



KARNATAKA STATE AKKMAHADEVI WOMEN'S UNIVERSITY, VIJAYAPURA

THE COURSE STRUCTURE OF
UNDER GRADUATE
BACHELOR OF BUSINESS ADMINISTRATION
(Basic/Hons.)
Ist to VIIIth Semesters w.e.f.

Academic Year 2021-22 and Onwards


As Per
NEW EDUCATION POLICY (NEP) - 2020


Head

Department of Commerce
Smt. A.S.M. College for Wor.
Ballari-583 103.



IQAC
CO-ORDINATOR
Smt. Allum Sumangamma Memorial
College For Women, BELLARY.


PRINCIPAL
Smt. ASM College
For Women, BALLARI

KARNATAKA STATE AKKAMAHADEVI WOMEN'S UNIVERSITY, VIJAYAPURA

Course Matrix for B.B.A.(Basic/Hons) for Academic Year 2021-22

Bachelor of Business Administration (Basic/Hons.)

As per NEP-2020 Guidelines

Scheme of Teaching & Evaluation for B.B.A. (Basic/Hons) with Business Administration as Core Subject

BBA PROGRAM

Semester I								
Sl. No.	Course Code	Title of the Course	Category of Courses	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	4+0+0	60	40	100	4
4	BBA.1.2	Fundamentals of Business Accounting	DSC	3+0+2	60	40	100	4
5	BBA.1.3	Marketing Management	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	50	50	100	2
7	BBA.1.5	Business Organization /Office Organization and Management	OEC	3+0+0	50	50	100	3
Sub –Total (A)					400	300	700	23

Semester II								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language - I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language - II	AECC	3+1+0	60	40	100	3
10	BBA.2.1	Financial Accounting and Reporting	DSC	3+0+2	60	40	100	4
11	BBA.2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
12	BBA.2.3	Business Environment/ Business Mathematics	DSC	4+0+0/ 3+0+2	60	40	100	4
13	BBA.2.4	Health Wellness/ Social & Emotional Learning	SEC-VB	1+0+2	-	100	100	2
14	BBA.2.5	Environmental Studies	AECC	2+0+0	50	50	100	2
15	BBA.2.6	People Management /Retail Management	OEC	3+0+0	50	50	100	3
Sub –Total (B)					400	400	800	25

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



Semester III								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
16	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
17	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
18	BBA.3.1	Cost Accounting	DSC	3+0+2	60	40	100	4
19	BBA.3.2	Organizational Behavior	DSC	4+0+0	60	40	100	4
20	BBA.3.3	Statistics for Business Decisions	DSC	3+0+2	60	40	100	4
21	BBA.3.4	Artificial Intelligence	SEC	1+0+2	50	50	100	2
22	BBA.3.5	Social Media Marketing/ Rural Marketing	OEC	3+0+0	50	50	100	3
Sub –Total (C)					400	300	700	23

Semester IV								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
23	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
24	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
25	BBA.4.1	Management Accounting	DSC	3+0+2	60	40	100	4
26	BBA.4.2	Business Analytics / Financial Markets & Services	DSC	4+0+0	60	40	100	4
27	BBA.4.3	Financial Management	DSC	3+0+2	60	40	100	4
28	BBA.4.4	Constitution of India	AECC	2+0+0	50	50	100	2
29	BBA.4.5	Sports/NCC/NSS/others(if any)	SEC-VB	1+0+2	-	100	100	2
40	BBA.4.6	Business Leadership Skills/Personal Wealth Management	OEC	3+0+0	50	50	100	3
Sub –Total (D)					400	400	800	25

EXIT OPTION WITH DIPLOMA – Ability to solve broadly defined problems.

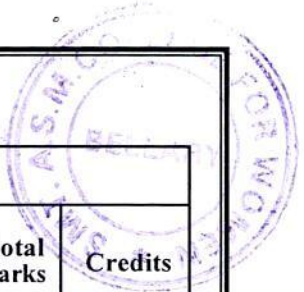


Semester V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
31	BBA.5.1	Production And Operations Management/ International Business	DSC	4+0+0	60	40	100	4
32	BBA.5.2	Income Tax	DSC	3+0+2	60	40	100	4
33	BBA.5.3 Elective	Elective-1(PAPER 1)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
34	BBA.5.4 Elective	Elective-2 (PAPER1)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
35	BBA.5.5	Information Technology for Managers	Vocational -1	1+0+2	60	40	100	3
36	BBA.5.6	Cyber Security/Ethics & Self-Awareness	SEC - VB	1+0+2	50	50	100	2
Sub -Total (E)					350	250	600	21

Semester VI								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
37	BBA.6.1	Business Laws	DSC	4+0+0	60	40	100	4
38	BBA.6.2	Entrepreneurship & Startup Management	DSC	4+0+0	60	40	100	4
39	BBA.6.3 Elective	Elective-1(PAPER2)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
40	BBA.6.4 Elective	Elective-2(PAPER2)	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
41	BBA.6.5	Goods & Services Tax(GST)	Vocational-2	1+0+2	60	40	100	3
42	BBA.6.6	Professional Communication	SEC - SB	2+0+0	50	50	100	2
Sub -Total (F)					350	250	600	21

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 they 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 Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
44	BBA.7.1	Business Ethics & Corporate Governance	DSC	4+0+0	60	40	100	4
45	BBA.7.2	E Commerce	DSC	4+0+0	60	40	100	4
46	BBA.7.3	Advance Statistics for Business Research	DSC	2+0+2	60	40	100	3
47	BBA.7.4	One Course from the Selected Elective Group	DSE	3+0+2(P) 4+0+0(T)	60	40	100	4
48	BBA.7.5	Application of Statistical Software (Any one Statistical Software)	Vocational-3	1+0+2	60	40	100	3
49	BBA.7.6	Research Methodology	-	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 Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
50	BBA.8.1	Strategic Management	DSC	4+0+0	60	40	100	4
51	BBA.8.2	Operations Research and Quantitative Techniques	DSC	4+0+0	60	40	100	4
52	BBA.8.3	Project Management	DSC	4+0+0	60	40	100	4
53	BBA.8.5	Digital Marketing	Vocational-4	1+0+2	60	40	100	3
54	BBA.8.5	Research Projects/Internship with Viva – voce	-	-	50	50	100	6
		OR						
		Elective Paper (Two Courses from the Selected Elective Group)	DSE	3+0+2(P) 4+0+0(T)	60*	40*	100*	3*
Sub –Total (H)					290/ 360*	210/ 240*	500/ 600*	21
Grand Total - Honors					3370/ 3450*	2030/ 2050*	5400/ 5500*	180

* Students who do not opt for Research Project / Internship shall take two elective courses.

* Sub Total (H) and Grand Total Honors varies accordingly.

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

ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives - V Semester

Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
Paper-1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Retail Operations Management	Freight Transport Management

Discipline Specific Electives - VI Semester

Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
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

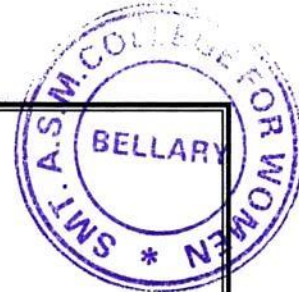
Discipline Specific Electives - VII Semester

Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
Paper-3	Strategic Financial Management	Brand Management / Rural Marketing	Labor Laws & IR	HR Analytics	Merchandising Planning and Buying	Managing Procurement contract and relationship

Discipline Specific Electives - VIII Semester

Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
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
Paper-5	International Financial Management	Sales & Distribution Management	International HRM	Machine Learning in Business	Visual Merchandising	International Supply Chain

NOTE: Student shall continue with the same elective group in V and VI semesters, however, he/she may change the elective group in VII semester, but shall continue in the same group in VIII semester.



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

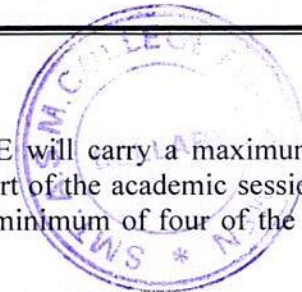
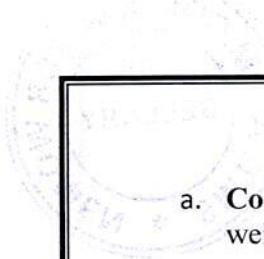
Acronyms Expanded

- 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:

1. 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., 40 or less than 40 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 40 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.
2. OEC subjects in the first four semesters should be offered to students of other programs and our B.B.A. students have to choose OEC subjects offered by other programs (Science and Arts).
3. The framework of Continuous Internal Evaluation (CIE) as well Semester End Examination (SEE) for the courses. The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

S. N.	Parameters for the Evaluation	Marks
Continuous Internal Evaluation (CIE)		
A	Continuous & Comprehensive Evaluation (CCE)	20
B	Internal Assessment Tests (IAT)	20
Total of CIE (A + B)		40
C	Semester End Examination (SEE)	60
Total of CIE and SEE (A + B + C)		100



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

- i). Individual Assignments/Seminars/Class Room Presentations
- ii). Group Discussions /Class Discussion/ Group Assignments
- iii). Participation in Seminars/ Academic Events/Symposia, etc.
- iv). Participatory & Industry-Integrated Learning/ Filed visits/Mini Projects

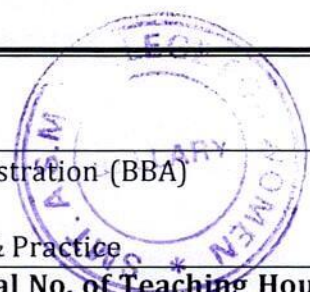
b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

c. In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

4. **Semester End Examination (SEE):** The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms. The Members of the Committee also deliberated on the framework of Semester End Examination (SEE) and suggested to give autonomy to Board of Studies (BOS) of Universities/Institutes to have their own Framework. The BOS of the Universities/Institutes shall prepare the SEE Framework by considering the 'Revised Bloom's Taxonomy', since the courses are designed based on Outcome Based Education



Curriculum Framework
Four Year Undergraduate Program
Bachelor of Business Administration
(B.B.A.)
Course Contents



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 Hrs	56 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate oo) The ability to understand concepts of business management, principles and function of management. pp) The ability to explain the process of planning and decision making. qq) The ability to create organization structures based on authority, task and responsibilities. rr) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. ss) The ability to understand the requirement of good control system and control techniques.		
Syllabus:		Hours
Module No. 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 No. 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 No. 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 No. 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 No. 5: COORDINATING AND CONTROLLING		10
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS		04
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.		



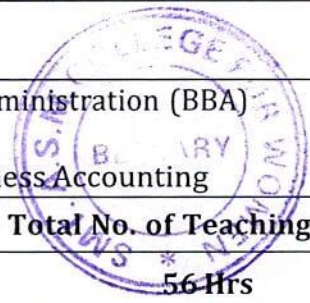
Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed 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.

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

Note: Latest edition of text books may be used.



Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 1.2
Name of the Course: Fundamentals of Business Accounting

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

Pedagogy: Classrooms lecture, tutorials, and problem solving.

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the framework of accounting as well accounting standards.
- The Ability to pass journal entries and prepare ledger accounts
- The Ability to prepare subsidiaries books
- The Ability to prepare trial balance and final accounts of proprietary concern.
- Construct final accounts through application of tally.

Syllabus:	Hours
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Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING	08
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Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.

Module No. 2: ACCOUNTING PROCESS	12
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Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.

Module No. 3: SUBSIDIARY BOOKS	14
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Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)

Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN	10
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Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.



Module No. 5: ACCOUNTING SOFTWARE

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 voucher, 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, and Balance Sheet.

Skill Developments Activities:

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

Text Books:

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

Note: Latest edition of text books may be used.

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 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the concepts and functions of marketing.
- Analyse marketing environment impacting the business.
- Segment the market and understand the consumer behaviour
- Describe the 4 p's of marketing and also strategize marketing mix
- Describe 7 p's of service marketing mix.

Syllabus:

Module No. 1: INTRODUCTION TO MARKETING **Hours** **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 **Hours** **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 **Hours** **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 **Hours** **20**

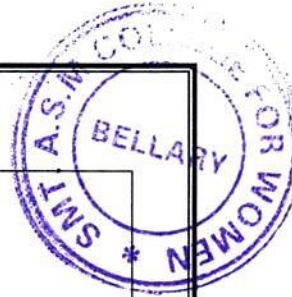
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods 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 **Hours** **06**

Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).

Skill Developments Activities:

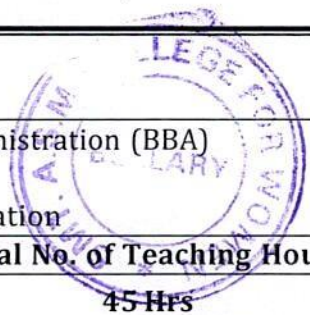
- Two cases on the above syllabus should be analyzed and recorded in the skill development
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution network for different products.



Text Books:

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

Note: Latest edition of text books may be used.



Name of the Program: Bachelor of Business Administration (BBA)
Course Code: BBA 1.5 (OEC)
Name of the Course: Business Organization

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- An understanding of the nature, objectives and social responsibilities of business
- An ability to describe the different forms of organisations
- An understanding of the basic concepts of management
- An understanding of functions of management.
- An understanding of different types of business combinations

Syllabus:

Module No. 1: INTRODUCTION TO BUSINESS	Hours
	10

Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.

Module No. 2: FORMS OF BUSINESS ORGANIZATION:	Hours
	12

Sole proprietorship: Definitions, Features, Merits and Demerits.
 Partnership: Definitions, partnership deed, Features, Merits and Demerits.
 Joint Stock Company: Definitions, Features, Merits and Demerits.
 Co-operatives: Definitions, Features, Merits and Demerits.

