4: Overheads	14
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Overheads: - Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Collection, Allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary overheads distribution using Reciprocal Service Methods (Repeated Distribution Method and Simultaneous Equation Method); **Absorption of Overheads:** Meaning and Methods of Absorption of Overheads (Concept only); Problems on calculation of Machine Hour Rate.

Module No. 5: Cost Sheet <i>BBA - Regular</i>	14
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Cost Sheet - Meaning and Cost heads in a Cost Sheet, Presentation of Cost Information in Cost Sheet. Problems on Cost Sheet, Tenders and Quotations.

Skill Developments Activities:

1. Mention the causes of labour turn over in manufacturing organisations.
2. Name any five documents used for material accounting
3. Prepare dummy Payroll with imaginary figures.
4. List out the various overhead items under Factory, administrative, Selling & distribution overheads (six items each).
5. Prepare a cost sheet with imaginary figures.

Books for Reference:

1. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
2. Arora, M.N. Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
3. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahavir Book Depot, New Delhi.
4. Iyengar, S.P. Cost Accounting, Sultan Chand & Sons
5. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, Cost Accounting: A Managerial Emphasis, Pearson Education.
6. Jawahar Lal, Cost Accounting., McGraw Hill Education
7. Madegowda J, Cost Accounting, HPH.
8. Rajiv Goel, Cost Accounting, International Book House
9. Mariyappa B Cost Accounting, HPH

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

Course Code: BBA 3.2

Name of the Course: ORGANIZATIONAL BEHAVIOUR

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, Role Plays and Case study method.

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

- Demonstrate an understanding of the role of OB in business organization.
- Demonstrate an ability to understand individual and group behavior in an organization.
- Be able to explain the effectiveness of organizational change and development of organisation.
- Demonstrate an understanding of the process of organizational development and OD Interventions.

Syllabus:

Syllabus:	Hours
Module No. 1: Organizational Behaviour and Foundations Of Individual Behaviour	16

Organization Behaviour- Meaning, Definition of OB, Importance of OB, Foundations of OB. **Individual behaviour** - Personal Factors, Environmental Factors, organization systems and resources. **Personality**-Meaning, Determinants and Traits of Personality. **Perception**- Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors.

Module No. 2: Group and Team Dynamics	10
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Group Dynamics-Meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behaviour.

Team Dynamics- Meaning, Types of Teams: Conflict-sources of conflict and ways of resolving conflict.

Module No. 3: Change Management	8
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Introduction to Change Management: Meaning of Change, Importance and Nature of Planned Change, Factors Influencing Change - Resistance to Change, Overcoming Resistance to Change.

Module No. 4: Organizational Development	12
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Organizational Development: Meaning and Nature of Organizational Development (OD), Process of Organizational Development: Overview of Entering and Contracting, **Diagnosing:** Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level).

Module No. 5: OD Interventions	10
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Designing Effective OD Interventions: How to Design Effective Interventions, Overview of OD interventions - Human Process Interventions, Techno Structural Interventions, HRM Interventions and Strategic Change Interventions, Conditions for optimal success of OD.

Skill Developments Activities:

- Two cases on the above syllabus should be analyzed and recorded.
- Draw Blake and Mouton managerial grid
- List the Personality Traits of Successful Business Leaders.
- List the sources of conflict in organisations.

Books for References:

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill.
4. K. Aswathappa, Organizational Behaviour, HPH.
5. Appanniah and, Management and Behavioural Process, HPH
6. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
7. Rekha and Vibha - Organizational Behavioural, VBH.
8. P.G. Aquinas Organizational Behaviour, Excel Books.
9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

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

Course Code: BBA 3.3

Name of the Course: STATISTICS FOR BUSINESS DECISIONS

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem Solving.

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

- To understand the basic concepts in statistics.
- To classify and construct statistical tables.
- To understand and construct various measures of central tendency, dispersion and skewness.
- To apply correlation and regression for data analysis.

