



BANGALORE UNIVERSITY

**(According to NEP – 2020 Regulations)
SYLLABUS & REGULATIONS
OF
Bachelor of Business Administration (BBA)**

2021-22 Onwards

**DEPARTMENT OF COMMERCE
Jnanabharathi Campus, Bangalore University, Bangalore - 560056
www.bangaloreuniversity.ac.in**

BANGALORE UNIVERSITY
BBA (REGULAR)
PROGRAMME STRUCTURE

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 Innovation	DSC	4+0+0	60	40	100	4
4	BBA 1.2	Fundamentals of Accountancy	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/ Spreadsheet for Business	SEC-SB	1+0+2	50	50	100	2
7	BBA 1.5	Business Organization / Office Organization and Management/ / Tourism and Travel Management/ Event Management	OEC	3+0+0	50	50	100	3
8		Physical Education - Yoga	SEC-VB	0+0+2				1
9		Health and Wellness	SEC-VB	0+0+2				1
Sub - Total (A)					400	300	700	25

Notes:

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

Acronyms Expanded

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

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

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

Course Code: BBA 1.1

Name of the Course: Management Innovation

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Enhance their knowledge and skills which are essential for success in management careers.• Understand the concepts related to Business Management.• Adapt to the changing opportunities.• Understand management information systems in practice• Understand the role of Artificial Intelligence in Business Decisions.		
Syllabus		
Module No. 1: MANAGERIAL FUNCTIONS (12 Hrs) Concept of Management, Principles of Management-Managerial Functions-Planning, Organizing, Staffing, Directing, Coordinating, Controlling. Manager- Meaning of Manager, Types of Managers, Role of Manager, Managerial Skills. Modern Organization Structure. Ethics in Management. CSR (Corporate Social Responsibility)- Meaning, Definition, Types, Need and responsibility towards stakeholders and community		
Module No. 2: CHANGE MANAGEMENT (12 Hrs) Meaning, Need, Volatility, Uncertainty, Complexity, Ambiguity (VUCA), 7 R's of Change Management - Reuse, Repurpose, Rot, Repair, Return, Refill and Refuse, Steps in Change Management, Change Management Risk. Change Management Process - Meaning, Need, Stages, Change Management Models, Theories of Change Management, Resistance to Change.		
Module No. 3: MANAGEMENT INFORMATION SYSTEM (10 Hrs) Meaning, Definition, concepts, Types of Information Systems, Trends in Information Technology, Role of MIS, MIS report- Meaning, Need, Type and Format of MIS report. Managing Data Resources, ERP- Meaning, Need, Steps, Challenges of ERP.		
Module No. 4: GOVERNMENT and BUSINESS (12 Hrs) Role of Government in Business Organization, State participation in Business Organization, Relationship between Government & Business Organization. Role of Chamber of Commerce and Industry, Government Schemes for Business Organization, Government Policy on Regional Balances		
Module No. 5: BUSINESS INTELLIGENCE (BI) (10 Hrs) Meaning and Definition of BI, Need, Role of BI, pros and cons of BI, types, Career Opportunities in BI, Trends in Business Intelligence. Artificial Intelligence- Meaning, Goals, Role of AI in Management.		
Skill Developments Activities: <ul style="list-style-type: none">• Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book.		

- List out recent changes in management structure.
- Draft chart on functions of Management
- Prepare a report on the application of Artificial intelligence in Business.
- Any other activities, which are relevant to the course.

Reference Books:

- Stephen P. Robbins, Management, Pearson
- Koontz and O' Donnell, Management, McGraw Hill.
- Appanniah and Reddy, Management, HPH.
- Management information system: Pearson
- Change Management: Prof Dr. Olaf Passenheim

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 1.2

Name of the Course: Fundamentals of Accountancy

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the basic Concepts of Accounting.• Pass Journal Entries and Prepare Ledger Accounts.• Prepare Subsidiary Books.• Prepare Trial Balance and Final Accounts of Proprietary concern.• Use Accounting Concepts in Spreadsheet.		
Syllabus		
Module No. 1: INTRODUCTION TO ACCOUNTANCY (10 Hrs) 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 Hrs) Process of Accounting - Double entry system – 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 Hrs) Meaning – Significance – Types of Subsidiary Books –Purchases Book, Sales Book (With Tax Rate) , Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book).		
Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN (14 Hrs) 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: EXPERIENTIAL LEARNING (06 Hrs) Creation of Subsidiary Books in Spreadsheet: Purchases Book, Sales Book (With Tax Rate), 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. Preparation of Statement of P/L, Balance Sheet in Spreadsheet.		
Skill Developments Activities: <ul style="list-style-type: none">• List out the accounting concepts and conventions.• Prepare a Bank Reconciliation Statement with imaginary figures		

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| <ul style="list-style-type: none">● Collect the financial statement of a proprietary concern and record it.● Prepare a financial statement of an imaginary company using spreadsheet● Any other activities, which are relevant to the course. |
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Reference Books:

- Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
- Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
- S.Anil Kumar,V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.
- Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
- S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
- Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
- M.C. Shukla and Goyel, Advanced Accounting , S Chand.

Note: Latest edition of textbooks and reference Books may be used

Name of the Programme: 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: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the Concepts and Functions of Marketing.• Analyse Marketing Environment its Impact on the Business.• Understand the Consumer Behaviour• Describe Marketing Mix and also strategize Marketing Mix• Describe Service Marketing Mix.• Use the Technology in Market Survey and Collection of Data.• Understand the Various Acts Related to Marketing.		
Syllabus		
Module No. 1: FUNDAMENTALS OF MARKETING (14 Hrs) <p>Introduction to Marketing, Evolution of Marketing, Meaning and Definitions, Objectives, Importance and Functions of Marketing, Traditional Marketing Concept vs Modern Marketing Concept. Marketing V/S Selling, Marketing Myopia, Approaches to Marketing.</p> <p>Marketing of Services - Meaning, Definition, Features.</p> <p>Marketing Environment - Meaning, Environmental Scanning, Benefits of Environmental Scanning, Components of Marketing Environment.</p>		
Module No. 2: MARKETING MIX & LEGAL ASPECTS OF MARKETING (14 Hrs) <p>Marketing Mix - Introduction, Elements of Marketing Mix, 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, Services Marketing Mix.</p> <p>Legal Aspects of Marketing- Consumer Protection Act 1986, Environment Protection Act 1955, The Prevention of Food Adulteration Act 1951, The Competition Act 2002, The Packaging Rules 1977, FSSAI.</p>		
Module No. 3: CONSUMER BEHAVIOUR (08 Hrs) <p>Meaning, Definition: Consumer, Consumer Behaviour, Factors Influencing Consumer Behaviour, Consumer Decision Process, Types of Buying Motives, Theories of Consumer Buying Behaviour, Consumer Socialization, Factors Influencing Consumer Socialization</p>		
Module No. 4: MARKETING STRATEGIES (08 Hrs) <p>Market Segmentation- Meaning, Definition, Significance of Market Segmentation, Basis for Segmentation of Consumer Market and Business Segmentation.</p> <p>Target Marketing: Steps in Target Marketing, Market Targeting Strategies.</p> <p>Market Positioning: Importance of Marketing Positioning, Basis for Developing Positioning Strategy</p>		

Module No. 5: MARKET RESEARCH and INNOVATIONS (12 Hrs)

Market Research- Meaning Definition, Objectives, Characteristics. Types of Marketing Research, Methods in Market Research, Marketing Research Tools and Techniques – Consumer Engagement Softwares' & online data collection forms (Quest Back, Key Survey, Klout, Kred, Survey Monkey, Sparrow Survey, Typo Form Etc.)