Module No. 3: PUBLIC ENTERPRISES	Hours
	08

Departmental Undertaking: Definitions, Features, Merits and Demerits.
 Public Corporations: Definitions, Features, Merits and Demerits.
 Government Companies: Definitions, Features, Merits and Demerits

Module No. 4: BUSINESS COMBINATIONS	Hours
	08

Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

Module No 5: MANAGEMENT OF ORGANIZATIONS	Hours
	07

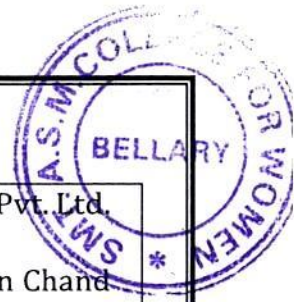
Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

Skill Developments Activities:

- Preparation of partnership deed
- Draw a business tree
- Make a list of 10 PSUs
- Prepare a list of different types of business combinations

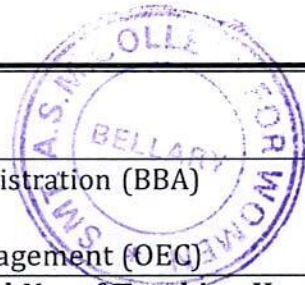
Text Books:

- C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
- 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.

Note: Latest edition of text books may be used.



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

Course Code: BBA 1.5

Name of the Course: Office Organization and Management (OEC)

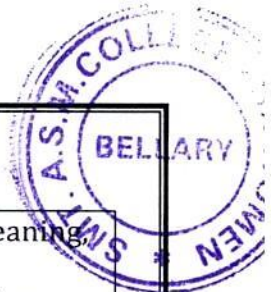
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- 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 No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT	08
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, decentralisation and centralisation 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	07
Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, 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
Meaning and Components of Office Environment Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel 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
Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.	



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

Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing

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

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

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

Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING

10

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

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

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

Data presentation Methods of Presentation of Data

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

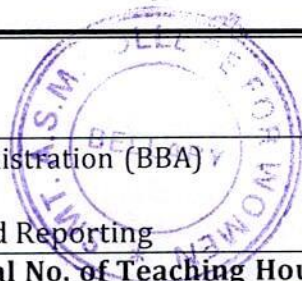
Skill Developments Activities:

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

Text Books:

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

Note: Latest edition of text books may be used.



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

Course Code: BBA 2.1

Name of the Course: Financial Accounting and Reporting

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

Pedagogy: Classrooms lecture, tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will demonstrate

- a) The ability to prepare final accounts of partnership firms
- b) The ability to understand the process of public issue of shares and accounting for the same
- c) The ability to prepare final accounts of joint stock companies.
- d) The ability to prepare and evaluate vertical and horizontal analysis of financial statements
- e) The ability to understand company's annual reports.

Syllabus:	Hours
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM	10
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods)	
Module No. 2: ISSUE OF SHARES	08
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).	
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES	12
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).	
Module No. 4: FINANCIAL STATEMENTS ANALYSIS	12
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation)	
Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES	10
Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only Role and Significance of above components of corporate financial report).	



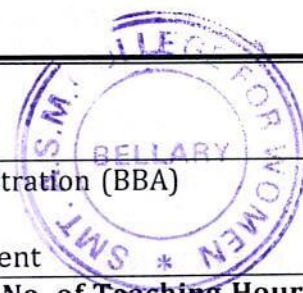
Skill Developments Activities:

1. Collect financial statement of a company for five years and analyse the same using trend analysis.
2. Refer annual reports of two companies and list out the components.
3. Draft a partnership deed as per Partnership Act.
4. List out the accounting policies in annual report of the company

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

Note: Latest edition of text books may be used.



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

Course Code: 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 Hrs	56 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

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

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
Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion	



Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing

Module No. 5: Employee Engagement and Psychological Contract 08

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

Psychological contract: Meaning and features

Skill Developments Activities:

1. Preparation of Job Descriptions and Job specifications for a Job profile
2. Choose any MNC and present your observations on training program
3. Develop a format for performance appraisal of an employee.
4. Discussion of any two Employee Engagement models.
5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

Textbooks:

Aswathappa, Human Resource Management, McGraw Hill

Edwin Flippo, Personnel Management, McGraw Hill

C.B.Mamoria, Personnel Management, HPH

Subba Rao, Personnel and Human Resources Management, HPH

Reddy & Appanniah, Human Resource Management, HPH

Madhurimalal, Human Resource Management, HPH

S.Sadri & Others: Geometry of HR, HPH

Rajkumar: Human Resource Management I.K. Intl

Michael Porter, HRM and Human Relations, Juta & Co.Ltd.

K. Venkataramana, Human Resource Management, SHBP

Chartered Accountants of India, New Delhi.

Note: Latest edition of textbooks may be used.

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

Course Code: BBA 2.3

Name of the Course: BUSINESS ENVIRONMENT

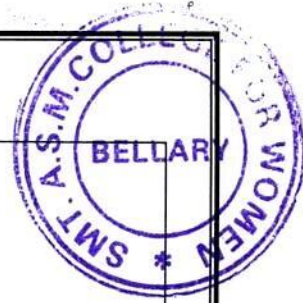
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate

- An Understanding of components of business environment.
- Ability to analyse the environmental factors influencing business organisation.
- Ability to demonstrate Competitive structure analysis for select industry.
- Ability to explain the impact of fiscal policy and monetary policy on business.
- Ability to analyse the impact of economic environmental factors on business.

Syllabus:	Hours
Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT	12
Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.	
Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT	16
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. Legal environment - Various laws affecting Indian businesses	
Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT	13
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..	
Module No. 4: TECHNOLOGICAL ENVIRONMENT	10
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.	
Module No. 5: NATURAL ENVIRONMENT	05
Meaning and nature of physical environment. Impact of Natural environment on business.	
Skill Developments Activities:	
<ol style="list-style-type: none">List out key features of recent Monetary policy published by RBI impacting businesses.Give your observation as to how technology has helped society.Draft Five Forces Model for Imaginary business.Identify the benefits of Digital transformation in India.	



Text Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, 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 Cherrinulam

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
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom's lecture, tutorials, Problem solving.

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

- The Understanding of the basic concepts of business maths and apply them to create solve and interpret application problems in business
- Ability to solve problems on various types of equation.
- Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
- Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply them in day-to-day life.
- Ability to solve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts.

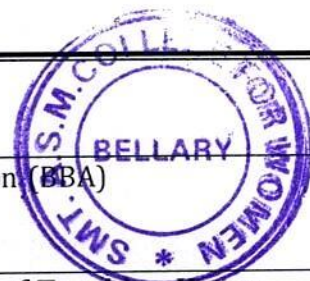
Syllabus:	Hours
Module No. 1: NUMBER SYSTEM	04
Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems).	
Module No. 2: THEORY OF EQUATIONS	10
Introduction – Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems.	
Module No.3: INDICIES, MATRICES AND LOGARITHMS	16
Meaning – types – operation on matrices – additions – subtractions and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems. Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms –Common Logarithm, Application of Log Table for Simplification.	
Module No. 4: COMMERCIAL ARITHMETIC	16
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub-duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.	
Module No. 5: PROGRESSIONS	10
PROGRESSIONS: Arithmetic Progression - Finding the 'n th ' term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean Geometric Progression – Finding the 'n th ' term of GP and sum to 'n th ' term of GP and insertion of Geometric Mean.	
Skill Developments Activities: 1. Develop an Amortization Table for Loan Amount – EMI Calculation. 2. Secondary overhead distribution summary using Simultaneous Equations Method. 3. Application of Matrix In Business Problems	

Text Books:

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

Note: Latest edition of text books may be used





Name of the Program: Bachelor Business Administration (BBA)

Course Code: BBA.2.6 (OEC)

Name of the Course: People 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 outcome: On successful completion of the course, student will demonstrate:

1. Ability to examine the difference between People Management with Human resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyse the factors influencing the work life balance of an working individual.

Syllabus:	Hours
Module No. 1: Introduction to People Management	06
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.	
Module No. 2: Getting Work Done and Assessment and Evaluation	12
Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.	
Module No. 3: Building Peer Networks and Essentials of Communication	12
Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.	
Module No. 4: Motivation	08
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation	
Module No. 5: Managing Self	07
Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.	



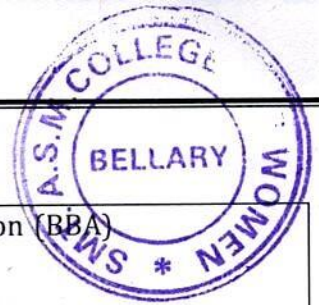
Skill Developments Activities:

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.

Text Books:

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

Note: Latest edition of text books may be used.



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

Course Code: BBA 2.6 (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 ;

- 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.
- Ability to analyse various marketing mix elements in retail operations.
- 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. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.

Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS **08**

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

Module No. 3: RETAIL OPERATIONS **08**

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. 4: RETAIL MARKETING MIX **14**

Introduction -Product : Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion : Setting objectives – communication effects - promotional mix.

Module No. 5: INFORMATION TECHNOLOGY IN RETAILING **07**

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

Skill Developments Activities:

- Draw a retail life cycle chart and list the stages
- Draw a chart showing a store operations
- List out the major functions of a store manager diagrammatically
- List out the current trends in e-retailing
- List out the Factors Influencing in the location of a New Retail outlet

Text Books:

IQAC, Co-ordinator
Smt. Allam Sumangalamma Memorial
College for Women, Ballari-583103

(Signature)
Principal
Smt. Allam Sumangalamma Memorial
College for Women, Ballari-583103



SYLLABUS FOR BBA / BBM COURSE
(W.E.F. 2018-19)

I TO VI SEMESTERS

WITH

QUESTION PAPER PATTERN

Head
Department of Commerce
Smt. A.S.M. College for Women
Ballari-583 103.

CO-ORDINATOR
Smt. Allum Sumangamma Memorial
College For Women, BELLARY.

PRINCIPAL
Smt. ASM College
For Women, BALLARI



SYLLABUS FOR BBA/BBM UNDER A.W.U., VIJAYAPUR (2018-19)

Particulars		Theory			Practical			Total
		Int.	Ext.	Tot.	Int.	Ext.	Tot.	
I SEMESTER								
1	BASIC ENGLISH	80	20	100	--	--	--	100
2	MODERN INDIAN LANGUAGE	80	20	100	--	--	--	100
3	PRINCIPLES & PRACTICE OF MANAGEMENT	80	20	100	--	--	--	100
4	FINANCIAL ACCOUNTING- I	80	20	100	--	--	--	100
5	MANAGERIAL ECONOMICS	80	20	100	--	--	--	100
6	QUANTITATIVE TECHNIQUES – I	80	20	100	--	--	--	100
7	INDIAN CONSTITUTION	80	20	100	--	--	--	100
II SEMESTER								
1	BASIC ENGLISH	80	20	100	--	--	--	100
2	MODERN INDIAN LANGUAGE	80	20	100	--	--	--	100
3	BUSINESS COMMUNICATION	80	20	100	--	--	--	100
4	FINANCIAL ACCOUNTING- II	80	20	100	--	--	--	100
5	QUANTITATIVE TECHNIQUES – II	80	20	100	--	--	--	100
6	MARKETING MANAGEMENT	80	20	100	--	--	--	100
7	ENVIRONMENTAL STUDIES	80	20	100	--	--	--	100
III SEMESTER								
1	HUMAN RESOURCE MANAGEMENT	80	20	100	--	--	--	100
2	CORPORATE ACCOUNTING - I	80	20	100	--	--	--	100
3	WOMEN ENTREPRENEURSHIP DEVELOPMENT	80	20	100	--	--	--	100
4	ORGANISATIONAL BEHAVIOUR	80	20	100	--	--	--	100
5	MODERN BANKING	80	20	100	--	--	--	100
6	COMPUTER APPLICATIONS	70	30	100				150
IV SEMESTER								
1	ELEMENTS OF COSTING	80	20	100	--	--	--	100
2	MANAGEMENT ACCOUNTING	80	20	100	--	--	--	100
3	CORPORATE ACCOUNTING - II	80	20	100	--	--	--	100
4	CORPORATE ENVIRONMENT	80	20	100	--	--	--	100
5	BUSINESS RESEARCH METHODS	80	20	100	--	--	--	100
6	PRINCIPLES AND PRACTICE OF INSURANCE	80	20	100	--	--	--	100
V SEMESTER								
1	BUSINESS LAW	80	20	100	--	--	--	100
2	PRODUCTION AND OPERATION MANAGEMENT	80	20	100	--	--	--	100
3	BUSINESS TAXATION - I	80	20	100	--	--	--	100
4	STRATEGIC BUSINESS MANAGEMENT	80	20	100	--	--	--	100
5	ELECTIVE PAPER – I	80	20	100	--	--	--	100



6	ELECTIVE PAPER – II	80	20	100	--	--	--	100
VI SEMESTER								
1	GLOBAL MARKETING	80	20	100	--	--	--	100
2	E-BUSINESS	80	20	100	--	--	--	100
3	BUSINESS TAXATION - II	80	20	100	--	--	--	100
4	ELECTIVE PAPER – III	80	20	100	--	--	--	100
5	ELECTIVE PAPER – IV	80	20	100	--	--	--	100
6	PROJECT REPORT / VIVA	--	--	--	30	70	100	100

SPECIALIZATION SUBJECTS: (ELECTIVES)

Particulars		Theory			Total
		Int.	Ext.	Tot.	
GROUP A: MARKETING					
E.1	MARKETING RESEARCH	80	20	100	100
E.2	SALES MANAGEMENT	80	20	100	100
E.3	SERVICE MARKETING	80	20	100	100
E.4	ADVERTISING	80	20	100	100
GROUP B: FINANCE					
E.1	WORKING CAPITAL MANAGEMENT	80	20	100	100
E.2	FINANCIAL MARKETS AND SERVICES	80	20	100	100
E.3	INVESTMENT DECISIONS AND PROJECT MANAGEMENT.	80	20	100	100
E.4	FINANCIAL MANAGEMENT	80	20	100	100
GROUP C: HUMAN RESOURCE DEVELOPMENT					
E.1	HUMAN RESOURCE DEVELOPMENT	80	20	100	100
E.2	HUMAN RELATIONS WELFARE AND CHALLENGES	80	20	100	100
E.3	INDUSTRIAL RELATIONS	80	20	100	100
E.4	LABOUR LAWS	80	20	100	100
GROUP D: INSURANCE					
E.1	PRINCIPLES AND PRACTICE OF LIFE INSURANCE	80	20	100	100
E.2	PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	80	20	100	100
E.3	ACTUARIAL SCIENCE	80	20	100	100
E.4	RISK MANAGEMENT	80	20	100	100



BBA/BBM – III SEMESTER

**3.1 HUMAN RESOURCE MANAGEMENT
(5 hours per week)**

Objective: To interpret managerial information for human resources.