Syllabus:

Module No. 1: Introduction to Statistics	Hours
Introduction – Meaning, Functions and Uses of Statistics; Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram.	12

Module No. 2: Measures of Central Tendency	Hours
Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode.	10

Module No. 3: Measures of Dispersion and Skewness	Hours
Measures of Dispersion: Absolute and Relative measures of dispersion - Standard Deviation in Individual, Discrete and Continuous Series – Problems Measures of Skewness: Calculation of Karl Pearson's Co-efficient of Skewness (Uni-modal) – Problems.	12

Module No. 4: Correlation and Regression Analysis	Hours
Correlation Analysis - Meaning, Types of Correlation, Calculation of Karl Pearson's Coefficient of Correlation, Computation of Probable Error, Regression Analysis – Concept of Regression, Regression equations- Problems.	14

Module No. 5: Time Series Analysis	Hours
Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), calculation and estimation of trend values.	08

Module No. 5: Time Series Analysis	Hours
Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), calculation and estimation of trend values.	08

Skill Developments Activities:

1. Preparation of Charts and Diagram
2. Preparation of Time Series Graph showing actual and trend values.
3. Preparation of blank tables mentioning the parts of the tables.
4. Calculation of Mode using histogram.

Books for References:

1. S P Gupta: Statistical Methods- Sultan Chand
2. Dr. B N Gupta: Statistics, Sahithya Bhavan
3. S.C Gupta: Business Statistics, HPH
4. N.V.R Naidu: Operation Research I.K. International Publishers
5. Elhance: Statistical Methods, Kitab Mahal
6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand
7. Veerachamy: Operation Research I.K. International Publishers
8. S. Jayashankar: Quantitative Techniques for Management
9. D.P Apte; Statistical Tools for Managers
10. Chikkodi & Satya Prasad: Quantitative Analysis for Business Decision, HPH
11. Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH

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

Course Code: BBA 3.5 a

Name of the Course: SOCIAL MEDIA MARKETING (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Case study method.

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

- Understand social media marketing goals for successful online campaigns.
- Analyze the effective social media marketing strategies for various types of industries and businesses.
- Design social media content and create strategies to optimize the content's reach to the target audience.
- Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.
- Design a suitable social media campaign for the business goals.

Syllabus:

Hours

Module No. 1: Social Media Introduction **12**

Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social, media analytics; Impact of online reputation; Social Technology and its marketing influence in India.

Module No. 2: Search Engine Optimization **10**

Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media v/s Social Media, Recent trends and challenges in Social Media marketing.

Module No.3: Facebook -Instagram Marketing **10**

Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creating automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.

Module No.4: YouTube Marketing **10**

YouTube marketing, creating a YouTube channel, posting content, YouTube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool - Adding Asset.

Skill Developments Activities:

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a search engine optimization (SEO) dashboard.

Books for References:

- Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, SAGE Publications Ltd.
- Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications.
- Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.
- **Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.**
- Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 3.5b
Name of the Course: BUSINESS CORRESPONDENCE (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Case study method.		
Course Outcomes: On successful completion of the course, the students will demonstrate		
<ul style="list-style-type: none"> a) Identify the importance of Business correspondence b) Know the rights, duties and responsibilities of Directors. c) Analyse the legal & regulatory framework of corporate governance. d) Outline the importance and role of board committee. e) Understand the major expert committees' Reports on corporate governance. 		
Syllabus:		Hours
Module No. 1: Introduction to Business Correspondence		10
Introduction, Meaning, Importance, Objective and Function of Business Correspondence; Essential Parts of Business Letters- Physical appearance- Meaning and aspects covered, Layout- Meaning and types, Structure- various parts of a business letter- specimen business letters.		
Module No. 2: Kinds of Business letters		10
Principal Types of Business Letters- Enquiries& replies, Offers and Quotation, Orders and their execution, Claims, complaints & adjustments, Remittance letters, Sales letters, Follow-up Letters, Circular letters, Agency Letters, Status enquiries, Collection Letters.		
Module No. 3: Bank Correspondence		12
Bank Correspondence: Types of Bank correspondence- Letter from customer to Banker (Letter for opening accounts, Request to stop payment, complaint on any issue, standing instruction, enquiry on dishonour of cheques, availability of safe custody facilities, Issue of letter of credit, loan against collateral); Banker's replies to the above.		
Module No. 4: Business reports		10
Meaning of Report and Reporting, Importance of Business reports; Classification of Business reports- Based on nature and number of people entrusted with writing the report; Other types- Analytical, survey and feasibility reports; Market reports- Meaning, types, function, uses and essentials; Structure of Market report- Specimens of market reports; Characteristics of a good report.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Draft a Quotation with imaginary content. 2. List out the various parts of Business Letter. 3. Draft a letter to bank manager related to any specific issue with the bank. 4. List out the characteristics of good report. 		
Books for reference		
<ul style="list-style-type: none"> 1. B S Raman; Commercial Correspondence, UP 2. Reddy, Appannaiah, Nagaraja, Rajarao- Essential of Business Correspondence, HPH 		