Innovations In Marketing: Meaning, Definition, Characteristics and Challenges- Green Marketing, Online Marketing, Digital Marketing, Content Marketing, Social Media Marketing, Disruptive Marketing.

Skill Developments Activities:

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

Any other activities, which are relevant to the course.

Reference Books:

- Philip Kotler, Marketing Management, Prentice Hall.
- Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
- William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
- Bose Biplab, Marketing Management, Himalaya Publishers.
- J.C. Gandhi, Marketing Management, Tata McGraw Hill.
- Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- Sontakki, Marketing Management, Kalyani Publishers.
- P N Reddy and Appanniah, Marketing Management
- E – Commerce, P T Joseph, 4th Edition, 2013, PHI learning Pvt.Ltd.

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 1.4 (SEC - SB)

Name of the Course: Digital Fluency

Course Credits	No. of Hours per week	Total No. of Teaching Hours
2 Credits	3 Hrs	28 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, lab, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the Fundamentals of computers.• Work in Word Processor effectively.• Discover the arena of the Internet and its possibilities.• Effectively communicate through email		
Syllabus		
Module No. 1: Fundamentals of Computer (04 Hrs) Introduction – Objectives - Computer, Mobile/ Tablet and their application - Components of a Computer System - Central Processing Unit- Common Input & Output devices - USB ports and Pen Drive - Connecting Power cord, Keyboard, Mouse, Monitor and Printer to CPU		
Module No. 2: Word Processor (16 Hrs) Introduction – Objective -Word Processing Basic - Opening Word Processing Package - Title Bar, Menu Bar, - Toolbars & Sidebar - Creating a New Document - Opening and Closing Documents- Opening Documents - Save and Save As - Closing Document - Using The Help - Page Setup - Print Preview - Printing of Documents - PDF file and Saving a Document as PDF file - Document manipulation & Formatting - Text Selection - Cut, Copy and Paste - Font, Color, Style and Size selection - Alignment of Text - Undo & Redo - Spelling & Grammar - Shortcut Keys		
Module No. 3: Internet (04 Hrs) Introduction – Objectives – Internet - protocols: HTTP, HTTPS, FTP, Concept of Internet & WWW - Website Address and URL - Applications of Internet - Modes of Connecting Internet (Hotspot, Wi-Fi, LAN Cable, Broadband, USB Tethering) - Popular Web Browsers (Internet Explorer/Edge, Chrome, Mozilla Firefox.) - Exploring the Internet - Surfing the web - Popular Search Engines - Searching on Internet		
Module No. 4: E-mail (04 Hrs) Introduction -Objectives - Structure - protocols: SMTP, IMAP, POP3 - Opening Email account - Mailbox: Inbox and Outbox - Creating and Sending a new E-mail - CC – BCC- Replying -Mail Merge- Forwarding - attachments – Scheduling – Password Protect – Delete.		
Skill Developments Activities: <ul style="list-style-type: none">• Use word processor to prepare Resume• Draft a covering letter using Word Processor• Systematically draft different emails• Prepare a Letter of Internship requisition and send email.• Install and uninstall a Web Browser and Record the Steps <p>Any other activities, which are relevant to the course.</p>		

Reference Books:

- Fundamentals of Computers, by Rajaraman V , Adabala N
- Fundamentals of Computers by Manoj Wadhwa (Author)
- Fundamentals of Computers by (V. Rajaraman)
- Learning MS-Word and MS-Excel, by Rohit Khurana
- Microsoft Word 2019 Step by Step Joan Lambert (Author)
- MICROSOFT WORD FOR BEGINNERS 2021: LEARN WORD PROCESSING SKILLS by RICHARD STEVE

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 1.4 (SEC-SB)

Name of the Course: Spreadsheet for Business

Course Credits	No. of Hours per week	Total No. of Teaching Hours
2 Credits	3 Hrs	28 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, lab, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the basic concepts of Spreadsheet• Summarize data using Functions• Apply Conditions using formulas and Functions• Implement Basic financial Concepts in Spreadsheet		
Syllabus		
Module No. 1: Introduction (08 Hrs) Introduction to spreadsheets - Office Suite overview - Basic text and cell formatting - Basic arithmetic calculation - Special paste - Freeze pane - Auto completion of series - Sort and filter - Charts.		
Module No. 2: Summarize data using functions (10 Hrs) Perform calculations by using the SUM function- Perform calculations by using MIN and MAX functions - Perform calculations by using the COUNT function - Perform calculations by using the AVERAGE function - Perform logical operations by using the IF function - Perform logical operations by using the SUMIF function - Perform logical operations by using the AVERAGEIF function - Perform statistical operations by using the COUNTIF function.		
Module No. 3: Text Functions (10 Hrs) Data validation - Text Functions: LEN, TRIM, PROPER, UPPER, LOWER, CONCATENATE.		
Skill Developments Activities: <ul style="list-style-type: none">• Enter class data into rows and columns• Create Draft Marks Card in Spreadsheet• Create Draft profit and Loss and Balance Sheet in Spreadsheet• Create GST Invoice in Spreadsheet with Tax Rate Any other activities, which are relevant to the course.		

Reference Books:

- Learning MS-Word and MS-Excel, by Rohit Khurana
- Excel Formulas and Functions 2020: The Step by Step Excel Guide with Examples on How to Create Powerful Formulas: 1 by Adam Ramirez
- Excel 2013 in Simple Steps by Kogent Learning Solutions Inc.
- Excel Formulas and Functions: The Step by Step Excel Guide on how to Create Powerful Formulas by Harjit Suman

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Business Organization

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the nature, objectives and social responsibilities of business.• Acquire the ability to describe the different forms of organizations.• Understand the basic concepts of management.• Understand the functions of management.• Understand the different types of business combinations.		
Syllabus		
Module No. 1: INTRODUCTION TO BUSINESS (08 Hrs) <p>Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Forms of Business organization: Sole proprietorship, Partnership, Joint Stock Company & Co-operatives – definitions, Features, Merits and Demerits. Sources of Business Finance: Sources of Long Term, Medium Term and Short-Term Business Finance</p>		
Module No. 2: PUBLIC ENTERPRISES (08 Hrs) <p>Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits</p>		
Module No. 3: GOVERNMENT AND BUSINESS INTERFACE (10 Hrs) <p>Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association</p>		
Module No. 4: EMERGING MODES OF BUSINESS (08 Hrs) <p>E-business - scope and benefits, resources required for successful e-business implementation, online transactions, payment mechanism, security and safety of business transactions; Outsourcing- concept, need and scope of BPO (business process outsourcing) and KPO (knowledge process outsourcing); Smart cards and ATMs- meaning and utility</p>		
Module No. 5: MANAGING ETHICS IN ORGANIZATION (08 Hrs) <p>Ethical Regulation in organization, corporate standards, codes of conducts, and other internal documents of the companies. Supporting tools to increase the ethical level of organization culture (ethical codes, "cards of ethics", and committees on ethics, social audit, training in ethical behavior, ethical examination, and ethical consultation). Corporate culture and ethical climate of the organization. Control of ethical standards: ombudsman; compliance system; hot lines, whistleblowing. Bad practices, best practices Ethical and Unethical Practices in Marketing & Finance (cases of the companies).</p>		
Skill Developments Activities:		

- Preparation of partnership deed
- Draw a business tree
- Make a list of 10 PSUs
- Prepare the List of documents required for Business Loan.
- Prepare a list of different types of business combinations.