MODULE – 1:

12 hours

Introduction, Concept, Characteristics. Functions of HRM, H.R Planning, Need, Objectives, Process. Functions and Roles of HR Manager. H.R.M. v/s Personnel Management.

MODULE – 2:

12 hours

Job Design: Job analyses, Job enlargement, Job rotation, Job redesigning, job designing process.

Recruitments: Introduction, Importance, Sources & Methods of Recruitment.

Selection: Introduction, Process, Barriers to effective selection.

MODULE – 3:

12 hours

Training: Meaning, Concept and Need of Training, Types of Training, Advantages and Disadvantages of training & Methods of training.

Executive Development (ED): Meaning, Concept and importance of development methods of E.D.

MODULE – 4:

15 hours

Remuneration: Factors influencing remuneration, Components of salary & wages.

Meaning and types of Incentives.

Performance Management System: Meaning, Objectives, Importance, Methods & Benefits.

MODULE – 5:

14 hours

Discipline and Grievance: Meaning & types of discipline, causes of indiscipline, Enforcement of discipline.

Essentials of a good disciplinary system, meaning & causes of Grievance & procedures for Redressal of Grievances.

Eradication, Harassment and Abuse in Work place.

BOOKS FOR REFERENCE:

1. Human Resource Management: P. Subha Roa.
2. Human Resource Management: C.B. Gupta.
3. Human Resource Management: K. Ashwatappa.



BBA III SEMESTER

3.2 CORPORATE ACCOUNTING – I (5 hours per week)

Objectives: To acquaint the students with fundamental aspects of Corporate Accounting in the business as per Companies Act of 2013.

Pedagogy: Class Room Lecture, Seminar and Presentation.

MODULE - 1 Introduction, Issue of Shares and Allotment of Shares 15 Hours

Introduction to Corporate Accounting.

Company - Shares – Stock – Kinds of Shares- Features – Issues of Shares – SEBI Guidelines- New shares issue procedures – shares Payable by Instalment at Par, at Premium, at Discount – Calls in Areams, Calls in Advances, Forfeiture and Re-issue of Forfeiture Shares.

MODULE – 2 Bonus and Rights Shares 12 Hours

Hours

Bonus Shares – Meaning – Objects – Merits and Demerits of the issue of Bonus Shares – SEBI Guidelines for the issue of Bonus Shares. Rights Issue: Meaning – Difference Right Issue and Public Issue. Stock Split – Comparison of Bonus Shares and Stock and Split (Simple Numerical Problems only)

MODULE – 3 Issue and Redemption of Debentures. 13 Hours

Hours

Meaning – Features of a Debentures, Factors to be considered for the Issue of Debentures – SEBI Guidelines for Issue of Debt Instruments, Issue and Redemption of Debentures at Par, Premium and Discount. (simple problems only)

MODULE – 4 Final Accounts of Joint Stock Companies. 15 Hours

Hours

Preparation of Final Accounts of Joint Stock Company as per Companies Act of 2013, forms of Final Accounts – Vertical and Horizontal forms, Divisible Profits, Managerial Remuneration. Treatment of tax provision, preparation of financial statement. Implication of Accounting Standard 1,4,5,17,18 and 22.

MODULE – 5 Human Resource Accounting

10 Hours

Nature – Definition – objectives – Human Resource Cost – Development Cost – Replacement Cost – Opportunity Cost – Adjusted Present Value (Theory only)

Reference Book

1. Financial Accounting :Dr. S.N Maheshwari
2. Advance Accounting : B.S Raman
3. Advance Accounting : S. P Jain and Narang K L
4. Corporate Accounting : S K Maheshwari
5. Corporate Accoutning :Bhushan Kumar Goyal
6. Advance Accounting : R L Gupta and Radhaswami
7. Corporate Accounting : C.S Salimath



BBA/BBM – III SEMESTER

3.3 WOMEN ENTREPRENEURSHIP DEVELOPMENT (5 hours per week)

Objectives: To acquaint students with the concepts of women entrepreneurship and to familiarize with the entrepreneurial development process.

Module 1:

15 Marks

Introduction: Concept, meaning and definition of Women entrepreneur and Women entrepreneurship, Characteristics and Types of entrepreneurs, Functions of Women entrepreneur, evolution of Women Entrepreneurship in India, Entrepreneurial skills and competency requirements for women entrepreneur, Role of Women entrepreneurship in economic development.

Module 2:

10 Marks

Opportunities and challenges faced by women entrepreneurs: Challenges faced by Women entrepreneurs, Opportunities for an entrepreneurial career, measure to improve women entrepreneurship, factors influencing the women entrepreneurship, entrepreneurial motivation concept.

Module 3:

15 Marks

Role of financial institution in support of women entrepreneurial activities: SIDBI, DIC, CEDOK, RUDSETI, SFC, EDII, KVIC, (objectives and functions), Long term and Short term financing. Women empowerment through Entrepreneurship Development Programmes.

Module 4:

15 Marks

Government Schemes and Institutional support to Promote Women Entrepreneur: Trade Related Entrepreneurship Assistance and Development (TREAD) scheme for Women, AWAKE, WIMA, NAYE, Mahila Coir Yojana, Mahila Udyam Nidhi, Stand-up India, Annapurna Scheme, Stree Shakti Package For Women Entrepreneurs, Bharatiya Mahila Bank Business Loan, Dena Shakti Scheme, Udyogini Scheme, Cent Kalyani Scheme, Mahila Udyam Nidhi Scheme, Mudra Yojana Scheme For Women, Orient Mahila Vikas Yojana Scheme, etc.

Module 5:

10 Marks

Project Identification and Formulation: Meaning of project, project identification, project selection, project formulation: meaning, significance, contents, formulation steps, Planning Commission's Guidelines for formulating a Project report, Specimen of a project report.

SUGGESTED READINGS:

1. Anil Kumar; Women Entrepreneurship in India, Regal Publications, New Delhi
2. Mridula Velagapudi, Women Entrepreneurship.
3. C. B. Gupta and S. S. Khanka; Entrepreneurship and Small Business Management; Sultan Chand & Sons, New Delhi.
4. S. S. Kanka; Entrepreneurship Development; Sultan Chand & Sons, New Delhi.
5. Vasant Desai; Management of a Small Scale Industry; Himalaya Publishing House, Mumbai.
6. Aruna Kaulgud; Entrepreneurship Management; Vikas Publications, New Delhi.
7. Journal of Women's Entrepreneurship and Education



8. The Journal of Entrepreneurship

BBA/BBM – III SEMESTER

3.4 ORGANIZATIONAL BEHAVIOUR

(5 hrs per week)

OBJECTIVES: To acquaint the students with the dynamics of different aspects of Organizational Behaviour.

MODULE – 1:

12 hours

Organisational Behaviour- Nature & Scope, Models of OB, Evolution, Significance, Process, significance of special, psychological and social factors.

MODULE – 2:

12 hours

Foundations of Individual Behaviour: Personality: concept, Determinants, Types, Theories; Perception: process, Factors, Application.

MODULE – 3:

14 hours

Theories of OB, Values, Attitudes and Job Satisfaction, Definitions of values Attitudes and Job Satisfaction Types of values, Loyalty and ethical behavior.

Meaning: Job Satisfaction, retirements.

MODULE – 4:

14 hours

Group Development: Five stages and Equilibrium model. External conditions. Organizational culture, definition, Types, Functions, creating and sustaining and changing culture.

MODULE – 5:

12 hours

Leadership: Definition, theories, trait, Behaviour, contingency, contemporary issues in leadership.

SUGGESTED READING:

1. Organizational behavior; Stephen Robbins.P.H.I. New Delhi
2. Corporate Leadership in India, M.M. Hegade, Millennium Publication.
3. Human relations and Organization Behavior – Dwivedi Millennium India Ltd.
4. Organization Behavior: K. AshvathappaHimalya Publication House.
5. Organisational Behaviour: Dr S S Khanka, s chand publisher



BBA/BBM – III SEMESTER

3.5 MODERN BANKING (5 hours per week)

Objective: To acquaint the students with the knowledge of Banking Practice.

Module - 1:

10 Hours

Banking in India: Meaning of Bank, Concept, Functions and Types of Banking,

Module - 2:

12 Hours

Banker and customer relationship: Meaning of customer, relationship between Banker and Customer, - General and Special Relationships-changing profile of Banker – Customer relationship in recent times.

Module - 3:

14 Hours

Crossing and Endorsement of Cheques: Meaning and types of cheques- Open and Crossed cheques, Methods of crossing: General Crossing, Special Crossing, Holder and Holder in Due Course, Marking of cheques, material alteration, Magnetic Ink Character recognition (MICR) of cheques and drafts. Endorsement meaning, kinds of endorsement.

Module - 4:

14 Hours

Employment of Bank Funds- Principles of sound lending, factors limiting levels of advances, Modes of advancing: Charges, Lien, Pledge, Hypothecation, Mortgages.

Module - 5:

15 Hours

Electronic Banking: Concept of Electronic Banking, Forms of Electronic Banking, significance of Electronic Banking, types of Electronic payment system: smart cards and Electronic payment system, Credit card based Electronic payment system, Risk and Electronic payment systems.

Suggested readings:

1. Varshney: Banking Law and Practice, Sultan Chand & Sons, New Delhi.
2. G B Baligar: Banking Law and Practice Ashok Prakasan Hubli
3. Maheswari S N : Banking Law and Practice, Kalyani publishers, New Delhi
4. Ravi Kolkota & Andrew B Whinstom: Frontiers of E-Commerce, Pearson Education, New Delhi.
5. R L Miller: Modern Money & Banking THM New Delhi.
6. Sundram & Sundram: Modern Banking, Sultan Chand & Sons, New Delhi.



BBA/BBM – IV SEMESTER

4.1 ELEMENTS OF COSTING (5 hrs per week)

OBJECTIVE : To develop a preliminary understanding of the fundamental aspects of concepts & practical aspects of Cost Accounting for Business Administration.

MODULE 1: **12 hours**
Introduction, Nature and scope of Cost Accounting, Distinction between cost and financial accounting, Elements of cost, Classification of cost- cost sheet, (Problems on output costing, tenders & estimate)

MODULE 2: **12 hours**
Material classification – level setting (problems), Valuation of brought out materials, Storage of materials, Functions of store department.

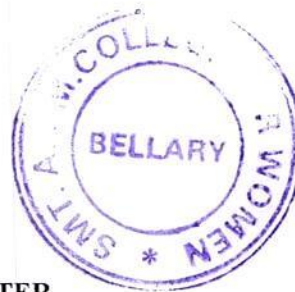
MODULE 3: **15 hours**
Overheads – Collection & classification of overheads, Allocation and apportionment of service department cost to production department, (problems on simultaneous equation method only), Absorption of overhead methods- percentage of direct material cost, Direct labour cost, Prime cost, Labour hour rate, Machine hour rate, (Problems on M/s hour rate only)

MODULE 4: **14 hours**
Methods of costing Job costing , Contract costing, Process costing, Normal & Abnormal loss & gain (Problems), Operating costing (Problems) on goods & passenger transports.

MODULE 5: **12 hours**
Marginal Costing – Meaning, Contribution, P.V. Ratio, Margin of safety, BEP, Application of marginal costing for decision making, (Problems on profit making make or buy)

SUGGESTED READING:

1. Cost Accounting – Jain & Narang, Kalyani Publication.
2. Cost Accounting – Nigam & Sharma, Himalaya Publishing house N. Delhi
3. Cost Accounting – Pattanshetti & Palekar – S Chand & Co. Delhi
4. Practical Costing – M.N. Arora – S. Chand & Co. Delhi.
5. Cost Accounting – S. N. Maheswari



BBA/BBM – IV SEMESTER

4.2 MANAGEMENT ACCOUNTING (5 hours per week)

OBJECTIVE: To enable the students to the theoretical and Practical aspects of Management Accounting relevant for Business enterprises and the managerial decisions.

MODULE 1: 10 hours

Introduction: Meaning, objectives, nature and significance of Management Accounting. Relationship between Cost, Financial and Management Accounting

MODULE 2: 12 hours

Financial Statement Analysis: Analysis and interpretation of financial statements, techniques of financial analysis – Problems on comparative statements – Common size statements – Trend analysis.

MODULE 3: 15 hours

Ratio Analysis: Meaning, utility of ratios, limitations, types of ratios –

Liquidity Ratios: Current Ratio, Quick Ratio, Inventory Turnover Ratio, Debtors - Turnover Ratio, Creditors - Turnover Ratio only.