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

Course Code: BBA 4.1

Name of the Course: MANAGEMENT ACCOUNTING

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the students will demonstrate:		
<ul style="list-style-type: none"> a) Explain the application of management accounting and various tool used b) Make inter - firm and inter- period comparison of financial statements c) Analyse financial statements using various ratios for business decisions. d) Prepare fund flow and cash flow statements e) Prepare different types of budgets for the business. 		
Syllabus:		Hours
Module No. 1: Introduction to Management Accounting		8
Introduction- Meaning and Definition - Objectives - Nature and Scope-Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management, Technique of Management Accounting (Concept Only).		
Module No. 2: Ratio Analysis		14
Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis - Uses and Limitations -Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.		
Module No. 3: Cash Flow Analysis		12
Meaning and Definition of Cash Flow Statement - Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement - Limitations of Cash Flow Statement- Provisions of Ind.AS-7. Procedure for preparation of Cash Flow Statement - Cash Flow from Operating Activities - Cash Flow from Investing Activities and Cash Flow from Financing Activities - Preparation of Cash Flow Statement according to Ind. AS-7.		
Module No. 4: Marginal Costing		10
Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing - P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses-problems.		
Module No. 5: Budgetary Control		12
Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.		
Skill Developments Activities:		
<ul style="list-style-type: none"> a. Collect the financial statement of a company and calculate important ratios. b. Collect the annual report of a company and prepare a cash flow statement. c. Prepare a Break-even-chart with imaginary figures. d. Prepare a flexible budget using imaginary figures. e. Prepare a Cash budget using imaginary figures 		

Books for References:

1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications
2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand
3. Jain and Narang, Cost and Management Accounting, Kalyani Publisher.
4. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications.
5. B.S. Raman, Management Accounting, United Publishers.
6. Sharma and Gupta, Management Accounting, Kalyani Publishers.
7. M N Arora, Accounting for Management, Himalaya Publisher
8. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India)

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 4.2		
Name of the Course: BUSINESS ANALYTICS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the students will able to:		
<ul style="list-style-type: none"> a) Understand types of analytics and data models b) Understand the role of data indecision making, sources and types of Data. c) Ability to analyse data using different data analytic tools and draw inferences. d) Understand applied statistics for business problems. e) Demonstrate visualization of data. 		
Syllabus:		Hours
Module No. 1: Introduction to Business Analytics		12
Business Analytics, Terminologies used in Analytics: Business Analytics, Business Intelligence, Meaning, Importance, Scope, Uses of Business Analytics, Architecture of Business Analytics, Types of Analytics: Descriptive, Diagnostics, Predictive, Prescriptive, Areas of Application of Business analytics, Introduction to Data Science and Big Data.		
Module No. 2: Role of Data in The Organization		10
Sources of data, Use of Data in Decision making, Importance of data quality, dealing with missing or incomplete data, Types of Digital Data- Structured, Semi Structured, Unstructured Data. Data warehouse, Data mining, Data Integration - What, need, advantages, approaches of Data integration, Data profiling.		
Module No. 3: Tools Used for Data Analytics		11
Introduction to data analytics software - Types of data analytics software - open source and proprietary software. Lab sessions(Using R software): Installation of software / library - Importing of data - Saving of data - Run descriptive Statistics - Interpret result - plotting of charts - inferences of chart.		
Module No. 4: Database Orientation		12
Database definition, Types of structures, DBMs, RDBMS, Relational Database Language, Introduction to SQL, Features of SQL, SQL Languages, DDL commands- Create, Add, Drop, Constraints in SQL, DML Commands - Insert, Delete, Update, Data Query Language - Where clause, Order by, Group by, DCL commands - Grant, Revoke, TCL Commands - Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra.		
Module No. 5: Data Visualization Using Tableau (Public Version)		10
Introduction to Dimensions and measures, Types of Charts, (Pie Chart, Column Chart, Line Chart, Bar Chart, Area Chart, Scatter Chart, Bubble Chart, Stock Chart), Basic understanding in dashboard and storyboard. (Explain using practical examples and students executes the examples using tableau.)		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Prepare tree map chart using Tableau. 2. Run a descriptive statistic using R software. 3. Execute DCL and TCL Command in SQL. 4. List out the areas of application of Business analytics 		