Reference Books:

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

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Office Organization and Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the basic knowledge of office organisation and management• Demonstrate skills in effective office organisation• Demonstrate the ability to maintain office records• Demonstrate the ability to maintain digital records.• Understand the different types of organisation structures and responsibilities as future office managers.		
Syllabus		
Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT (08 Hrs) <p>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.</p>		
Module No. 2: ADMINISTRATIVE ARRANGEMENT and FACILITIES (06 Hrs) <p>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</p>		
Module No. 3: OFFICE ENVIRONMENT (10 Hrs) <p>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.</p>		
Module No. 4: RECORDS MANAGEMENT (08 Hrs) <p>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.</p>		

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 Hrs)

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:

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

Any other activities, which are relevant to the course.

Reference Books:

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

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Tourism and Travel Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the fundamental concept of Tourism.• Overview of the Tourism products and resources of India.• Understand the basic concept and various components of Tourism management.• Understand the Functions and Types of Travel Agents and Tour Operators.• Familiarize the concept of Transport and Accommodation.		
Syllabus		
Module No. 1: INTRODUCTION TO TOURISM (08 Hrs) <p>Travel: Meaning, Factors affecting travel, Traveler, Tourist, Travel guide (Meaning only). Tourism: Meaning and Definition, Objectives, Types of Tourism: Inter-regional, Intra regional, Inbound and Outbound Tourism, Domestic, International. Forms of Tourism: Religious, Medical, Historical, Social, Adventure, Health, Business, Conference, Sports. Impact of Tourism</p>		
Module No. 2: TOURISM PRODUCTS (08 Hrs) <p>Tourism Resources- Meaning, Definition, Tourism resources of India-types & typologies Cultural resources: Art & Architectures, Historical, Festivals, Costumes. Popular Religious Centres: Hindu, Muslim, Christianity, Buddhism, Jainism, Sikhism others. Performing Art of India: Classical dance, folk, music, musical instruments, costumes, handicrafts, boat race, food festivals, An overview of tourism development strategies</p>		
Module No. 3: TOURISM MANAGEMENT & HOSPITALITY (10 Hrs) <p>Tourism Management: Meaning, Nature, Levels of Management, Principles of Management, Role of Manager, Managerial Functions (Planning, Decision, Organizing , Staffing, Directing) Accommodation - Meaning, role of accommodation in tourism, Types of Accommodations.</p>		
Module No. 4: TRAVEL AGENCY & TOUR OPERATIONS (10 Hrs) <p>Travel Agency: Introduction, Meaning, Types of Travel Agency, Functions, challenges faced by Travel Agency and Tour Operators. Procedure for approval of a travel agency & tour operators (IATA & Govt body Approval) Travel Documentation: Passport-types, Procedure to apply, VISA-Types & Documents required for foreigners to visit India. Tour Operators: Meaning, Roles and Responsibilities, Types of tour operators, Types of tour packages. Travel Organizations- UFTAA, TAAI, IATO and Its Functions.</p>		
Module No. 5: TRANSPORTATION MANAGEMENT (06 Hrs) <p>Transportation: Meaning, Role of transport in tourism, types of transportation systems, Rail transport- History, Role of Indian Railway in tourism, Air transport- History, Air Transport Regulations, Limitations, Recent trends in International Tourism. Water Transport- categories of water transport, Cruise Line type, facilities and Cruise Accommodation.</p>		

Skill Developments Activities:

- Students are required to maintain a Newspaper clippings file, detailing the articles pertaining to tourism.
- Prepare a report on unexplored destinations in India and their potential for tourism promotion.
- Briefly Explain Role of Government – Ministry of tourism.
- Visit Virtual/ Study Tour and Prepare a report.
- Prepare an Itinerary of a tour.

Any other activities, which are relevant to the course.

Reference Books:

- Cottman, Travel & Tourism
- Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.
- Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.
- Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.
- Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
- Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.
- Kaul R.N 1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi,

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Event Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the process of organizing an event.• Understand the importance of a checklist in organizing an event.• Familiarize with organizing corporate events• Obtain a sense of responsibility for the multidisciplinary nature of event management.• Learn to promote the events.		
Syllabus		
Module No. 1: INTRODUCTION TO EVENT MANAGEMENT (08 Hrs) <p>Introduction to Event Management: Meaning , Scope, Types of Events (Corporate, Private, or Charity, Indoor Events, Outdoor Events , Celebrity Events) Tools For Event Planning & Management , MICE Events, Event Operations and Services (Setting Up, Parking , Maintenance, Ticketing , Food and Beverage, Logistics) .</p>		
Module No. 2: EVENT PLANNING (08 Hrs) <p>Event Planning: Event Checklist, Hosting , Principles of Holding Event , Reserving Event Hall, Preparing and Designing ,The Schedule of Event Permissions, Policies , Government & Local Authorities , Phonographic , Performance License , Five Bridges Of Event Management , Characteristics of Successful Event Management</p>		
Module No. 3: CORPORATE EVENT MANAGEMENT (10 Hrs) <p>Corporate Event Organization : Preparing A Blueprint , Facilities Planning and Organizing (Assigning Staff , Maintenance of Inventory For The Chemicals and Equipments , Cleaning, Maintenance, Aesthetic Upkeep , Maintaining Back Areas, Public Areas and Surroundings, Floral Designing (- Assigning The Responsibilities , Event Organizer Arrangements , Corporate Event Packages , Corporate Hospitality , Well- Being of the Patrons & Participants , Entailing The Entertainment In Corporate Events and Corporate Event Reporting .</p>		
Module No. 4: MARKETING OF EVENTS (10 Hrs) <p>Marketing for Events: Introduction , Importance , Public relation strategies , Brainstorming sessions , writing for public relation (Reviews). Tools of promotion: Media, Types of Media (Print , Electronic, Social Media Networks). Advertising, Promotional Aids (Invitation, Brochures, Leaflets)</p>		
Module No. 5: POST EVENT FUNCTIONS (06 Hrs) <p>Post event functions: Basic guidelines of Budgeting , Essence of margin, Break even Analysis, Cost-Benefit Analysis, Forecasting Techniques, SWOC Analysis.</p>		
Skill Developments Activities: <ul style="list-style-type: none">• Prepare an event report with imaginary activities.		

- Prepare a checklist for a birthday party.
- Prepare a Budget for Organizing an Event.
- Write a public relation letter for medical event
- Prepare a break even analysis with imaginary figures for an event.

Any other activities, which are relevant to the course.

Reference Books:

- Mark Sonderm CSEP -Event entertainment and production:publishers; wiley and sons, Inc
- Annestephen; Event management, HPH.
- K. Venkatramana -Event Management - SHBP.
- K Ramachandra and Allabaksh Principles of Event Management HPH
- Rekha and Vibha Marketing management -VBH
- Nihaasif Event management-VBH

Note: Latest edition of textbooks and reference Books may be used



BANGALORE UNIVERSITY
Jnanabharathi, Bengaluru- 560056

(According to NEP – 2020 Regulations)
Syllabus of 2nd Semester
Bachelor of Business Administration (BBA)

2021-22 Onwards

DEPARTMENT OF COMMERCE
Jnanabharathi Campus, Bangalore University, Bengaluru- 560056
www.bangaloreuniversity.ac.in

BBA Programme Structure

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
1	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA 2.1	Financial Accounting and Reporting	DSC	3+0+2	60	40	100	4
4	BBA 2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
5	BBA 2.3	Business Environment	DSC	4+0+0	60	40	100	4
6	BBA 2.4	Retail Management/ Management of Non Government Organizations	OEC	3+0+0	60	40	100	3
7	BBA 2.5.1	A) Digital Fluency / Spreadsheet for Business.	SEC - SB	1+0+2	30	20	50	2
		or B) Environmental Studies.	or AECC	or 2+0+0	or 30	or 20	or 50	or 2
8	BBA 2.5.2	Sports	SEC-VB	0+0+2	-	25	25	1
9	BBA 2.5.3	NCC/NSS/R&R (S&G)/Cultural	SEC-VB	0+0+2	-	25	25	1
Sub - Total (B)					390	310	700	25

Notes:

Ø One Hour of Lecture is equal to 1 Credit.