Solvency Ratio: Debt equity ratio, Proprietary Ratio, Interest Coverage Ratios only

Profitability Ratios: Gross Profit Ratio, Operating Ratio, Net Profit Ratio, Expenses Ratios only (including problems on all these categories of ratios)

MODULE 4: 18 hours

Funds Flow and Cash Flow Statements – Meaning, objectives and limitations. Preparation of Funds Flow and Cash Flow statements (with problems).

MODULE 5: 10 hours

Budgetary control : Meaning, Definition of Budget & Budgetary control, significance, limitations, Types of Budgets - Production Budget, Purchase Budget, Sales Budget, Flexible Budget and Master Budget (with problems).

BOOKS FOR REFERENCE:

- 1) Management Accounting – Dr. S.N. Goyal and Dr. Manmohan
- 2) Management Accounting – Dr. S.N. Maheshwari
- 3) Management Accounting – S. P. Gupta
- 4) Management Accounting – Sreenivasan
- 5) Management Accounting – Sharma & Guptha
- 6) Management Accounting – J. Madegowda



BBA/BBM – IV SEMESTER

**4.3 CORPORATE ACCOUNTING - II
(5 Hours Per Week)**

Objectives : To acquaint the students with fundamental aspects of finance in the business as per Companies Act of 2013.

Pedagogy : Class Room Lecture, Seminar and Presentation.

MODULE – 1 Accounts of Banking Companies **15 Hours**
Preparation of Profit and Loss Account and Balance sheet in accordance with the latest amendments to Banking Regulation Act 1949, Special Provision of the Act regarding disposal of Non – Banking Assets , Non- Performing Assets, Classification of Bank advances – Standard, sub – standard, Doubtful and loss Assets, Provision of Statutory Reserve

MODULE – 2 Valuation of Goodwill **12 Hours**
Meaning, Objectives and Methods of valuation.

MODULE – 3 Valuation of Shares **12 Hours**
Meaning, Objectives and Methods of Valuation - Intrinsic value and Yield value methods.

MODULE – 4 Holding Company Account **15 Hours**
Meaning of Holding Company, important terms used in Holding Company Account – cost of Acquisition, Goodwill or Reserve, Pre- acquisition reserve and Post – Acquisition Reserve, Pre- acquisition Profit or Loss and Post – Acquisition Profit or Loss, under and over valuation of Assets, unrealised profit, minority Interest.

MODULE – 5 Profit Prior to Incorporation **11 Hours**
Meaning – Ascertainment of Profit Prior and Post incorporation, basis for allocation of common expenses and expenses chargeable to profit prior to incorporation.

Reference Book

1. Financial Accounting :Dr. S.N Maheshwari
2. Advance Accounting : B.S Raman
3. Advance Accounting : S. P Jain and Narang K L
4. Corporate Accounting : S K Maheshwari
5. Corporate Accountng :Bhushan Kumar Goyal
6. Advance Accounting : R L Gupta and Radhaswami
7. Corporate Accounting : C.S Salimath



BBA/BBM – IV SEMESTER

**4.4 CORPORATE ENVIRONMENT
(5 hours per week)**

OBJECTIVES: To enable the students to get familiarized with the existing Company Law and Secretarial Procedures.

MODULE: 1 FORMATION OF COMPANY **15 hours**
Promotion of Company – Promotion – Incorporation – Capital Subscription and Certificate of Commencement of Business. Memorandum of Association – Definition – Clauses. Articles of Association – Alteration of Memorandum of Association and Articles of Association. Prospectus – Meaning – Contents – Statement in Lieu of Prospectus.

MODULE: 2 CAPITAL OF COMPANY **13 hours**
Share Capital – Meaning of Shares – Kinds of Shares – Merits and Demerits of Shares. Debentures – Meaning – Features – Types - Merits and Demerits, Listing of Shares.

MODULE: 3 COMPANY MEETINGS **12 hours**
Meaning and Definition – Types of Meeting – Statutory Meeting – Annual General Meeting – Extraordinary General Meeting – Board Meeting and Resolutions.

MODULE: 4 COMPANY SECRETARY **15 hours**
Meaning and Definition – Position – Appointment – Rights – Duties – Liabilities – Qualification and Removal of Company Secretary.

MODULE: 5 WINDING UP OF COMPANIES **10 hours**
Modes of winding up – commencement of winding up – consequences – official liquidator – powers and duties of liquidator.

SKILL DEVELOPMENT:

- Drafting of Memorandum of Association, Drafting of Article of Association.
- Drafting Notice of Company Meetings – Annual, Special, Extraordinary and Board Meetings.
- Drafting Resolutions of various meetings – different types.
- Chart showing Company's Organization Structure.
- Chart showing different types of Companies.

SUGGESTED READINGS:

1. Maheshwari and Maheshwari: Elements of Corporate Laws
2. M. C. Shukla and Gulshan: Principles of Company Law
3. N. D. Kapoor: Company Law and Secretarial Practice
4. K. Ramchandra & Others: Legal System in Business
5. M. C. Bhandari: Guide to Company Law Procedures
6. S. C. Kuchal: Company Law and Secretarial Practice
7. Dr. P. N. Reddy and H. R. Appanaian: Essentials of Company Law Secretarial Practice, Himalaya Publishers
8. S. S. Gulshan: Company Law
9. C.L. Bansal: Business and Corporate Law



BBA/BBM – IV SEMESTER

**4.5 BUSINESS RESEARCH METHODS
(5 hours per week)**

OBJECTIVES: To enable the students to understand the basic concepts of Research Methods.

MODULE: 1

15 hours

Research – Meaning and Definition, Scope and objectives – Types of Research – Descriptive, Survey, Case Study and Experimental research.

MODULE: 2

13 hours

Research Design – Definition – Significance and Types – Formulation of Research Problem – Hypothesis – Sources and Types.

MODULE: 3

12 hours

Data collection – Primary data – Observation, Interview, Questionnaire– Secondary Data – Sources – Data Processing, Analysis and Interpretation.

MODULE: 4

15 hours

Sampling – Design – Types – Errors – Testing of Hypothesis – Test of Significance – Chi-square test.

MODULE: 5

10 hours

Report Writing – Meaning, Significance – Types – Format – Presentation.

SUGGESTED READINGS:

1. “Methodology of Research in Social Sciences”- O.R. Krishnaswamy & M. Ranganatham, Himalaya Publishing House, 2008.
2. Cooper and Pamela, “Business Research Methods”, Tata McGraw Hill, 2006.
3. “Research Methodology: Methods and Techniques”, C. R. Kothari, 2008. New Age International Publishers.
4. “Business Research Methods”, Naval Bajpai, Pearson, 2011.
5. “Research Methodology in Commerce”, S. Mohan & R. Elangovan, Deep and Deep Publications Pvt., Ltd., New Delhi, 2007



BBA/BBM – IV SEMESTER

**4.6 PRINCIPLES AND PRACTICES OF INSURANCE
(5 hours per week)**

OBJECTIVES: To acquaint the students with the knowledge of Insurance in business.
Pedagogy: Class room lecture, Seminar and presentation.

MODULE: 1 **12 hours**

Introduction: Definition and Concept of Insurance – Origin of Insurance – Role and Importance of Insurance – Insurance contracts – Fundamentals of Insurance.

MODULE: 2 **15 hours**
Life Insurance Contracts- Types of life insurance policies, Surrender value of policy- converting of policies-Lapse of policies, Revival, Maturity, Nomination and assignment – loan provision to policy holders.

MODULE: 3 **13 hours**
Fire Insurance: Nature and use of Fire Insurance – Fire Insurance Contracts – Types of Fire Policies, - Re-insurance and double insurance.

MODULE: 4 **13 hours**
Marine Insurance: Nature and use of marine insurance, marine insurance contracts - Types of marine Policies.

MODULE: 5 **12 hours**
Miscellaneous Insurance: Motor Insurance, Burglary Insurance, Personal Accident Insurance and crop Insurance.

SUGGESTED READINGS:

- 1) Insurance Principles and Practice: M N Misra & Srinivasan.
- 2) Insurance: Sharma
- 3) Principles of Insurance laws: M N Misra & Srinivasan.
- 4) Manual of Mercantile Law: N D Kapoor. BBA/BBM – IV SEMESTER



SYLLABUS FOR BBA/BBM UNDER K.S.A.W.U., VIJAYAPUR (2018-19)

Particulars		Theory			Practical			Total
		Int.	Ext.	Tot.	Int.	Ext.	Tot.	
I SEMESTER								
1	BASIC ENGLISH	80	20	100	--	--	--	100
2	MODERN INDIAN LANGUAGE	80	20	100	--	--	--	100
3	PRINCIPLES & PRACTICE OF MANAGEMENT	80	20	100	--	--	--	100
4	FINANCIAL ACCOUNTING- I	80	20	100	--	--	--	100
5	MANAGERIAL ECONOMICS	80	20	100	--	--	--	100
6	QUANTITATIVE TECHNIQUES – I	80	20	100	--	--	--	100
7	INDIAN CONSTITUTION	80	20	100	--	--	--	100
II SEMESTER								
1	BASIC ENGLISH	80	20	100	--	--	--	100
2	MODERN INDIAN LANGUAGE	80	20	100	--	--	--	100
3	BUSINESS COMMUNICATION	80	20	100	--	--	--	100
4	FINANCIAL ACCOUNTING- II	80	20	100	--	--	--	100
5	QUANTITATIVE TECHNIQUES – II	80	20	100	--	--	--	100
6	MARKETING MANAGEMENT	80	20	100	--	--	--	100
7	ENVIRONMENTAL STUDIES	80	20	100	--	--	--	100
III SEMESTER								
1	HUMAN RESOURCE MANAGEMENT	80	20	100	--	--	--	100
2	CORPORATE ACCOUNTING - I	80	20	100	--	--	--	100
3	WOMEN ENTREPRENEURSHIP DEVELOPMENT	80	20	100	--	--	--	100
4	ORGANISATIONAL BEHAVIOUR	80	20	100	--	--	--	100
5	MODERN BANKING	80	20	100	--	--	--	100
6	COMPUTER APPLICATIONS	70	30	100				150
IV SEMESTER								
1	ELEMENTS OF COSTING	80	20	100	--	--	--	100
2	MANAGEMENT ACCOUNTING	80	20	100	--	--	--	100
3	CORPORATE ACCOUNTING - II	80	20	100	--	--	--	100
4	CORPORATE ENVIRONMENT	80	20	100	--	--	--	100
5	BUSINESS RESEARCH METHODS	80	20	100	--	--	--	100
6	PRINCIPLES AND PRACTICE OF INSURANCE	80	20	100	--	--	--	100
V SEMESTER								
1	BUSINESS LAW	80	20	100	--	--	--	100
2	PRODUCTION AND OPERATION MANAGEMENT	80	20	100	--	--	--	100
3	BUSINESS TAXATION - I	80	20	100	--	--	--	100
4	STRATEGIC BUSINESS MANAGEMENT	80	20	100	--	--	--	100
5	ELECTIVE PAPER – I	80	20	100	--	--	--	100
6	ELECTIVE PAPER – II	80	20	100	--	--	--	100



VI SEMESTER								
1	GLOBAL MARKETING	80	20	100	--	--	--	100
2	E-BUSINESS	80	20	100	--	--	--	100
3	BUSINESS TAXATION - II	80	20	100	--	--	--	100
4	ELECTIVE PAPER – III	80	20	100	--	--	--	100
5	ELECTIVE PAPER – IV	80	20	100	--	--	--	100
6	PROJECT REPORT / VIVA	--	--	--	30	70	100	100

SPECIALIZATION SUBJECTS: (ELECTIVES)

Particulars		Theory			Total
		Int.	Ext.	Tot.	
GROUP A: MARKETING					
E.1	MARKETING RESEARCH	80	20	100	100
E.2	SALES MANAGEMENT	80	20	100	100
E.3	SERVICE MARKETING	80	20	100	100
E.4	ADVERTISING	80	20	100	100
GROUP B: FINANCE					
E.1	WORKING CAPITAL MANAGEMENT	80	20	100	100
E.2	FINANCIAL MARKETS AND SERVICES	80	20	100	100
E.3	INVESTMENT DECISIONS AND PROJECT MANAGEMENT	80	20	100	100
E.4	FINANCIAL MANAGEMENT	80	20	100	100
GROUP C: HUMAN RESOURCE DEVELOPMENT					
E.1	HUMAN RESOURCE DEVELOPMENT	80	20	100	100
E.2	TRAINING AND DEVELOPMENT	80	20	100	100
E.3	INDUSTRIAL RELATIONS	80	20	100	100
E.4	LABOUR LAWS	80	20	100	100
GROUP D: INSURANCE					
E.1	PRINCIPLES AND PRACTICE OF LIFE INSURANCE	80	20	100	100
E.2	PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	80	20	100	100
E.3	ACTUARIAL SCIENCE	80	20	100	100
E.4	RISK MANAGEMENT	80	20	100	100



KARNATAKA STATE AKKAMAHADEVI WOMEN UNIVERSITY, VIJAYAPURA

SYLLABUS FOR BBA/BBM UNDER K.S.A.W.U. VIJAYAPURA

BBA/BBM – V SEMESTER

5.1 BUSINESS LAW

Objective: To familiarize the students with the basic principles of Contract Act and some business laws.

MODULE-1: LAW OF CONTRACT 1872 12 hours
Nature of contract, classification, offer and acceptance, capacity of parties to contract, preconsent consideration, legality of object, agreement declared void, performance of contract, discharge of contract, Remedies for break of contract.

MODULE-2: SPECIAL CONTRACTS 10 hours
Indemnity, guarantee, bailment and pledge, agency.



MODULE-3: SALE OF GOODS ACT :1930 12 hours
Formation of contract of sale, goods and their classification, price, conditions and warranties, transfer of property in goods unpaid seller and his rights.