Books for References:

1. Business Analytics: Text and Cases, Tanushri Banerjee, Arvindram Banerjee, Publisher: Sage Publication
2. Business Analytics, U Dinesh Kumar, Publication: Wiley
3. Business Analytics, R. Evans James, Publisher: Pearson
4. Fundamental of Business Analytics, Seema Acharya R N Prasad, Publisher: Wiley
5. Business Analytics: Data Analysis and Decision Making, Albright and Winston published by Cengage Learning.
6. Swain Scheps, Business Intelligence for Dummies.
7. Rick Sherman, Business Intelligence Guidebook: From Data Integration to Analytics
8. Cindi Howson. Successful Business Intelligence, Second Edition: Unlock the Value of BI & Big Data
9. Seema Acharya R N Prasad, Fundamentals of Business Analytics, 2ed, Wile

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 4.2		
Name of the Course: FINANCIAL MARKETS & SERVICES		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the students will be able to:		
<ul style="list-style-type: none"> a) Understand the Overview of Indian financial system. b) Understand the different types of financial institutions and their role. c) Understand concept of financial services, types and functions. d) Understand the different types of financial Instruments and its features. e) Understand the different types of financial market and its role. 		
Syllabus:		Hours
Module No. 1: Overview of Indian Financial System		08
Introduction to Financial System - Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments, Financial Regulators (a brief profile of RBI, SEBI, IRDAI).		
Module No. 2: Financial Institutions		14
Meaning, Need for Financial Institutions; Banks - Meaning, Types of Banks, Role of Banks, Insurance Companies - Meaning, Types of Insurance, Role of Insurance; NBFC'S - Meaning, Types of NBFC's , Role of NBFC's, EXIM Bank - Meaning, Role and Objectives; Asset Management Companies (AMC) - Meaning, Role of AMC in Mutual Funds.		
Module No. 3: Financial Services		12
Financial Services - Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking - Functions and Operations, Leasing, Factoring, Bill Discounting, Credit Card, Debit Card, Loans and Advances - Meaning and Types, Venture Capital & Credit Rating.		
Module No. 4: Financial Markets		12
Meaning and Definition, Types of Financial Markets, Role and Functions of Financial Markets, Constituents of Financial Markets- Money Market , Capital Market - Primary and Secondary Market, Methods of Issue of shares in the primary market, -Stock Exchange - Role and Function of Stock Exchange.		
Module No. 5: Financial Instruments		10
Meaning, Types of Instruments-Money Market Instruments-Commercial Paper, CD's Treasury Bills, Promissory Notes, Bills of Exchange, Money at Call and Short Notice; Capital Market and Instruments- Equity Shares, Preference Shares, Debenture/ Bonds, Public Deposits.		
Skill Developments Activities:		
<ul style="list-style-type: none"> 1. Prepare a List of Private Banks in India 2. Draft a specimen of Bills of Exchange with imaginary content 3. Prepare a List of Fund Based and Fee Based Financial Services. 4. Draft a Chart of Financial Markets. 		

Books for References:

1. L.M. Bhole, Financial Institutions & Markets, McGraw Hill
2. Khan, M.Y, Indian Financial System, McGraw Hill
3. Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition
4. Bhole and Mahakud, Financial Institutions and Markets - Structure, Growth and Innovations, McGraw Hill
5. Guruswamy, S., Financial Services and System, McGraw Hill
6. Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill
7. Khan. M.Y, Indian Financial System, Vikas Pub. House
8. H.R Machiraju, Indian Financial System, Vikas Pub. House
9. E.Gorden & K. Nataraj, Financial Markets and Services, HPH

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

Course Code: BBA 4.3

Name of the Course: FINANCIAL MANAGEMENT

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

Pedagogy: Classroom lectures, Tutorials, and Problem Solving.