Ø One Hour of Tutorial is equal to 1 Credit (Except Languages).

Ø Two Hours of Practical is equal to 1 Credit

Acronyms Expanded

Ø AECC : Ability Enhancement Compulsory Course

Ø DSC © : Discipline Specific Core (Course)

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

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

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

Course Code: BBA 2.1 DSC

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: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Exercise the accounting treatments for departmental undertaking, and the accounting treatments in inter departmental transfers.
- Demonstrate various accounting treatments for dependent branches
- Learn various methods of accounting for hire purchase transactions.
- Learn the methods and accounting procedures of fire insurance claims
- Understand the Basic Concepts of international Reporting Standards

Syllabus

Module No. 1: ACCOUNTING FOR DEPARTMENTAL UNDERTAKINGS (12 Hrs)

Meaning and Features of Departmental Undertaking-Examples of Department Specific Expenses and Common Expenses -Need and Basis of Apportionment of Common Expenses. Preparation of Trading and Profit and Loss Account in Columnar Form and General Profit and Loss Account. Simple problems involving adjustment on Closing Stock, Depreciation and Inter Departmental Transfers at Cost Price. (Problems may contain information for a maximum of three departments).

Module No. 2: BRANCH ACCOUNTING (12 Hrs)

Meaning – Objectives – Types of Branches –Meaning and features of Branches - Dependent Branches – Independent Branches – Foreign Branches. Methods of maintaining books of accounts by Head office - Debtor System, Stock & Debtors System, Wholesale Branch System and Final Account system. Problems on preparation of Dependent Branch A/c in the books of Head Office under Debtors System only when the goods are supplied at (a) Cost Price and (b) Invoice Price

Module No. 3: HIRE PURCHASE ACCOUNTING (14 Hrs)

Hire Purchase - Meaning and Features of Hire Purchase and Installment Purchase System. Differences between Hire Purchase and Installment Purchase System. Important Definitions – Hire Purchase Agreement – Hire Purchase Price – Cash Price – Hire Purchase Charges, Down Payment. Problems on calculation of interest and segregation of each installment amount into interest component and principal component. Problems on ascertainment of Cash Price under Reverse Calculation Method. Methods of maintaining books of accounts by Hire Purchaser. Problems on passing of Journal Entries and preparation of Ledger Accounts in the books of Hire Purchaser under Asset Accrual Method only.

Module No. 4: INSURANCE CLAIMS FOR LOSS OF STOCK AND PROFIT (12 Hrs)

Meaning, Features and Principles of Fire Insurance. Meaning of Fire Claim. Procedure for making a Fire Insurance Claim. Concept of Loss of Stock, Salvage, Loss of Profit and Average Clause. Problems on ascertainment of claim amount covering the adjustments for overvaluation and under-valuation of stock and abnormal line of items.

Module No. 5: INTRODUCTION TO IFRS (06 Hrs)

Meaning and Need for Accounting Standards. Meaning, features, importance and applicability of IFRS. List of IND - AS and List of IFRS.

Skill Developments Activities:

- List out 2 Departmental Undertakings with the following details: Name & Address of the Departmental Undertaking. List of departments.
- Visit any two Departmental organizations, collect details of common expenses and specific expenses.
- Collect Hire Purchase agreements and draft Hire Purchase agreements with imaginary figures.
- Download Insurance claim form and fill the necessary details to claim Fire Insurance
- List out the countries that adopted and converged with IFRS around the world
- Using spreadsheet, Prepare Statement of Insurance claims, Columnar Departmental Trading and Profit and Loss account and Balance sheet.
- Any other activities, which are relevant to the course.

Reference Books:

- Anil Kumar, Rajesh Kumar and Mariyappa, "Financial Accounting", HPH
- Dr. S.N. Maheswari: Financial Accounting, Vikas Publications New Delhi
- S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers
- Radhaswamy and R.L. Gupta: Advanced Accounting , Sultan Chand
- Dr.Janardhanan: Financial Accounting, Kalyani Publishers
- Srinivas putty Advanced financial Accounting-HPH
- M.C. Shukla and Grewal, Advanced Accounting

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 2.2 DSC

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 lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Describe the role and responsibility of Human resources manager.
- Describe HRP, Recruitment, Selection and retention process.
- Describe induction, training, and compensation aspects.
- Explain performance appraisal and its process.
- Demonstrate Employee Engagement.

Syllabus

Module No. 1: Introduction to Human Resource Management (10 Hrs)

Meaning and Definition of HRM – Features, Objectives, Importance, Functions and Challenges of HRM. Role and Responsibilities of HR Manager. Recent trends in HR. Meaning and Role of HR Analytics.

Module No. 2: Manpower Planning (14 Hrs)

Meaning and Importance of Manpower Planning. Meaning and need of Succession planning. Meaning, need and features of Job analysis, Job description, Job specification, Job enlargement, Job rotation and Job enrichment. Meaning, importance and sources of Recruitment. Meaning and benefits of E-recruitment. Meaning of recruitment matrix. Meaning and Definitions of Selection and Selection Process. Steps of Selection Process. Essentials of Effective Selection. Hurdles to Effective Selection. Meaning and Features of Placement and Gamification.

Module No. 3: Induction, Training and Compensation (12 Hrs)

Meaning, Need, Features and Process of Induction. Problems faced during induction. Essentials of successful induction. Meaning of induction manual and checklist. Meaning, need, features, objectives and significance of training. Differences between training and induction. Steps in training. Methods of Training. A brief discussion of Kirkpatrick Model. Meaning and significance of Career Development. Meaning, need and types of Compensation. Differences between compensation and remuneration. Meaning and components of CTC. Motivation - Meaning, Importance, Theories of Motivation.

Module No. 4: Performance Appraisal (12 Hrs)

Meaning, Definitions, Objectives and Methods of Performance Appraisal. Benefits and Limitations of Performance Appraisal. Meaning, Definitions, Purposes and Basis of Promotion. Meaning of Open Promotion, Closed Promotion and Dry Promotion Systems. Meaning and need for Transfer. Differences between Promotion and Transfer. Reasons for transfer. Types of transfer. Meaning and need of rightsizing and downsizing of the workforce. Meaning and Definitions of Attrition. Reasons for attrition. Types of attrition. Measures to overcome high rate of attrition.

Module No. 5: Employee Engagement (08 Hrs)

Meaning and Types of Employee Engagement. Drivers of Employee Engagement. Benefits and Challenges of Employee Engagement. Models of Employee Engagement – A brief discussion of Deloitte Model and Zinger Model.

Skill Developments Activities:

- Meet the HR Manager of any company and state his/her role and responsibilities.
- Choose any MNC and present your observations on training program
- Develop a format for performance appraisal of an employee.
- List out key features of any two Employee Engagement models.
- Analysis of components of pay structure based on the CTC sent by the Corporate to the candidate for the various jobs of different sectors.
- Any other activities, which are relevant to the course.

Reference Books:

- H .R.Appannaiah , PN Reddy , K Aparna Rao
- HRM, P Subba Rao
- HRM, Shashi K Gupta
- HRM, C B Mamoria , S.V. Gankar
- Managing Human Resources, Wayne F. Cascio
- Managing Human Resources, Bohlander, Snell, Sherman

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 2.3 DSC

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: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

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

- Understanding of components of the business environment.
- Analyze the environmental factors influencing business organizations.
- Demonstrate Competitive structure analysis for select industries.
- Explain the impact of fiscal policy and monetary policy on business.
- Analyze the impact of economic environmental factors on business.