MODULE-4: NEGOTIABLE INSTRUMENTS ACT 14 hours
Definition of Negotiable Instruments features, promissory note, bill of exchange and cheque, crossing of cheque, types of crossing, negotiation, dishonours and discharge of negotiable instruments.

MODULE-5: THE PARTNERSHIP ACT, 1932 14 hours
Nature and Characteristics of Partnership, Registration of a Partnership Firms, Types of Partners, Rights and Interests of Partners, Implied Authority of a Partner, Incoming & Outgoing Partners, Mode Of Dissolution of Partnership.

REFERENCE BOOKS:

- 1) Business Law- N. D. Kapoor
- 2) Business Law- M. C. Kuchchal
- 3) Business Law – Chandha P. R.
- 4) Principles of Mercantile Law- Avatar Singh.



BBA/BBM – V SEMESTER
5.2 PRODUCTION AND OPERATION MANAGEMENT.

Objective: To teach the students the basics elements of production management.

Module-I

10 hours

Production and operation management, Meaning, Role and Importance or POM. Production methods, and historical developments and Industrial revolution, Computerization.

Module- II

14 hours

Location- definition of location, factors affecting selecting of location, village & urban location. Layouts: Meaning, Definition, characteristics and types of layouts (with problem on layout).

Module-III

14 hours

Production planning & control (PPC) meaning, definition, concepts of PPC, functions of PPC sequencing scheduling, loading, problems on sequencing n jobs on 2 machines, n jobs on 3 machines. JIT Concept.

Productivity: Definition, Productivity Index

Module-IV

12 hours

Work Study: Nature history and applications factors affecting working conditions (occupation), safety, health, fire prevention, climatic conditions, noise and vibrations etc.

Module-V

14 hours

Quality Control: Meaning, Definition and Characteristics of Q.C., Quality circle, Types of Quality Control, process control charts & R charts, p, np, c charts with problems. TQM.

BOOKS FOR REFERENCE:

Production Management	:	Ashwathappa
Production & Operation Management	:	Evereth Elbect.
Introduction to Work Study	:	ILO
Production & Operation Management	:	Jhanb



BBA/BBM – V SEMESTER

5.3 BUSINESS TAXATION - I

Objective: To familiarize the students with the basic legal provisions and procedural aspects of income Tax.

Module- 1:

Concept and terms of income tax: Person, Assessee, Previous year, Assessment year, Income, Gross Total Income, Total Income, Agricultural Income, Exempted Incomes u/s 10. Residential Status: Rules for determining residential status of Individual, HUF, Firm and Company, determination of residential status, Incidence of tax and residential status, computation of gross total income on the basis of residential status (Problems). 12 hours

Module- 2: Deductions from Gross Total Income, 80 C to 80 U, Rebates, Relief (Problems). 10 hours

Module- 3: Income from Salary: Salary, Allowances, perquisites and retirement benefits, deductions. (Problems) 12 hours

Module- 4: Income from House Property: Annual Value, let out property, self occupied properties, deductions, computation of income from house property (Problems). 14 hours

Module- 5: Income from Business: Depreciation and other permissible deductions, disallowable expenses, income and expenses of illegal business, computation of Business income.

Income from Profession: Computation of Doctors, Lawyers, Chartered Accountants, (Problems). 16 hours

Books for reference:

1. Income Tax Law and Practice: Gaur and Narang
2. Vinod K. Singhania :Students' Guide to Income Tax, Taxmann Publications, KapilSinghania New Delhi.
3. Mehrotra : Income Tax Law &Accounts, SahityaBhavan, Agra.
4. Income Tax: M.B.Kadkol



BBA/BBM – V SEMESTER

5.4 STRATEGIC BUSINESS MANAGEMENT

Module-I

12 hours

Introduction and on overview of Strategic Management; Nature and scope, elements in strategic management: Phases of strategic management, Benefits of strategic management steps in strategic Decision – making process.

Module- II

12 hours

Environmental scanning, external scanning identifying External Environmental variable, strategic types. Role of forecasting in strategic management Internal scanning – value chain analysis. Strategic Audit scanning functional resources.

Module- III

20 hours

Strategy formation – for corporate strategy –Growth strategy, stability strategy, Refreshment strategy.Portfolio Analysis, BCG. Growth – share matrix, Horizontal vertical strategy.Functional strategy Marketing, Financial, R&D, operations, purchasing production, Strategic choice, Development of policies.

Module- IV

10 hours

Strategic Implementation and control. Developing Budgets, Programmes and procedure; Reengineering, Evaluation and control in strategic management masers and types of control, guidelines for control of strategy.

Module- V

10 hours

Popular strategic, Strategic Alliances, Merger and Acquisition, Technical Know-how.

Books for References:

1. Concepts in strategic management and Business policies
Thomas L. Wheeler & J. David Hunger. Peans Education Publication.
2. Strategic Management: Author A. Thomson & A.J. Stickland
Tata McGraw Hit
3. Business policy & strategic management by P. Subbarao
Himalaya publication.
4. Strategic management and Business policy Lowrece & Glueck McGraw Hill.

5.5 Elective – I

5.6 Elective – II



BBA/BBM – V SEMESTER

SPECIALIZATION SUBJECTS (ELECTIVES)

ELECTIVE: A Group: MARKETING

5.A E-1 MARKETING RESEARCH:

OBJECTIVE: To teach students fundamentals of Marketing research and to introduce the students to applied research techniques.

MODULE-1

12 hours

Introduction: What is Marketing Research? Market Research Application and Limitations, Marketing research department. The Research Industry (Indian Scenario) Careers in Marketing Research. The research process and research design, steps design process Potential errors affecting research design.

MODULE-2

12 hours

Sources of research data:

- A. Primary data vs. secondary data. Sources of secondary data. Organisations providing secondary data in India, validation of secondary data.
- B. Survey Research; the nature of survey research criteria for selection of survey method.
- C. Experimentation, Experimental designs, Laboratory experiments, Field experiments, Test Marketing.

MODULE-3

14 hours

Measurement Techniques:

- A. Questionnaire design, steps in constru of a questionnaire with illustrations.
- B. Attribute scales; Rating scales, Attitude scales, Which scale to use? Measuring emotions perceptual mapping.
- C. Qualitative research : Depth interview projective techniques observation and psychological measures.

MODULE-4

12 hours

Sampling process; Census vs. Sample, Characteristics of a good sample, The sampling process, sample size determination. Methods of determining sample size, problems.

MODULE-5



14 hours

Data Reduction and univariate analysis; Codeng. Elimination of incomplete responses, Null and Alternate Hypothesis, Type I and II errors, Need for testing Hypothesis, Hypothesis testing procedure, problems in Z test and T tests.

Marketing research reports ; preparing the research report.

BOOKS AND SUGGESTED READINGS :

1. Marketing research : Measurement and method Donald and Del I. Hawkins. Prentice Hall India 1998.
2. Marketing research; G.C. Beri, Prentice Hall India 2000.



BBA/BBM – V SEMESTER

ELECTIVE: A Group: MARKETING

5.A E-2 SALES MANAGEMENT

OBJECTIVE: This is one of the most important courses for students specializing in Marketing. The student is expected to have the basics of marketing management before he takes up this course. In this course the student learns all the techniques for effective and efficient management of sales force including recruitment, training and compensation of sales force. In the second half of the course he also learns all about channel management.

MODULE-1 :

12 hours

Introduction to sales management:

1. Objectives: Functions and qualities of sales executive.
2. Theories of selling, Personal selling process.
3. Sales force management.

MODULE-2

10 hours

Recruitment and selection of sales executives/managers: Sources of recruitment, selection, training and development.

MODULE-3

14 hours

Training and Compensation of Sales personnel:

1. Deciding on training aims and contents, selecting training method, Organisation and Evaluation of sales training programme.
2. Devising a sales compensation plan, types of compensation plan, fringe benefits and incentives.

MODULE-4

14 hours

Sales budget, Quota and Territories :

1. Sales budget: Form and Content, Budgetary procedures.
2. Types of quotas. Quota setting procedure.
3. Sales territory concept, procedure for setting up sales territories, Deciding assignment of sales personnel of territories.
4. Sales control and cost analysis

MODULE-5

14 hours

Managing retailing wholesaling and marketing logistics.

1. Types of retailers, Marketing designs, trends in retailing.
2. The growth and types of wholesaling, Wholesales marketing decisions. Trends in wholesaling.
3. Market logistics objectives, Marketing logistics decisions, Organisational lessons about market logistics.

BOOKS AND SUGGESTED READINGS

1. Sales management: Decisicus, strategies and cases: Richard R.Still, Edward, Cundiff, Norman, A.P.Govani.
2. Marketing Management: Philip Kotler, Prentice Hall India.

Note: These should be guest lectures by sales executive of various companies to get practical exposures interactive discussions through role plays, gamesetc, whenever applicable.



BBA/BBM – V SEMESTER
ELECTIVE GROUP B : FINANCE

5.B E-1. WORKING CAPITAL MANAGEMENT

Objective:

To enable the student to acquaint with the concept and techniques of Working Capital Management.

Module : 1

14 hours

Working Capital Decision.

An overview of the concept of Working Capital, Operating cycle – determinants of working capital – determination of optimum investment in current assets – Investment and financing policies.

Module : 2

14 hours

Management of cash and marketable securities - motives of holding cash: cash management : objectives of cash management, determinants of cash needs, preparation of cash budget optimum cash balance. (Problems)

Module : 3

12 hours

Management of Receivables – Objectives ; costs ; benefits ; credit policies ; credit terms ; collection policies; optimum credit policy – problems.

Module : 4

10 hours

Inventory Management

Objectives : Techniques of Inventory Management – EOQ State Level ; Selective inventory control – problems.

Module : 5

14 hours

Working Capital Finance : Forms of credit, working capital control and banking policy. Dehejia Study group ; Working capital control and banking policy – Tandon and Chore Committee recommendations on working capital financing.

BOOKS FOR REFERENCE :

- 1) Fundamentals of Financial Management : By Prasanna Chandra – Tata Mcgraw Hill Co.,
- 2) Essentials of Financial Management – By I.M. Pandey – Vikas Publishing House.
- 3) Financial Management – By S.C kuchhal- Vikas Publishing House.
- 4) Financial Management – By Khan & Jain

BBA/BBM – V SEMESTER

ELECTIVE GROUP B : FINANCE

5.B E-2. FINANCIAL MARKETS AND SERVICES

Objective:-The course aims at providing the students basic knowledge about the finance concepts, Markets and various services provided in those market. It helps to know the role of intermediaries and its regulating bodies.

Module - I Introduction

10 Hours

Overview of Financial Systems in India, Structure, Regulation, Role and Functions of Financial Systems-Financial Instruments, Primary and Secondary Market

Module -II Money Market

12 Hours

Meaning, Definition of Money Market, Features of Money Market, Money Market Instrument – Call Money Market, Treasury Bills, Commercial Paper, Certificate of Deposit, REPO, Inter- Bank Participation Certificates, Advantages and Disadvantages of Money Market

Module-III Capital Market

14 Hours

Meaning, Definition of Capital Market, Features of Capital Market, Capital Market Instrument- Guilt Edged Market, Industrial Security Market, Shares, Debentures, Bonds.

Module -IV Mutual Funds

14 Hours

Meaning, definition of Mutual Funds, Types of Mutual Funds, Advantages and Disadvantages of Various schemes of Mutual Funds. Problems of Mutual Funds in India, SEBI Guidelines on Mutual Funds

Module-V Stock Exchange

12 Hours

Meaning of Stock Exchange, Characteristics, Benefits of Stock Exchange, BSE, NSE, OTCEI, Trading in Stock Exchange, Electronic Trading, Procedure of online trading, Problems of Stock Exchange in India.

Reference

1. V.A Avadhani- "Marketing of Financial Services" Himalaya Publications.
2. I.M Bhole- Financial Institutions and Markets, TATA McGraw Hills.
3. VasantDesia – Indian Financial Systems, Himalaya Publications.
4. N.Vinayakan – A Profile of Indian Capital Market
5. E. G. Benton Financial Intermediaries –An Introduction



BBA/BBM – V SEMESTER

ELECTIVE GROUP: C HUMAN RESOURCE DEVELOPMENT

5.C E-1. HUMAN RESOURCE DEVELOPMENT CONCEPT

Objective: To Create awareness among the students about the Fundamentals concepts of HRD.

MODULE -I

10 Hours

Meaning, definition, need and Importance of HRD. Characteristics of HRD

MODULE -II

12 Hours

Difference between HRD and Personnel Management, HRD Processes. HRD and Its Mechanism. Outcomes of HRD.

MODULE -III

12 Hours

Planning HRD System, organizing HRD Systems, Attributes of an HRD manager. HRD as in Indian Industries (revolution and development)

MODULE -IV

14 Hours

Personality and Individuality, meaning and development of personality perceptions, attitudes, types of personality, development factors influencing personality.

MODULE -V

16 Hours

Meaning of the Role Conflict stress, goal conflict frustration, Group, meaning of group dynamics, Distinction between group and team, Stages of Group development, Cohesiveness, inter group, intra group, informal group, formal group, formal vs informal group. Diagnosis of group behaviour.

Reference Books

1. Personnel Management, C.B Memoria, Himalaya Publishing House, Mumbai.
2. Dynamics of personnel administration. Management of Human Resource M.N.Rudrabasavaraj, Himalayan Publication, Mumbai.
3. HRD T.V Subbarao and KK Verma. Rawat publication, Chennai

BBA/BBM – V SEMESTER

ELECTIVE GROUP: C HUMAN RESOURCE DEVELOPMENT

5.C E -2. TRAINING AND DEVELOPMENT

OBJECTIVE: The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for training and developmental activities in their organizations. It is particularly intended for future managers and supervisors.