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

- To identify the goals of financial management.
- To apply the concepts of time value of money for financial decision making.
- To evaluate projects using capital budgeting techniques.
- To design optimum capital structure using EBIT and EPS analysis.
- To evaluate working capital effectiveness in an organization.

Syllabus:

Module No. 1: Introduction to Financial Management **12**

Introduction - Meaning of Financial Management, Finance Functions, Organization structure of Finance Department; Goals of Financial Management,
Financial Decisions-Types of Financial Decisions, Role of a Financial Manager;
Financial Planning - Principles of Sound Financial Planning, Steps in Financial Planning, Factors influencing Financial Plan.

Module No. 2: Time Value of Money **12**

Meaning, Need, Future Value (Simple interest and compound interest); Present Value (Single Flow, series of cash flow, even and uneven Flow, Annuity and perpetuity); Doubling Period; Concept of Valuation -Valuation of Bonds, Debentures and Shares (Simple Problems)

Module No. 3: Financing & Dividend Decisions **12**

Financing Decision: Sources of Long-term Finance - Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure - EBIT, EPS Analysis, Break-even level of EBIT (Problems), Leverages -Meaning, types, Problems.
Dividend Decision: Meaning of Dividend, Types of Dividends, Determinants of Dividend, Bonus Shares (Meaning only), Dividend Policy - Meaning and types, Factors influencing dividend policy.

Module No. 4: Investment Decision **12**

Meaning, Scope, Features & Significance of Capital Budgeting, Techniques -Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)

Module No. 5: Working Capital Management **12**

Meaning and need for Working Capital, Components of Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Significance of Adequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)

Skill Developments Activities:

- Identify capital structure practices followed in any firm/company of your choice.
- Collect the information on various types of bonds offered by government and record the same.
- Prepare a working capital statement using imaginary values.
- Prepare a chart showing Organization structure of Finance Department

Books for References:

1. I M Pandey, Financial Management. Vikas Publication.
2. Prasanna Chandra, Financial Management, TMH
3. S N Maheshwari, Financial Management, Sultan Chand
4. Khan and Jain, Financial Management, TMH
5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India
6. Dr. Aswathanarayana.T ,Financial Management, VBH
7. K. Venkataramana, Financial Management, SHBP
8. G. Sudarshan Reddy, Financial Management, HPH
9. Sharma and Shashi Gupta, Financial Management, Kalyani Publication

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

Course Code: BBA 4.5 a

Name of the Course: BUSINESS LEADERSHIP SKILLS (OEC)

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

Pedagogy: Classroom lectures, Tutorials, Case study Analysis, Group Discussions etc.

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

- Understand the significance of leadership skills for effective people management.
- Increase the comprehension of leadership through various leadership theories.
- Analyse different leadership styles, types, patterns and functions.
- Demonstrate an understanding of various leadership approaches for effective management of people.
- Demonstrate an awareness of ethical leadership.

Syllabus:

Module No. 1: Introduction to Business Leadership **08**

Introduction to business leadership, Meaning of leadership, Evolution and growth of leadership; Functions and characteristics of leadership; Latest trends in business leadership.

Module No. 2: Leadership from Managerial Perspective **12**

Leadership: Nature and Significance of leadership, Qualities of an effective leader, Personal Values and Ethical behaviour in leadership; Leader v/s Manager; Authority v/s Leadership; Formal v/s Informal leadership; Different roles of leaders; Different levels of leadership.

Leadership Skills: Communication Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Conflict Resolution Skills;

Module No. 3: Leadership -Theoretical Perspectives. **12**

Great man theory, Trait theory, Behavioural leadership theory, Situational leadership theory, Transactional leadership theory, Transformational leadership theory, Blake and Mouton's Managerial Grid.

Module No. 4: Leadership Styles **10**

Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership - Features, merits and demerits of each leadership style.

Skill Developments Activities:

- Collect information about the real time corporate leaders with different leadership styles & discuss them in the class room.
- List the traits of an ethical leader.
- List out the traits of an autocratic leader.
- Analyze two cases related to leadership styles.
- "What if?" This practical activity identifies how members of a team solve their problems differently?