Syllabus

Module No. 1: BUSINESS ENVIRONMENT (10 Hrs)

Meaning, definitions and nature of business environment. Elements of business environment. Impact of macro environmental factors on business decision making. Meaning and need of environmental analysis. Meaning and features of competitive structure analysis. Levels of competition. A brief discussion of the five competitive analysis frameworks - SWOC analysis, Porter's Five forces, Strategic group analysis, Growth share matrix and Perceptual mapping.

Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT IN INDIA (14 Hrs)

Role of Central and State Governments in business. Causes for State intervention in business - Benefits and limitations. Role of legal environment in business. Need and objectives of Environmental Protection Act 1986. Need and objectives Consumer Protection Act 2019. Rights of consumers under Consumer Protection Act, 2019. Need and objectives of National Competition Policy in India. Meaning of Intellectual Property Right. Types of Intellectual Properties.

Module No. 3: ECONOMIC AND POLITICAL ENVIRONMENT (12 Hrs)

Meaning and significance of economic environment. Economic policies of India – Meaning and impact of Monetary Policy, Fiscal Policy, Exim Policy and New Industrial Policy business in India. Recent economic reforms. Meaning and types of political environment. Impact of political environment on business in India.

Module No. 4: TECHNOLOGICAL ENVIRONMENT AND NATURAL ENVIRONMENT(10 Hrs)

Meaning and significance of technological environment. Impact of technological environment on business. Impact of changes in technology on business. Technology and Society. Modes of acquiring technology. IT revolution and its impact on business. Digital transformation in Indian business. Meaning and principles of technology transfer. Meaning and nature of the physical environment. Impact of the natural environment on business.

Module No. 5: GLOBAL ENVIRONMENT (10 Hrs)

Meaning and dimensions of the global environment. Stages and essential conditions of globalization. Foreign market entry strategies. Merits and demerits of globalization of business. Impact of globalization on Indian businesses. Different forms of globalization of businesses – MNCs, TNCs, Etc.,

Skill Developments Activities:

- 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.
- List out various laws affecting Indian business.

Any other activities, which are relevant to the course.

Reference Books:

- Essentials of Business Environment - Aswathappa K
- Rangarajan, C.A.; Perspective in Economics, S.Chand & Sons, New Delhi
- Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
- Essentials of Business Environment, Himalaya Publishing House, New Delhi.

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 2.4 (OEC)

Name of the Course: Retail Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand the Retail Business• Understand the business operations in Retailing• Have an overview of structure and formulate the retail strategies of Retail Business• Apply the Retailing principles and Theories• Explore the career opportunities in the Retail sector .		
Syllabus		
Module No. 1: Overview of Retail Business (10 Hours) <p>Retail Business: Introduction, Meaning, Definition, Evolution ,Scope, Retailer: Meaning Characteristics and Functions, Forms of Retail Business Ownership, Influencing factors of Retail Business in India, Principles of Retailing, Retail Theories, Ethical issues in Retailing , Retail Scenario in India , FDI in Indian organized retail Sector.</p>		
Module No. 2: Retail Organization and Functional Management (10 Hours) <p>Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning , Inventory Management, Merchandising Management ,Selection and optimization of WorkForce. Retail Accounting and Cash Management</p>		
Module No. 3: Retail Marketing Mix and Strategies (12 Hrs) <p>Retail Product ,Product Assortment and Display, New Product Launch, Product Life cycle in Retailing, Retail Pricing strategies , Retail Distribution -In store and online store , Factors influencing Location of stores, Retail Promotion Programme , Promotional Budget, Understanding Customer, Consumer shopping Behaviour, Customer Service and satisfaction, Customer Relationship Management.</p>		
Module No. 4: Recent Trends and career opportunities (10 Hrs) <p>E-Tailing, Critical Analysis of E-tailing Strategies, Omni Channel Marketing ,Shopping Campaigns, Social Media Promotions, Email Campaign ,Guerrilla Marketing, Retail Information system, Database Management, Career opportunities and Top Recruiters</p>		
Skill Developments Activities: <ul style="list-style-type: none">• Analyze and Report Case Studies of any 2 E-Tailing Enterprises• Identify the Products and Service Retailing in the Present Scenario• Conduct a Survey on Buying Behaviour of Retail Products• Observe and Report the strategies of different types of Retail shops• Presentation on 10 Indian Retail Companies and their Operations• Any other activities, which are relevant to the course.		

Reference Books:

- Berman B and Evans J R., Retail Management (Pearson Edition)
- Michael Levi M and Weitz B W- Retailing Management (Tata Mc Graw Hill)
- Cox Roger and Brittain Paul- Retailing : An Introduction (Pearson Edition)
- Sinha Uniyal- Managing Retailing, Oxford University press, Delhi

Note: Latest edition of textbooks and reference Books may be used

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

Course Code: BBA 2.4 (OEC)

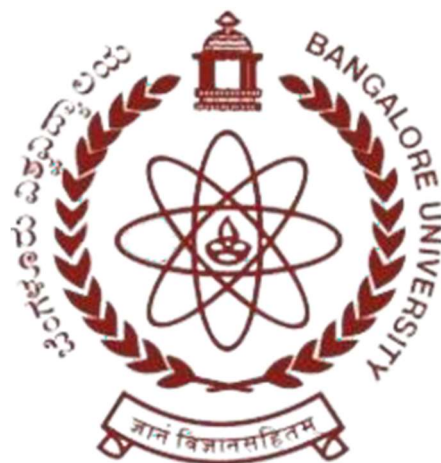
Name of the Course: Management of Non Government Organizations

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand the Fundamental concept of NGO.• An overview of strategy, structure of NGO.• Understand the managerial skill of NGO• Analyze and understand the challenges faced by NGO• Find career opportunities.		
Syllabus		
Module No. 1: FUNDAMENTALS OF NON GOVERNMENT ORGANIZATION (NGO) (10 Hrs) Introduction, Definitions, Evolution of NGO, Vision & Mission, Goals of NGO, Objectives, Characteristics, Functions, Scope, Classifications of NGO's , Pros and Cons of NGO, Approaches and Models, Challenges of NGO in India, NGO's in Developing Countries.		
Module No. 2: LEGAL AND ACCOUNTING ASPECTS OF NGO (10 Hrs) Statutory obligation, Legal Procedure for establishment of NGO, Online & Offline. NGO Registration process, Documentation, Eligibility to start an NGO. Foreign Contribution and Regulations Act (FCRA), Trust and Society Registration Act. Formation and Registration of Section- 8 Companies, Basic Accounting Concepts of NGO.		
Module No. 3: HUMAN RESOURCE MANAGEMENT AND CAREER IN NGO (12 Hrs) Skills set for NGO, Human Resource Management in NGO, Leadership & Staff Development, Role of creating Staff Agents- Recruiting, Training and Induction. Career in NGO : Top Recruiters, CSR Activities, Role of Companies in Community Development, Role of Social workers in CSR activities. Job Profile in NGO. Impact Manager, Voluntary Workers, Accountant, Trust Manager.		
Module No. 4: PROJECT MANAGEMENT (10 Hrs) Concepts, Meaning, Principles, Types of projects, Planning & Designing a project, Project Cycle Management, Resource Mobilization, Government schemes & supporting Agencies, Funding Assistance, Tax Reliefs. Coordinating Agencies (NABARD & Human Rights Commission).		
Skill Developments Activities: <ul style="list-style-type: none">• Visit an NGO and Prepare a Report.• List out various types of NGO's with examples.• Plan any 2 Community Service Activities for Rural Development.• Collect any 3 NGO's By-laws.• List out 10 companies and their CSR activities. Any other activities, which are relevant to the course.		