MODULE-1

12 hours

Training: An Overview–Role of training in organisations –Structure of Training Organisations – Training Process Model–Forces influencing the workplace and training–Learning Theories & Training–The Trainer: Roles and competencies of Trainers. Current Training & Development Practices– Business

MODULE-2

12 hours

Training Needs Analysis– Why, When and Where to look for Performance Discrepancies? – Framework for conducting TNA, Outcomes of TNA, Approaches to TNA, Needs Assessment Techniques. Training Design: Organisational/Environmental constraints–Training Objectives–Facilitation of Learning–Facilitation of Transfer–Training Design Process–Key Factors in Designing–Training Design Theories.

MODULE-3

10 hours

Training Evaluation: Rationale for Evaluation–Training outcomes–Training Evaluation Design Issues–Types of Evaluation Techniques & Instruments–Costing Training Programmes–Measuring ROI of training programmes.

MODULE-4

14 hours

Training Methods: Matching training methods with outcomes–Lectures & Demonstrations, Computer-based Training, Games & Simulations, On-the-Job Training–Audiovisual Enhancements to Training–Training facilities–Key Areas of Organisational Training: Orientation Training, Diversity Training, Sexual Harassment Training, Team Training, and other training programmes & Issues–Impact of Technology on Training–Choosing a training method—Training of special groups like sales and retail staff.

MODULE-5

14 hours

Management Development– Training vs. Development–Importance of Management Development – Management Development Implications– Approaches for Management Development–Strategies for Development of Technical Managers, Executives and Future Executives.

REF. BOOKS

1. Agochiya: Every Trainer's Handbook, Sage Publications.
2. R. L. Graig: Training and Development Handbook, Mc Graw Hill international
3. Lynton and Pareek, Training for Organisational Transformation, Sage Publications.
4. I. Dayal: Management Training in Organisation, Prentice Hall of India
5. D. L. Kirpatrick : Evaluating Training Programmes, Berret-Koehler, San Francisco.
6. Bhirmani and Seth: Evaluating Management Training and Development, Vision.
7. Raymond Noe, Employee Training, McGraw Hill



BBA/BBM – VI SEMESTER

6.1 GLOBAL MARKETING

OBJECTIVE: To acquaint the students with basic procedures of import and Export procedures in the International Trade and to have Basic Idea on International Organization.

MODULE-1: INTERNATIONAL TRADE **12 Hours**
International Trade –Meaning, Significance, Why to go to International Business, Modes of Entering into International Trade.

MODULE –II Balance of Payment **12 Hours**
Meaning, Factors influencing Balance of Payment, causes for Disequilibrium, Measures taken to improve the Disequilibrium Balance of Payment.

MODULE –III Foreign Exchange **14 Hours**
Meaning, Types, Factors determining Exchange Rate, Spot Rate, Forward Rate, Swap, Indian FOREX Market, Convertibility of Indian Rupees, FOREX Dealers in India.

MODULE –IV FINANCIAL INSTITUTIONS **14 Hours**
Import and Export Banks, Commercial Banks, ECGC, Export Promotion Council. Recent EXIM Policy and India, Export Promotion measures, incentives to accelerate Exports.

MODULE –V WTO **12 Hours**
WTO AND INDIA, TRADE BLOCKS AND TRADE CENTRES.

Reference Books

1. International Business Environment – Francis Cherunilam
2. Foreign Exchange –Practice, concepts and control – C-Jeevanandan, Sultan Chand and Sons
3. Export Management –T.SBalagopal,Himalayan Publishing House.
4. Indian Economy-KPMSundaram&Rudradatta ,S.Chand& Co, New Delhi.

BBA/BBM – VI SEMESTER

6.2 E-BUSINESS



Objectives: To make the students aware about E-Commerce

MODULE –I INTRODUCTION 12 Hours

Introduction to E-Commerce, Meaning and Definition of E-Business, Conceptual Framework of E-Business, Nature and scope of E-Business, Functions, Advantages and Disadvantages of E-Commerce, E-Commerce Application

MODULE –II E-PAYMENT SYSTEM 14 Hours

Models and Methods of E-Payments (Debit Cards, Credit Cards, Smart Cards) Digital Signatures (Procedure, Working and Legal Position), Payment gateways, online banking – meaning concepts, importance, Electronic Fund Transfer, Automated Clearing House, Automated Ledger Posting, risk involved in e-payment.

MODULE – III ONLINE BUSINESS TRANSACTIONS 14 Hours

Meaning, purpose, advantages and disadvantages of Transactions online, online marketing – Features, Benefits and problems

MODULE –IV ONLINE SHOPPING 12 Hours

Four C's (Convergence, Collaborative, Computing Content Management and Call Centre), online Service (Financial, Travel and Career, online shopping (Amazon, Snapdeal, Flipcart, Myntra)

MODULE –V Security and Legal Aspect of E-Commerce 12 Hours

Threats in E-Commerce of Clients and Service Provider Cyber Laws- Relevant provisions of information Technology Act 2000, offences secure electronic records, digital signature panalties and adjudication

Reference

1. Business on Net, An Introduction to the Whats and Hows of E- Commerce by Agarwala Kamlesh N Amit Lal and Decksha Agarwala,
2. E-Business Search for Excellence by Varun Deva, Common Wealth Publication
3. E-Business 2.0 Roadmap for Success by Dr. Ravi ,Kalakota, Mavia Robinson, Pearson Education, New Delhi
4. Marketing the E-Business by Lisa Haris and Charles Dennis, Vikas Publishing House, New Delhi.



BBA/BBM – VI SEMESTER

6.3 BUSINESS TAXATION – II

Objective: To enable the students to grasp the practical aspects of the income tax.

Module- 1: Computation of income from capital gains: 12 hours
Meaning of Capital Assets, types of capital assets, transfer, cost of acquisition, cost of improvement, selling expenses, Indexisation of cost, treatment of advance money received, exemptions, problems.

Module- 2: 12 hours
Computation of income from other sources: Specific Income, deductions, grossing-up, problems.

Module-3 : 14 hours
Assessment of Individuals: Procedure for computing total income, determination of taxliability, problems.
Assessment of Partnership firm and partners: Assessment of firms, provision of sections 184 and 40(b), computation of book profit set off and carry forwards, computation of total income of firm. problems.

Module- 4: 10 hours
Assessment procedure, Income Tax Authorities, Appeals and Procedures of Assessment, Form of Tax returns, submission of tax returns and PAN. (Theory only).

Module- 5: 14 hours
Introduction to GST: Definition of GST, Meaning, Need, Different Models of GST, Goods and Services Exempted from GST, Registration Process, Taxable Events, Assessee's Liab to Pay GST . Types of Considerations, Methods of Valuation for the Supply of Goods and Services, Valuation Rules for Supply of Goods and Services, (Theory only).

Books for reference:

1. Students' Guide to Income Tax :Vinod K. Singhania
- 2 Income Tax Law and Practice : Gaur and Narang
- 4 Law and Practice of Income Tax :DinakarPagare
- 5 Income Tax Law and practice :Meherotra and Goyal

6.4 Elective : 4

6.5Elective : 5

6.6 PROJECT REPORT / VIVA



BBA/BBM – VI SEMESTER

ELECTIVE: A Group: MARKETING

6.A E-3 SERVICE MARKETING

OBJECTIVE: In the new millennium the biggest sector is going to be the service sector. Therefore this course has been designed to prepare him to take into marketing of the service sector. He is exposed to the importance of marketing of services and how to manage and market them effectively.

MODULE –I

Service marketing:

12 Hours

Concepts, Scope of Service, goods and Services Continuum, 4Is of Goods and Services Categories, Segmentation of Target Marketing.

MODULE –II

Service Marketing Mix:

12 Hours

4 P's of service marketing, product, price, promotion and service distribution planning(Place), People, Physical Evidences.

MODULE –III

Strategies for Marketing

12 Hours

overview strategies for dealing with intangibility, inventory, inconsistency, inseparability. Building customer relationship through segmentation and retention strategies, Service marketing Triangle –External Marketing, Internal Marketing, and Interactive Marketing

MODULE -IV

Personal Selling

14 Hours

Advertising and Sales Promotion in Service Industry. Customer Service in Service Marketing, Monitoring and Measuring Customer Satisfaction, Handling Customer Complaints effectively.

MODULE -V

Planning and Managing Service Delivery

14 Hours

Creating delivery system in price, Physical evidence of the service space. The role of Intermediaries, enhanced value by improving quality and productivity.

Reference Books:

1. C Bhattacharjee- Service marketing Excel Books, 2009
2. Ravi Shankar "Services Marketing " Indian Perspective ,Excel Books 2002
3. R Srinivasan "Service Marketing " –Indian Context First Edition Prentice Hall in India ,2004



BBA/BBM – VI SEMESTER

ELECTIVE: A Group: MARKETING

6.A E-4 ADVERTISING

OBJECTIVES: To help students learn the basics of advertising and also to introduce the students to the working of advertising agency along with the knowledge to make good advertising decisions.

MODULE-1:

12 hours

Nature, Scope and types of advertising, the role of advertising in modern business units, economic, social and ethical aspects of advertising, advertisement goals.

MODULE-2:

14 hours

Technical aspects of advertising, advertisement message / theme / appeal structure, copywriting and layout, DAGMAR approach, determination of target audience, building of advertising programme – message, headlines, copy, logo, illustration, appeal, layout.

MODULE-3:

12 hours

Advertising media and their selection, media planning, electronic media buying, advertising aids, trademarks, slogans, packaging, pop display, premiums, free samples etc.,

MODULE-4:

14 hours

Advertising budget, advertising agencies, selection compensation and appraisal of an agency, methods of measuring advertising effectiveness, developing corporate image – techniques, concepts and practices.

MODULE-5:

12 hours

Rural Advertising in India, Role of creative strategies; advertising, Retail, National, Cooperative, political, international, public service advertising

REFERENCES:

1. Advertising Management, Aaker D.A. & Myers (Prentice Hall of India)
2. Principles of Advertising and IMC: Tom Duncan 2nd Edition



BBA/BBM – VI SEMESTER
ELECTIVE GROUP B: FINANCE

6.B E-3 INVESTMENT MANAGEMENT

Objective : To give an introductory idea about Investment Management.

MODULE-1: INTRODUCTION 12 hours
Nature and scope of investment analysis, elements of investment, return, risk and time elements, objectives of investment, security return and risk analysis, measurement of return and risk, (Problems), Approaches to Investment analysis.

MODULE-2: TYPES OF INVESTMENT 12 hours
Financial investments, Securities and derivatives, Deposits, Tax sheltered Investments, non-financial investment, real estate, gold and other types and their characteristics, Sources of financial information.

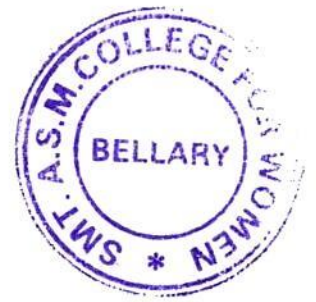
MODULE- 3: FUNDAMENTAL ANALYSIS 14 hours
Economic analysis, Industry analysis, Investment analysis and Company analysis.

MODULE-4: TECHNICAL ANALYSIS: 12 hours
Various prices and volume indices and making averages, interpretation of various trends and indices.

MODULE-5: MARKET HYPOTHESIS 14 hours
Weak, Semi-strong and strong market, testing of different forms of market efficiency and their significance.

REFERENCE BOOKS

- 1) Investment analysis and Management by Clark, James Francis.
- 2) Investment Management by Fabozzi, Franks.J.
- 3) Fundamentals of Investments 0 Cheney J and



BBA/BBM – VI SEMESTER

ELECTIVE GROUP B: FINANCE

6.B E-4: FINANCIAL MANAGEMENT

MODULE : 1

12 hours

Finance :Functions and Goals. Meaning and scope of Finance - Functions and Goals of Finance – Profit Maximisation, Wealth Maximisation, Financial Decisions.

MODULE : 2

14 hours

Cost of Capital : Meaning Computation of Cost of Equity, Preference and Debentures. Determination of The Proportions – Weighted Average Cost of Capital and Marginal Cost of Capital – Problems.

MODULE : 3

14 hours

Capital Structure :

Meaning of Capital structure – optimum Capital Structure ; Factors determining capital structure – Leverages – Operating leverage, Financial Leverage and Combined Leverage – EPS analysis – problems.

MODULE : 4

12 hours

Capital Budgeting :

Meaning and significance of Capital Budgeting. Investment evaluation criteria- Pay-back period, Net Present Value, Accounting Rate of Return. Internal Rate of Return-Problems

MODULE : 5

12 hours

Dividend Decisions :

Meaning - Types of Dividend policies - Dividend decisions - Practical considerations Payout Ratio- Stability of Dividend.

SUGGESTED READINGS :

1. Prasanna Chandra – Fundamentals of Financial Management – Tata Mcgraw Hill Co,
2. I.M. Pandey – Essentials of Financial Management -Vikas Publishing House.
3. S.C. Kucchal - Financial Management – Vikas Publishing House.
4. Khan & Jain - Financial Management

BBA/BBM – VI SEMESTER

ELECTIVE GROUP: C HUMAN RESOURCE DEVELOPMENT

6.C E-3 INDUSTRIAL RELATIONS

OBJECTIVE: To create awareness about relationship between Human Resource Management and trade union movement.

MODULE – 1:

12 hours

Growth of industrial labor force, types of labor force, employment in public private and co-operative sector. Organized labor, unorganized labor.