Present the students with a workplace problem, and have each student participant

write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.

Books for References:

1. Northouse, P. Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. Organizational Behaviour Himalaya Publishing House.
4. Subba Rao Personnel and Human Resource Management Bangalore: Himalaya Publishing House.
5. Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
6. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.
7. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
8. S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 4.5 b (OEC) Name of the Course: TOURISM MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures and Tutorials		
Course Outcomes: On successful completion of the course, the students will able to:		
a) Interpret and evaluate tourism as a phenomenon and as a business system. b) Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision. c) Understand the tourist resources and evaluate their potential. d) Promote Entrepreneurial activity in Tourism		
Syllabus:		Hours
Module No. 1: Introduction to Tourism Industry		12
Tourism - Concept and Definition; Meaning of Traveler and Tourist; Classification of Tourism; Components of tourism; Origin, Growth and Development of Tourism, Types of Tourists - Visitor, Traveller and Excursionist (Meaning and differences); Mediators of Tourism, Changing Trends in Tourism; Careers in the Tourism Industry.		
Module No. 2: Tourism Products		12
Tourism Products - Meaning, Characteristic of Tourism Product, Classification of Tourism Products, Natural , Man-Made, Symbiotic , Event Based , Site Based, and Others (Health, Eco tourism, Ethnic, Rural tourism, Spiritual tourism, Golf Tourism,		
Module No. 3: Travel Formalities		12
Role and Importance of different Modes of Travel; Travel Formalities: Passport, Visa, Health Requirements, Taxes, Customs, Currency, Travel Insurance, Baggage and Airport Information, BIO Cards.		
Module No. 4: Sustainable Tourism		08
Meaning and Definition of Sustainability; Dimensions of Sustainability - Social, Economic and Environmental; Importance of Sustainable Tourism; Principles of Sustainable Tourism; Challenges of implementing Sustainable Tourism.		
Skill Developments Activities:		
1. Prepare a chart showing different forms of tourism. 2. List out six tourist places of historical importance in Karnataka. 3. List out any 5 fairs and festivals of tourist attraction in India. 4. List out the documents required to obtain passport. 5. List out principles of sustainable tourism.		

Books for References:

1. Tourism: Principles, Practices, Philosophies – Charles Goeldner & Brent Ritchie
2. Tourism and Cultural Heritage of India – Ram Acharya
3. Tourism Planning, Policies, Processes and Relationships – Michael Hall
4. An Introduction to Hospitality – Dennis Foster
5. Tourism Planning: An Integrated and Sustainable Development Approach _ Inskeep E, Van Nostrand Reinhold
6. Profiles of Indian Tourism – Shalini Singh
7. Tourism Today – Ratnadeep Singh
8. Dynamics of Tourism – Pushpinder Gill
9. Hotels for Tourism Development – Dr. Jagmohan Negi
10. The Competitive Destination – A sustainable Tourism perspective – Ritchie J R and Crouch I G.

TEMPLATE FOR INTERNAL ASSESSMENT TEST -BBA

Course Code:

Name of the Course:

Duration: 1 Hour

Total Marks: 20

SECTION-A

(Based on the Remembering)

I. Answer Any Two of the following questions. Each carries Two Marks.

(2 x 2= 4)

- 1.
- 2.
- 3.

SECTION- B

(Understanding and Applying)

II. Answer Any Two of the following questions. Each carries Eight marks.

(2 x8= 16)

- 4.
 - 5.
 - 6.
-

SEMESTER END EXAMINATION – TEMPLATE

BBA

Course Code:

Name of the Course:

Duration: 2.00 Hours

Total Marks: 60

SECTION-A **(Conceptual Questions)**

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

- a.
- b.
- c.
- d.
- e.
- f.
- g.

SECTION- B **(Application Questions)**

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

(4 x5= 20)

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

SECTION- C **(Analyses and Understanding Questions)**

Answer Any Two of the following question. Each question carries Twelve Marks.

(2 x12= 24)

- 7.
- 8.
- 9.

SECTION- D **(Skill Development Questions)**

Answer Any One of the following question. Each carries Six Marks.

- 10.
- 11.