Reference Books:

- Administration And Management Of NGOs: Text And Case Studies Paperback – 2005 by R. Kumar (Author), S. L. Goel (Author)
- Non-governmental Organizations: Management and Development, 3rd Edition. David Lewis. Routledge. 2015.
- Guidelines for NGOs Management in India by Snehlata

Note: Latest edition of textbooks and reference Books may be used



BANGALORE UNIVERSITY

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www.bangaloreuniversity.ac.in

(According to NEP – 2020 Regulations)

SYLLABUS & REGULATIONS

OF

Bachelor of Business Administration
(BBA)

III & IV Semester

2021-22 Onwards

DEPARTMENT OF COMMERCE

Jnanabharathi Campus, Bangalore University, Bengaluru - 560056
www.bangaloreuniversity.ac.in

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
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.3.1	Elements of Cost Accounting	DSC	3+0+2	60	40	100	4
4	BBA.3.2	Organisational Behaviour	DSC	4+0+0	60	40	100	4
5	BBA.3.3	Business Statistics	DSC	3+0+2	60	40	100	4
6	BBA.3.4	Artificial Intelligence	SEC	2+0+0	30	20	50	2
7	BBA.3.5	Sports	SEC-SB	0+0+2	-	25	25	1
8	BBA.3.5	NCC/NSS/others (if any)	SEC-VB	0+0+2	-	25	25	1
9	BBA.3.6.1 BBA.3.6.2	Rural Marketing OR Social Media Marketing	OEC	3+0+0	60	40	100	3
Sub –Total (D)					390	310	700	25

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
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.4.1	Management Accounting	DSC	3+0+2	60	40	100	4
4	BBA.4.2.1 BBA.4.2.2	Business Analytics OR Indian Financial System	DSC	4+0+0	60	40	100	4
5	BBA.4.3	Financial Management	DSC	3+0+2	60	40	100	4
6	BBA.4.4	Constitution of India	AECC	2+0+0	30	20	50	2
7	BBA.4.5	Sports	SEC-SB	0+0+2	-	25	25	1
8	BBA.4.6	NCC/NSS/others (if any)	SEC-VB	0+0+2	-	25	25	1
9	BBA.4.7.1 BBA.4.7.2	Business Leadership Skills OR Personal Wealth Management	OEC	3+0+0	60	40	100	3
Sub –Total (D)					390	310	700	25

Notes:

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

Acronyms Expanded

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

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

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

Course Code: BBA 3.1

Name of the Course: Elements of Cost Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	3+0+2 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand concepts of cost accounting & Methods of Costing.• Outline the Procedure and documentations involved in procurement of materials & compute the valuation of Inventory.• Make use of payroll procedures & compute idle and over time. Discuss the methods of allocation, apportionment & absorption of overheads.• Prepare cost sheet & discuss cost allocation under ABC.		
Syllabus		
Module No. 1: INTRODUCTION TO COST ACCOUNTING (8Hrs) <p>Introduction, Meaning and Definitions of Cost, Costing and Cost Accounting. Need and Objectives of Cost Accounting. Distinctions between Financial Accounting and Cost Accounting. Advantages and Limitations of Cost Accounting. Classification of Cost – Material Cost, Labour Cost and Overheads. Important terminologies – Cost Unit, Cost Centre, Direct Cost, Indirect Cost, Prime Cost, Production Cost, Administration Cost, Selling and Distribution Cost, Fixed Cost, Variable Cost, Semi-variable Cost, Period Cost, Product Cost, Explicit Cost, Implicit Cost, Historical Cost, Current Cost, Future or Pre-determined Cost, Opportunity Cost. Installation of Cost Accounting System – Features of good cost accounting system, precautions for installing effective cost accounting system, challenges in installing effective cost accounting system.</p>		
Module No :2 COST SHEET, TENDERS & QUOTATIONS (14 Hrs) <p>Introduction, Meaning, Objectives and Contents of Cost Sheet – Problems on preparation of Cost Sheet. Meaning of Tender & Quotation. Bases for preparation of Tenders & Quotations – Problems on preparation of Statement of Tender & Quotations, E-Tenders (Concept only)</p>		

Module No :3 MATERIAL COSTING**(10 Hrs)**

Introduction, Meaning of Material Cost, Types of Materials - Direct Materials, Indirect Materials. Material Cost Control - Meaning, Objectives and Benefits. Scope of Material Cost Control – Procurement, Storage and Management of Issues. Make or Buy Decision, Purchase Process, Vendor Selection, Economic Order Quantity. Problems on EOQ. Documents – Bill of Materials, Material Requisition Note, Purchase Requisition, Purchase Order, Goods Received Note, Bin Cards, Stores Ledger, Material Return Note, Material Outward Return Note. Methods of Stores or Inventory Control – ABC Method, VED Method and FSN Method. Determination of Stock Levels – Re-order Level, Minimum Level, Maximum Level, Average Level and Danger Level. Duties and Responsibilities of Stores Manager. Pricing of Material Issues – Specific Price Method, First-In-First-Out Method (FIFO), Last-In-Last-Out Method (LIFO), Highest-In-First-Out Method (HIFO), Simple Average Method, Weighted Average Method, Base Stock Method, Replacement Cost Method, Realizable Price Method, Standard Price Method, Inflated Price Method. Problems under First-In-First-Out Method (FIFO), Last-In-Last-Out Method (LIFO), Simple Average Method and Weighted Average Method.

Module No :4 LABOUR COSTING**(12 Hrs)**

Introduction, Meaning of Labour Cost, Types of Labour – Direct Labour, Indirect Labour. Labour Cost Control – Meaning, Objectives and Benefits. Scope of Labour Cost Control – Departments involved, Time Analysis or Work Study, Time Keeping and Time Booking, Payroll Procedure, Idle Time, Over Time, Labour Turnover, Wage and Incentive Systems – Simple Time Rate System, Straight Piece Rate System, Taylor’s Differential Piece Rate System, Merrick’s Differential Piece Rate System, Halsey System and Rowan System. Job Evaluation and Merit Rating, Labour Productivity. Problems on calculation of Labour Cost, Overtime Wages and Wage and Incentive Systems.

Module No :5 OVERHEAD COSTING**(12Hrs)**

Introduction, Meaning of Overhead, Classification of Overhead – Factory Overhead, Administrative Overhead, Selling Overhead, Distribution Overhead, Research and Development Overhead. Accounting and Control of Overheads. Cost Allocation and Cost Apportionment. Methods of Cost Re-apportionment – Direct Method, Step-ladder Method, Repeated Distribution Method, Simultaneous Equation Method. Problems on Apportionment of production overheads and problems on Re-apportionment of production overheads under Direct Method and Simultaneous Method.

Skill Developments Activities:

- Visit any Manufacturing entity, collect the method of inventory valuation adopted & procedure involved in procuring inventory.

- Draw the format of five documents used for material accounting 3.
Prepare dummy Payroll with imaginary figures.
 - Visit any large-scale organization, identify the techniques used for controlling administrative, Selling & distribution overheads.
 - Visit any manufacturing entity and collect the cost data and prepare the cost sheet.
- Any other activities, which are relevant to the course.

Reference Books

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

Note: Latest edition of text books may be used.