MODULE – 2:

14 hours

Characteristics of Indian labor. Labor movement in India. (post independence) center trade union organizations. Problems of trade unions; functions of trade unions;

MODULE – 3:

14 hours

Industrial relations; concept. Evaluation of industrial relation in India industries. Transitional state in industrial relations. Trade Unions: Meaning, Objectives, Functions, Types.

MODULE – 4:

12 hours

Organizational Development: Meaning, Objectives, Characteristics, Goals, Benefits. Change: Types of Change, Process of change, Managing Resistance.

MODULE – 5:

12 hours

Collective bargaining; concept negotiation, skills, Indian labour conference and its functions ILO; recommendations and conventions.

BOOKS AND SUGGESTED READINGS

1. Personnel Management; C.B. Memoria. Himalaya publishing house, Mumbai.
2. Human Resource development; C.B. Gupta Sultan chand and sons.
3. Personnel management and industrial relations; R.S/ Davar. Vikas publishing House. Pvt. Ltd.,
4. Personnel Management; Edwin B. Flippe; McGraw Hill International.



BBA/BBM – VI SEMESTER

ELECTIVE GROUP: C HUMAN RESOURCE DEVELOPMENT

6.C E-4 LABOUR LAWS

OBJECTIVE: To introduce important labour legislation in India to the students.

MODULE – 1: Standing Order Act 1948: main provisions and features. Factories Act 1948: main provisions and features.	12 hours
MODULE – 2: Employees Provident Fund Act 1952: main provisions and features. Employees State Insurance Act; 1976: main provisions and features.	12 hours
MODULE – 3: Payment of Bonus Act, 1951: main provisions and features. Payment of Gratuity Act; 1972: main provisions and features.	12 hours
MODULE – 4: Industrial Dispute Act, 1947: main provisions and features. Shops and Commercial Establishment Act, 1961: main provisions and features.	14 hours
MODULE – 5: Child Labour (Prohibition and Regulation) Act, 1986: main provisions and features. The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013: main provisions and features.	14 hours

BOOKS AND SUGGESTED READINGS

1. Bare Acts: Government of India.
2. Trade Unions and Industrial relations; Punekar, Shankaran and Shridhar Himalaya publishing house, Mumbai.
3. Myers, Charles A. and Kannappan S. – Industrial Relation in India, Asia Publication House, Mumbai.

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CO-ORDINATOR
Smt. Allum Sumangamma Memorial
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PRINCIPAL
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Curriculum as per
National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

III and IV Semester Syllabus.

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For Women, BALLARI



Semester III (BBA)								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
19	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
20	Lang.1.2	Language - II	AECC	3+1+0	60	40	100	3
21	BBA.3.1	Cost Accounting	DSC	3+0+2	60	40	100	4
22	BBA.3.2	Organizational Behavior	DSC	4+0+0	60	40	100	4
23	BBA.3.3	Statistics for Business Decisions	DSC	3+0+2	60	40	100	4
24	BBA.3.4	Artificial Intelligence	SEC	1+0+2	30	20	50	2
24	BBA.3.5	Sports	SEC-VB	0+0+2	-	25	25	1
25	BBA.3.6	NSS/NCC/ Any Other	SEC-VB	0+0+2	-	25	25	1
26	BBA.3.7	Social Media Marketing/ Rural Marketing	OEC	3+0+0	60	40	100	3
Sub -Total (C)					390	310	700	25

Semester IV (BBA)								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
23	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
24	Lang.1.2	Language - II	AECC	3+1+0	60	40	100	3
25	BBA.4.1	Management Accounting	DSC	3+0+2	60	40	100	4
26	BBA.4.2	Business Analytics / Financial Markets & Services	DSC	4+0+0	60	40	100	4
27	BBA.4.3	Financial Management	DSC	3+0+2	60	40	100	4
28	BBA.4.4	Constitution of India	AECC	2+0+0	30	20	50	2
29	BBA.4.5	Sports	SEC-VB	0+0+2	-	25	25	1
30	BBA.4.6	NCC/NSS/Any others	SEC-VB	0+0+2	-	25	25	1
31	BBA.4.7	Business Leadership Skills/Personal Wealth Management/Financial Literacy and Investment Awareness	OEC	3+0+0	60	40	100	3
Sub -Total (D)					390	310	700	25



Name of the Program: 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, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the students will - <ul style="list-style-type: none"> • Be able to demonstrate an understanding of the elements of cost and prepare a cost sheet. • Be able to prepare material related documents, understand the management of stores and issue procedures. • Develop the ability to calculate Employee costs. • Able to classify, allocate apportion overheads and calculate overhead absorption rates. • Understand and reconcile cost and financial accounts. 		
Syllabus:		Hours
Module No. 1: Introduction to Cost Accounting		12
Introduction: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting Department in an Organization, Difference between Cost Accounting and Financial Accounting; Various elements of Cost and Classification of Cost; Cost Object, Cost Unit, Cost Driver, Responsibility Centers; Cost Reduction and Cost Control; Methods and Techniques of Costing (Meanings only); Use of IT in Cost Accounting; Limitations of Cost Accounting; Cost Sheet: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations.		
Module No. 2: Materials Cost		12
Materials: Meaning, Importance and Types of Materials - Direct and Indirect Material. Materials Procurement: Procedure for procurement of materials and documentation involved in the procurement of materials- (Bill of materials, Material requisition note, Purchase requisition note, Purchase order, Goods received note); Materials Storage and Records: Duties of Storekeeper, Store records- (Bin cards, Stores Ledger, Stock Control Cards); Materials Issues and Valuation: Procedure for material issues, Documents used in material issues- (Material Requisition Note, Material Transfer Note, Materials Return		



<p>Note); Valuation of material issues- preparation of Stores Ledger/ Account - FIFO, LIFO, Simple Average Price and Weighted Average Price Methods- problems.</p> <p>Inventory Control: Inventory control techniques and determination of various stock levels- Problems on Level Setting and Computation of EOQ; ABC Analysis, FSN Inventory, VED Inventory, HML Inventory, Physical Control- Two-Bin system, KANBAN, JIT Inventory Management technique, Perpetual Inventory system (Concepts only).</p>	
Module No. 3: Employee Cost	10
<p>Employee Cost: Meaning, Components, Classification and Importance of Employee (Labour) Cost in Organizations; Attendance Procedure- Timekeeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only);</p> <p>Methods of Remuneration (Payment of Wages and Incentives) Problems on calculation of earnings under Time Rate (Straight time rate, Halsey and Rowan Methods) and Piece rate systems (Straight piece rate and Taylor's differential piece rate); Employee Turnover- Meaning, Reasons and Effects of LTO/ETO.</p>	
Module No. 4: Overheads	12
<p>Overheads: Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary distribution and Secondary distribution using Reciprocal Service Methods only (Repeated Distribution Method and Simultaneous Equation Method); Accounting and Control of Administrative, Selling and Distribution overheads; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate</p>	
Module No. 5: Reconciliation of Cost and Financial Accounts	10
<p>Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation - Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts - Preparation of Reconciliation Statement - Problems.</p> <p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Prepare a Cost Sheet with imaginary figures. • List the documents required in Inventory Management. • Demonstrate the valuation of inventory using any one method of pricing material issues. • Calculate the amount of Wages under Halsey / Rowan Plans, using imaginary data. 	



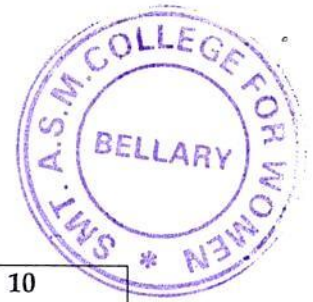
Text Books:

1. Jain and Narang, Cost Accounting, Kalyani Publication House.
2. M.N Arora, Cost Accounting , HPH
3. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
4. Dr. V Rajeshkumar, Dr. R K Srikanth, Cost Accounting, MH India
5. P V Ratnam, Cost Accounting, Kitab Mahal
6. P C Tulsian, Cost Accounting, MHE India
7. Nigam & Sharma, Cost Accounting, HPH
8. Dr. B. Mariyappa, Cost Accounting, HPH
9. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
10. B.S. Raman, Cost Accounting, United Publisher
11. Ravi M. Kishore, Cost Management, Taxmann

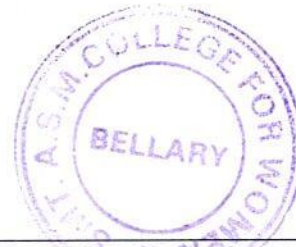
Note: Latest edition of text books may be used.



Name of the Program: 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: <ul style="list-style-type: none"> • 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:		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
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
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
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
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: <ul style="list-style-type: none">• Two cases on the above syllabus should be analyzed and record in the skill development• Draw Blake and Mouton managerial grid• List the Personality Traits of Successful Business Leaders.	
SAMPLE CASES FOR REFERENCE:	
Module 1 <p>For business continuity, during Covid-19, XYZ organisation has encouraged the employees to Work From Home (WFH). But Post lock down, when the employees are called back to office, they resisted. Majority of the employees are preferring WFH. Few employees have resigned the job too.</p> <p>If you are the manager of XYZ, can you justify the employee behaviour? Draw up a list of all the strategies you incorporate in bringing employees back to office</p>	
Module 2 <p>You are heading a global team, which consist of employees from various culture and background. The diversity and lack of inclusion is negatively impacting the functioning of this heterogenous team. Dysfunctional conflict is common among the members.</p> <p>Chart a plan of action to resolve the conflict within the global team. Suggest remedies for a long-term solution</p>	
Module 3 <p>The ABC Bank is planning to introduce Finacle digital banking platform for competitive advantage. Majority of the employees have more than 15 years work experience in the bank. They do not want to change from their comfort zone.</p> <p>As a manager, design the methods of overcoming employee resistance to change in order to achieve the objectives of ABC Bank in the best possible manner.</p>	
Module 4 <p>Owing to the rapid expansion, the XYZ start-up's transition from a "one-man show" to a 'professionally run" set-up was initiated. The aim was to develop the strengths of each member of the team and to channel them towards autonomous decision making. Chart</p>	



the steps in the OD process that can be followed by XYZ firm. Identify the four target of change - Human Resources, Functional Resources, Technological Capabilities and Organizational Capabilities.

Module 5

Employee retention is a critical issue in your E-Commerce organisation. The talented employees are moving to competitive firms. Chart an organizational development intervention plan to maximize effectiveness and minimize organizational strain.

Text Books:

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

Note: Latest edition of text books may be used.



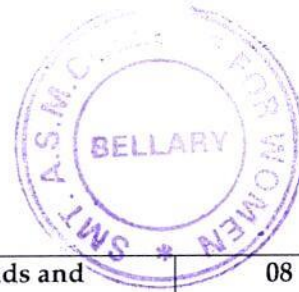
Name of the Program: BBA Course Code: BBA 3.3 Name of the Course: STATISTICS FOR BUSINESS DECISIONS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will be able <ul style="list-style-type: none"> • 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:		Hours
Module No. 1: Introduction to Statistics		12
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.		
Module No. 2: Measures of Central Tendency and Dispersion		14
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. 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.		
Module No. 3: Correlation and Regression Analysis		10
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.		



Module No. 4: Time Series Analysis	12
Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where $\Sigma X=0$ only), calculation and estimation of trend values.	
Module No. 5: Index Numbers	12
Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method - Fishers Ideal Index Number-Problems. Tests of Adequacy (Unit test, TRT, FRT, Circular test). Consumer Price Index Number-Problems.	
Skill Developments Activities:	
<ul style="list-style-type: none"> a) Data Visualization practical session Using Tableau/Power BI. b) Execute Average, Variance, Standard Deviation, CV, Covariance using Excel. c) Execute and Analyse Regression Model using Excel, d) Practical session on Time series models using GRETl e) Collect past years' Indian consumer price index data (as of the current base year) and analyse its impact on any macroeconomic indicator. 	
Text Books:	
<ol style="list-style-type: none"> 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. Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH 11. Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH 	
Note: Latest edition of text books may be used.	



Name of the Program: BBA		
Course Code: BBA 3.5		
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: <ul style="list-style-type: none"> • 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		08
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: 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. 3: Twitter Marketing		08
Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.		
Module No. 4: YouTube marketing		08
Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool - Adding Asset.		



Module No. 5: Search Engine Optimization-Recent trends and challenges	08
Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.	
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.	
Text Books: <ul style="list-style-type: none">• 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. Note: Latest edition of text books may be used.	



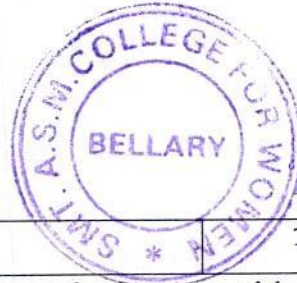
Name of the Program: BBA		
Course Code: BBA 3.5		
Name of the Course: RURAL MARKETING (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Case study method.		
<p>Course Outcomes: On successful completion of the course, the Students will demonstrate</p> <ul style="list-style-type: none"> • Describe the importance and application of various concepts of rural marketing. • demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour. • Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle. • Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products. • Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing. 		
Syllabus:		Hours
Module No. 1: Introduction to Rural Marketing		08
Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment, rise of rural consumerism.		
Module No. 2: Rural Consumer Behaviour		06
Consumer buying Behaviour in rural markets, factors affecting consumer behaviour. Market segmentation – Bases for segmenting rural consumer markets.		
Module No. 3: Rural Product and Pricing Strategy		08
Rural product, Rural product classification, Product Life Cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.		
Module No. 4: Rural Distribution and Communication Strategy		10
Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.		



Rural communication strategy: challenges in rural Communication, creating promotion mix for rural audiences - advertisement, sales promotion, publicity.	
Module No. 5: Trends in Rural Marketing	10
Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate farming (include live cases - ITC ,E-Choupel, TARAMatt, EID Tarry)	
Skill Developments Activities: a) Prepare a Product life cycle for a Rural product b) Select a Rural Product and conduct a Consumer Satisfaction Survey c) Prepare an advertisement copy for a rural product d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.	
Text Books: <ul style="list-style-type: none">• Debarun Chakrabaorty and Soumya Kanti Dhara, et al. (2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd• Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.• Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.• C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.• T.P.Gopaldaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House. Note: Latest edition of text books may be used.	



Name of the Program: 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"> • Explain the application of management accounting and various tool used • Make inter - firm and inter- period comparison of financial statements • Analyse financial statements using various ratios for business decisions. • Prepare fund flow and cash flow statements • 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.		
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- Differences between Cash Flow Statement and Fund 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">• Collect the financial statement of a company and calculate important ratios.• Collect the annual report of a company and prepare a cash flow statement.• Prepare a Break-even-chart with imaginary figures.• Prepare a flexible budget using imaginary figures.• Prepare a Cash budget using imaginary figures	
Text Books: <ol style="list-style-type: none">1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand3. 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 Publisher8. Jawahar Lal, Cost Accounting; McGraw-Hill Education (India) <p>Note: Latest edition of text books may be used.</p>	



Name of the Program: 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"> • Understand types of analytics and data models • Understand the role of data indecision making, sources and types of Data. • Ability to analyse data using different data analytic tools and draw inferences. • Understand applied statistics for business problems. • 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, 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: R, JAMOVI, GRETL, Python: Installation of software -Installation of packages / library - Importing of data - Saving of data - Run descriptive Statistics - Interpret result - plotting of charts - inferences of chart. (Using all the four specified softwares).		
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:

1. Prepare tree map chart using Tableau.
2. Run a descriptive statistic using R and Python software.
3. Execute a summary chart in JAMOVI.
4. Execute DCL and TCL Command in SQL.

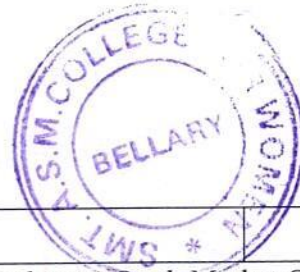
Text Books:

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

Note: Latest edition of text books may be used.



Name of the Program: 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"> • Understand the financial system, Institutions, financial markets and services. • Analyse the concepts relevant to Indian financial market and relevance. • understand concept of financial services, types and functions. • Understand the types of financial Instruments. • Demonstrate an understanding the functioning of stock markets. 		
Syllabus:		Hours
Module No. 1: Overview of Financial System		08
Introduction to Financial System - Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.		
Module No. 2: Financial Institutions		16
Characteristics of Financial Institutions, Broad Categories - Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India, EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.		
Module No. 3: Financial Services		12
Financial Services - Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking - Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating.		
Module No. 4: Financial Markets and Instruments		10
Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.		



Module No. 5: Stock Markets	10
Meaning of Stock, Nature and Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI.	
Skill Developments Activities: <ul style="list-style-type: none">• Visit any financial institution and prepare a report regarding its structure, functions and performance.• Analyze the ratings given by any credit rating agency, for at least 5 companies.• Collect information on NASDAQ, Nifty, Sensex and write brief report on the same.• Identify a company of your choice and record its share prices for one month.	
Text Books: <ol style="list-style-type: none">1. L.M. Bhole, Financial Institutions & Markets, McGraw Hill2. Khan, M.Y, Indian Financial System, McGraw Hill3. Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition4. Bhole and Mahakud, Financial Institutions and Markets - Structure, Growth and Innovations, McGraw Hill5. Guruswamy, S., Financial Services and System, McGraw Hill6. Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill7. Khan. M.Y, Indian Financial System, Vikas Pub. House8. H.R Machiraju, Indian Financial System, Vikas Pub. House9. E.Gorden & K. Nataraj, Financial Markets and Services, HPH <p>Note: Latest edition of text books may be used.</p>	



Name of the Program: 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 able: <ul style="list-style-type: none"> • 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		Hours 12
Introduction - Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management - 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 a Sound Financial Plan.		
Module No. 2: TIME VALUE OF MONEY		12
Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow - Uneven Flow & Annuity); 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, Leverages - Problems.		
Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)		




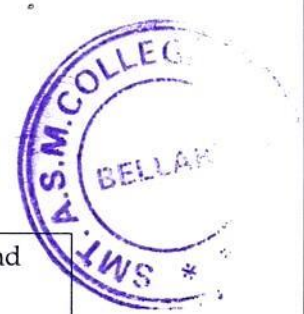
Module No. 4: INVESTMENT DECISION	
Meaning and Scope of Capital Budgeting, Features & Significance, Techniques --Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)	
Module No. 5: WORKING CAPITAL MANAGEMENT	12
Working Capital – Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)	
Skill Developments Activities:	
<ul style="list-style-type: none">• Calculate Equated Installment and prepare Loan Repayment schedule using imaginary figures.• 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.	
Text Books:	
<ol style="list-style-type: none">1. I M Pandey, Financial Management. Vikas Publication.2. Prasanna Chandra, Financial Management, TMH3. S N Maheshwari, Financial Management, Sultan Chand4. Khan and Jain, Financial Management, TMH5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India6. Dr. Aswathanarayana.T ,Financial Management, VBH7. K. Venkataramana, Financial Management, SHBP8. G. Sudarshan Reddy, Financial Management, HPH9. Sharma and Shashi Gupta, Financial Management, Kalyani Publication	
Note: Latest edition of text books may be used.	



Name of the Program: BBA Course Code: BBA 4.6 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: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able: <ul style="list-style-type: none"> ○ To understand the significance of leadership skills for effective people management. ○ To increase the comprehension of leadership through various leadership theories. ○ To analyse different leadership styles, types, patterns and functions. ○ To demonstrate an understanding of various leadership approaches for effective management of people. ○ To demonstrate an awareness of ethical leadership. 		
Syllabus:		Hours
Module No. 1: Introduction to Business Leadership		6
Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.		
Module No. 2: Leadership from Managerial Perspective		10
Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership; traits of an ethical leader.		
Module No. 3: Leadership -Theoretical Perspectives.		8
Great man theory, Trait theory, Situational leadership theory, transactional leadership, 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, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership.	
Module No. 5: Leadership Skills	8
Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.	
Skill Developments Activities: <ul style="list-style-type: none">• Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.• "What if?" <p>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.</p> <ul style="list-style-type: none">• Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on.• Analyze two cases related to leadership styles/strategies.	
Text Books: <ol style="list-style-type: none">1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay 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.	

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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

Note: Latest edition of text books may be used.



Name of the Program: BBA Course Code: BBA 4.6 Name of the Course: PERSONAL WEALTH 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: <ul style="list-style-type: none"> • Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life. • Identify the Real Estate Investment Routes and understand the tax planning that minimises tax burden. • Select and Apply the Asset Allocation strategies to balance between Risk and Return. • Analyse the Retirement Planning Benefits and retirement strategies to provide regular income for life. • Understand the basic principles and importance various insurance polices. 		
Syllabus:		Hours
Module No. 1: Wealth Management and Financial Planning		08
Meaning of Wealth Management, Need, Scope and Components of Wealth Management, Process of Wealth Management, Expectations of Clients, Code of Ethics for Wealth Manager. Challenges to WM in India - Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- Life Cycle and Wealth Cycle - Financial Planning in India, Legal aspects of Financial Planning.		
Module No. 2: Estate Planning and Tax Planning		08
Real Estate, Role of Real Estate, Real Estate Investment Routes, Real Estate Indices -Assets & Liabilities, Nomination, Inheritance Law, Will, Understanding Trust and Trust Documents - Tax Planning Concepts, Assessment Year, Financial Year, Income Tax Slabs, TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off.		
Module No. 3: Asset Allocation Strategies		08
Asset allocation Strategies -Asset allocation Decision, Equity portfolio strategies - Active Vs Passive, Management strategies, Value Vs growth investing, -Tactical, Fixed & Flexible. Portfolio Management Strategies - Indexing - Active - interest rate anticipation, Valuation analysis, Credit analysis, Yield spread analysis and Bond swaps - Allocation to Speculation, Diversification in Perspective.		



Module No. 4: Retirement Planning and Employee Benefits	10
Introduction to Retirement Planning - Types of Retirement Plans - Defined Benefit and Defined Contribution plan, Superannuation Fund and other retirement plans, Pre and Post Retirement Planning Strategies - ESOP and ESPP.	
Module No. 5: Insurance Products in Wealth Management	08
Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance- Group Life and Health Insurance; Types of Life Insurance Policies, Types of General Insurance Policies, Health Insurance and Group Insurance Policy - Risk Management through Insurance.	
Skill Developments Activities: <ul style="list-style-type: none">• List out different Insurance schemes• Create your own personal portfolio using imaginary numbers and justify.• Conduct a survey of 20 salaried employees on their investment avenues through questionnaire.• Prepare technical charts report of any 5 listed stocks in BSE S&P SENSEX.	
Text Books: <ul style="list-style-type: none">• Pawan V. Jhabak - Wealth Management, Himalaya Publishing Hou Himalaya Publishing House Pvt. Ltd., Mumbai - 400 004.• S.K Bagchi - Wealth Management Jaico Publishing House, Firs Edition.• NSE Academy - Financial Planning and Wealth Management.• NCFM Work Book - Financial Markets (Advanced). <p>Note: Latest edition of text books may be used.</p>	



Name of the Program: BBA		
Course Code: BBA 4.7		
Name of the Course: FINANCIAL LITERACY AND INVESTMENT AWARENESS		
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: <ul style="list-style-type: none"> • Provide the foundation for financial decision making. • List out various savings and investment alternatives for a common man. • Give a detailed overview of stock market and stock selection • Orient the learners about mutual funds and the criteria for selection 		
Syllabus:		Hours
Module No. 1: Foundation for Finance		
<p>Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for a young adults.</p> <p>Economics-Meaning-scope-key concepts influencing decisions making both micro and macro.</p> <p>Banking in India- Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking(NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI.</p> <p>Orientation to Financial Statements-financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting.</p>		04 Hours
Module No. 2: Investment Management		
<p>Investment Goals-Basic investment objectives-investment goals-time framing-assessing risk profile-concept of diversification-risk measurement tools.</p> <p>Investment and Saving Alternatives for a Common Investor: Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY etc., stocks, bonds, mutuals funds. Investor Protection and Grievance Redressal.</p>		08 Hours



<p>Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations-Trading and Settlement, Demat Account, Depository and Depository Participants.</p> <p>Stock Selection: Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis-Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators.</p> <p>Stock Return and Risk: Analysing risk and returns trade off-relationship-investment risk.</p>	
<p>Module No. 3: Mutual Funds and Financial Planning Essentials</p>	
<p>Mutuals Funds: Features of Mutual Funds, Mutuals Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value.</p> <p>Criteria for Selection of Mutual Funds: Returns, Performance Measures-Sharpe, Treynor, Alpha, Beta and R Square.</p> <p>Financial Planning-Sample formats-integrating all the concepts learnt with a personal financial plan.</p> <p>Giving and Supporting-Family Support-Charitable giving-crowd sourcing for needs.</p>	<p>03 Hours</p>
<p>PRACTICAL COMPONENT:</p>	
<p>Unit 1: Foundation of Finance</p> <ul style="list-style-type: none"> • Spreadsheet Modelling <ul style="list-style-type: none"> • IF Function • SUM Function • AVERAGE Function: INDEX, MATCH and VLOOKUP Function: • RANK Function • SUMPRODUCT Function • MAX & MIN Function • ERRORS in Modeling (#VALUE!, #NAME?, #DIV/O!, #REF!, #NUM!, #NA) • PRESENT VALUE Functions • FUTURE VALUE Functions • ANNUITY Functions • PERPETUITY Functions • Statistical Functions in Excel • Financial Statements in Excel 	<p>06 Hours</p>



<p>Unit 2: Investment Management</p> <ul style="list-style-type: none"> • Administering Risk Tolerance Tool • Group Presentations on Investment Alternatives (Advantages, Suitability and Limitations) • Demonstration of Stock Trading • Economy Analysis (www.tradingeconomics.com) • Industry Analysis (www.ibef.org) • Company Analysis (www.valueresearchonline.com) • Spreadsheet Modelling for Stock Valuation (Dividend Discount Model, Free Cash Flow Model and Relative Valuation) • Demonstration of Technical Analysis and Exercises (NSE - TAME) • Spreadsheet Modelling for calculating Stock Return, Risk and Beta 	<p>15 Hours</p>
<p>Unit 3: Mutual Funds and Financial Planning Essentials</p> <ul style="list-style-type: none"> • Identification of Fund Houses in India, Schemes and Plans of each Mutual Fund House (www.amfiindia.in, www.valueresearchonline.com) • Exercises on Calculation of Net Asset Value • Demonstration of Mutual Fund Fact Sheet • Exercises on reading performance measures and selection of mutual funds. • Preparation of Financial Plan. 	<p>06 hours</p>
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Prepare a Spreadsheet modelling using financial functions. • Prepare a group presentation on investment alternatives (advantages, sustainability and limitations) • Prepare a exercise on calculation of net asset value of mutual fund scheme. 	
<p>Reference:</p> <ol style="list-style-type: none"> 1. RBI Financial Education Handbook 2. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI 3. NSE Academy Certification in Financial Markets (NCFM) Modules: <ol style="list-style-type: none"> a. Macroeconomics for Financial Markets b. Financial Markets (Beginners Module) 	



c. Mutual Funds (Beginners Module)

d. Technical Analysis

Note: Latest edition of text books may be used.

Text Books:

Prasanna Chandra, Financial Management, Mc Graw Hill.

Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc.

Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications.

Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall.

Websites:

1. www.sebi.gov.in
2. www.nseindia.com
3. www.amfiindia.com

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