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

Course Code: BBA 3.2

Name of the Course: Organisational Behaviour

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 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">• Understand the role of OB in business organization.• Understanding the Behaviour of Individual• Understand the group behaviour and Team dynamics• Learn various motivation and leadership theories• understand the process of organizational development		
Syllabus		
Module No. 1: INTRODUCTION TO ORGANIZATION BEHAVIOUR (10 Hrs) Meaning, Definition, Importance, Nature, Scope of OB, Conceptual Models of OB, factors affecting		
Module No.2: INDIVIDUAL BEHAVIOUR (12 Hrs) Individual Behaviour- Meaning, factors affecting individual behavior, reasons for understanding individual behavior. Personality- Types, Determinants and Traits of Personality, Theories. Learning – Types of Learners, The Learning Process Attitude – Characteristics, Components, Formation of Attitude. Perception- Importance, Factors influencing perception, Interpersonal Perception, Improving Management		
Module No. 3: GROUP AND TEAM DYNAMICS (12 Hrs) Group Dynamics- Meaning, Types of Group, functions of groups, Stages of Group development, strategies for improving group dynamics, Determinants of Group Behaviour Team Dynamics - Meaning, Types of Teams, Team Building, Effective Team Management, Stages of Professional Interpersonal Relations, Difference between Groups and Teams. Conflict-Meaning, Sources of Conflict, Conflict Resolving Strategies.		
Module No. 4: MOTIVATION AND LEADERSHIP (12 Hrs) Motivation- Nature and Importance of Motivation, Motivation Theories - Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y Leadership – Nature and Importance, Qualities of Good Leaders, Types, Theories of Leadership (Contemporary leadership)		

Module No. 5: DYNAMICS OF ORGANIZATIONAL BEHAVIOURS (10 Hrs)

Organisation Culture and Climate - Meaning, Importance, Factors influencing Organization cl
Organizational Change- Importance, change process, Resistance to change, Managing Cl
Organizational Development: Nature, objectives, Benefit, OD Process.

Skill Development Activities

- Prepare a Chart showing various OB Models
- Develop e content on factors influencing individual perceptions
- Role play on Team Dynamics
- Visit any two organisation and collect information on various motivational models adopted
- Prepare a chart on the stages of OD

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 Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 3.3

Name of the Course: Business Statistics

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	3+0+2 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.		
Course outcomes: On successful completion of the course, the students will be able <ul style="list-style-type: none">• To understand the basic of statistical data collection and classification• To Present the data through table and diagrams• To Analyse the data using the various averages and dispersion• To Interpret the data using correlation and regressions• To understand changes in data over a period of time through construction of index number		
Syllabus		
Module No.1: INTRODUCTION TO STATISTICS (8 Hrs) <p>Introduction, Meaning, Definitions, Features, Objectives, Functions, Importance and Limitations of Statistics -Important terminologies in Statistics – Data, Primary Data, Secondary Data, Population, Census Survey, Sample Survey, Sampling, Parameter, Unit, Variable Quantitative Variable, Qualitative Variable, Dependent Variable Independent Variable, Series. - Individual, discrete and continuous- Classification of data Types. Requisites of Good Classification of Data. Frequency, Class Interval, Tally Bar Frequency Distribution Formation (simple illustrations).</p>		
Module No.2: TABULATION AND PRESENTATION OF DATA (10 Hrs) <p>Types of Presentation of Data – Textual Presentation, Tabular Presentation, One-way Table, Two-way Table. Diagrammatic and Graphical Presentation, Rules for Construction of Diagrams and Graphs. Types of Diagrams – One Dimensional Simple Bar Diagram, Sub-divided Bar Diagram, Multiple Bar Diagram, Percentage Bar Diagram – Two-Dimensional Diagram – Pie Chart, Graphs – Histogram, Frequency Polygon, Ogives, curve–Problems on tabulation.</p>		
Module No.3: MEASURES OF CENTRAL TENDENCY AND DISPERSION (14 Hrs) <p>Meaning, Definition, Features Requisite of ideal average Types - Mathematical and Positional Arithmetic Mean -Simple and weighted Average (Exclude missing frequency) MEDIAN - Positional average, related positional averages graph Location MODE- identification under individual and discrete series by inspection method Grouping table preparation and calculation of mode by using Relationship of mean and median, that is empirical formula. Graphical location of mode. Meaning of Measures of dispersion Standard Deviation- and their Co- efficient of variation problems on direct method only.</p>		
Module No.4: CORRELATION AND REGRESSION ANALYSIS (14 Hrs) <p>Meaning and Types of Correlation Karl Pearson's Coefficient of Correlation. (deviation</p>		

from actual mean only) Spearman's Rank Correlation Coefficient problems including repeated rank assignment.

Meaning of Regression, Regression Lines, finding correlation coefficient using Regression Coefficients Regression Equations and estimating the variable.

Module No.5: INDEX NUMBER (10 Hrs)

Meaning and Definitions features classification, Methods of construction index number, - Simple, aggregates, -simple Average of price Relatives method, weighted index method - Fisher Ideal Index Number Test of Adequacy -Unit test, Time reversal test, Factor reversal test and circular test, Consumer Price Index number.

BUSINESS LAB ACTIVITIES

- Collect data from 50 friends about their monthly expenditure on Mobile Recharge, Cosmetics, Chats and Other Expenses and present the same in a Tabular Form.
- Collect data from at least 5 friends about the percentage of marks obtained in SSLC in different subject and present the same in a sub divided Bar Diagram Form or Pie diagram
- Collect the data relating prices of shares of two companies for ten days and ascertain which company share are more variable.
- Collect age statistics of 10 newly married couples and compute correlation coefficient
- Select 10 items of daily- consumed products relate to base year price and quantity and current year price and calculate cost living index.

BOOK FOR REFERENCE

1. Statistical Methods S.P Gupta, , Sultan Chand
2. Statistics Dr. B.N. Gupta , Sahitya Bhavan.
3. Beri, G. C Business Statistics-Tata Mc,Graw Hill Ed Pvt. Ltd.
4. Chikodi and Satya Prasad -Quantitative Methods for business

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

Course Code: 3.6.1 Open Elective Course (OEC)

Name of the Course: Rural Marketing

Course Credits	No. Of Hours Per Week	Total No. of Teaching Hours
3 Credits	3+0+0 Hours	42 Hours
Pedagogy :		
Course Outcomes: On successful completion of the course, the Students will able to <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 behavior.• Design a Pricing Strategy that suits the characteristics of rural products and 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.		
Module No: 1 INTRODUCTION TO RURAL MARKETING (08 Hrs) Meaning of Market and Marketing, 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 Hrs) Consumer buying Behaviour in rural markets, factors affecting consumer behavior. Market segmentation – Bases for segmenting rural consumer markets.		
Module No: 3 RURAL PRODUCT AND PRICING STRATEGY (08 Hrs) 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 (20 Hrs) Wholesale and retailing in the rural market, rural mobile traders, rural distribution models – FMCG companies, durable companies, service organizations, emerging distribution models. TRENDS IN RURAL MARKETING 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-Meaning only. Include Live cases (ITC E-Choupal, TARAhatt, EID Parry's Indiagriline)		
Skill Development Activities: <ul style="list-style-type: none">• Prepare a product life cycle for a Rural product• Select Rural Product and conduct a Consumer Satisfaction Survey• Prepare and Advertisement copy for a rural product.• Visit an APMC Yard / Mardi's and prepare a report on any one Agri product pricing.		

Books for reference

- Debarun Chakraborty 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.Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.

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

Course Code: 3.6.2 Open Elective Course (OEC)

Name of the Course: Social Media Marketing

Course Credits	No. Of Hours Per Week	Total No. of Teaching Hours
3 Credits	3+0+0 Hours	42 Hours
Pedagogy:		
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		
Module No: 1 Social Media Introduction (8 Hrs) 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 Hrs) 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 (8 Hrs) 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 (16 Hrs) Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset. Search Engine Optimization-Recent trends and challenges 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 Development Activities <ul style="list-style-type: none">• Prepare Facebook Page in your name.• Open a YouTube channel.• Create a blog and write an article on Climate change.• Create a search engine optimization (SEO) dashboard.		

Books for reference

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

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

Course Code: BBA 4.1

Name of the Course: Management Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	3+0+2 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Understand various management systems• Analyze and provide recommendations to improve the operations of organizations through the application of Management accounting techniques• Evaluate the benefits of different conventional and contemporary Management systems• Prepare analyses of various special decisions, using relevant management techniques• Apply management accounting and its objectives in facilitating decision making.		
Syllabus		
Module No. 1: INTRODUCTION TO MANAGEMENT ACCOUNTING (06 Hrs) Nature, scope and functions of management accounting, role of management accountant in decision making, management accounting vs financial accounting and cost accounting. Tools and techniques of management accounting. Financial statement analysis – Comparative, Common size and Trend analysis		
Module No. 2: RATIO ANALYSIS (8 Hrs) Meaning and Definition of Ratio, Classification of Ratios, Uses & Limitations – Meaning and types of Ratio Analysis – Problems on Ratio Analysis.		
Module No. 3: FUND FLOW ANALYSIS (10 Hrs) Nature of Fund, Fund Flow Statement – Uses and Limitations of Fund Flow Statement – Procedure for preparation of Fund Flow Statement – Statement of Changes in Working Capital – Statement of Funds from Operation – Statement of Sources and Application of Funds.		
Module No. 4: CASH FLOW ANALYSIS (12 Hrs) Nature of Cash Flow Statement – Differences between Cash Flow Statement and Fund Flow Statement – Uses of Cash Flow Statement – Limitations of Cash Flow Statement – Provisions of IND AS-7 – Procedure of Cash Flow Statement – Concept of Cash and Cash Equivalents - 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- (Indirect Method Only)		
Module No. 5: BUDGETING & BUDGETARY CONTROL (10 Hrs) Meaning, Objectives, Nature, Scope and Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Zero base budgeting(theory). Practical problems on Flexible and cash Budget.		

Skill Development Activities

- Collection of financial statements of any one organization for two years and preparing comparative statements
- Collection of financial statements of any two organization for two years and prepare a common Size Statements
- Collect statements of an Organization and Calculate Important Accounting Ratio's
- Draft a report on any crisis in an organization
- Collect the data and prepare Cashflow statement as per IND AS 7

Books for reference

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

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

Course Code: BBA 4.2.1

Name of the Course: Business Analytics

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• 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		
Module No. 1: Introduction to Business Analytics (12 Hrs) 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 Hrs) 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 (12 Hrs) Introduction to data analytics software – Types of data analytics software – open source and proprietary software. Lab sessions: R, JAMOV, 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 Hrs) 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 Hrs) 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:

- Prepare tree map chart using Tableau.
- Run a descriptive statistic using R and Python software.
- Execute a summary chart in JAMOVl.
- Execute DCL and TCL Command in SQL.

Text Books:

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

Note: Latest edition of text books may be used.

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

Course Code: BBA 4.2.2

Name of the Course: Indian Financial System

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 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		
Module No. 1: OVERVIEW OF FINANCIAL SYSTEM (8 Hrs) Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.		
Module No.2: FINANCIAL INSTITUTIONS (16 Hrs) 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 Hrs) 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 Hrs) 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 Hrs) 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 DEVELOPMENT 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.		

Reference Books

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

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Management (B.B.A)

Course Code: 4.3

Name of the Course: Financial Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4+0+0 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorial Classes, Problem Solving		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">• Identify the goals of Financial Management.• Enrich knowledge about financial decision making.• Evaluate projects using capital budgeting techniques.• Design optimum capital structure using EBIT and EPS analysis.• Evaluate working capital effectiveness in an organization.		
Syllabus		
Module No. 1: INTRODUCTION TO FINANCE (6 Hrs) Meaning of Finance, types of finance, Functions of finance-Financial management -Meaning, Definitions and Importance- Objectives of Financial Management- Role of a Financial Analyst. Financial Planning-Steps-Principles- Factors influencing a sound financial plan (Theory only)		
Module No 2 : FINANCIAL DECISION (14 Hrs) Introduction-Meaning of financing decision-Sources of Finance -Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems		
Module No. 3 INVESTMENT DECISION (14 Hrs) Introduction- Meaning and Definition of Capital Budgeting - Features – Significance- Process & factors -Techniques: Payback Period, Discounted Pay- back period, Accounting Rate of Return. Net Present Value, Internal Rate of Return and Profitability Index- Problems		
Module No. 4: DIVIDEND DECISION (10 Hrs) Introduction to Dividend Decisions, Meaning & Definition, Forms of Dividend, Types of Dividend Policy, Significance of Dividend, Impact of Dividend Policy on Company, Factors affecting Dividend Policy, Walter divided model- Problems.		
Module No. 5: WORKING CAPITAL MANAGEMENT (12 Hrs) Introduction Concept of Working Capital - Significance of Adequate Working Capital-Evils of Excess or Inadequate Working Capital- Determinants of Working Capital-Sources of Working Capital (Theory and Simple problems on Estimation of working capital).		
Skill Development activity: <ul style="list-style-type: none">• Draw the organization chart of Finance Function of a company• Submit an analysed report on Capital structure in 3 different industries• Explain the role of financial manager in the context of globalization.• Prepare E-content of dividend policy of a company• Develop E-content for working capital management to a service organizations		

Reference Books

S.N. Maheshwar Financial Management-Sultan Chand Publications

Khan & Jain Financial Management Tata MC Graw hill

Financial Management L N Pandey

Note: Latest edition of textbooks and reference Books may be used

Name of the Program: Bachelor of Business Management (B.B.A)

Course Code: 4.7.1 (OEC)

Name of the Course: Business Leadership Skills

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3+0+0 Hrs	42 Hrs
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able to: <ul style="list-style-type: none">• understand the significance of leadership skills for effective people management.• increase the comprehension of leadership through various leadership theories.• analyse different leadership styles, types, patterns and functions.• demonstrate an understanding of various leadership approaches for effective management of people.• demonstrate an awareness of ethical leadership.• Understand the emerging trends in Leadership.		
Syllabus		
Module No. 1: INTRODUCTION TO BUSINESS LEADERSHIP (06 Hrs) Introduction to business leadership, meaning & definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; Importance of Leader in Organisation culture, latest trends / current scenario of business leadership. Dark traits of Leadership.		
Module No. 2: LEADERSHIP FROM MANAGERIAL PERSPECTIVE (10 Hrs) Nature of leadership, Significance or importance of leadership, Top 10 Qualities of an effective leader, leader v/s manager; Leader v/s Mentor 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: LEADERS AND TEAM DECISIONS (8 Hrs) Team decision making; Power and influence in teams; Leadership and team empowerment; Challenges in team decision making, Role of a leader in decision making.		
Module No. 4: LEADERSHIP STYLES & SKILLS (18 Hrs) Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership. Leadership Skills: Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills. Emerging Trends In Leadership: Women & Transgender in leadership; Limitations, challenges & opportunities of a women & Transgender leadership; Role of a e-leadership.		
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• Leadership skills used to focus on GD• Demonstrate the team management skills required for a leader.• Brain storming session pertaining to leadership qualities• Emerging trends in leadership are to be discussed with case studies and projects)		

Reference Books:

- Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
- Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
- Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
- Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.
- Daloz Parks, S., Leadership can be taught: A Bold Approach for a Complex World, Boston: Harvard Business School Press.
- Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass
- Hersey, P. K., Blanchard, D., & Johnson, D. Management of Organisational Behavior: Leading Human Resources. Pearson Education.
- Gratton, L. E. (2007). Eight ways to build collaborative teams. Harvard Business Review. 85 (11), 100-109.
- Katzenbach, J. R., Douglas S. K. (2001). Discipline of Teams. Harvard Business Review. 71(2).111-120.

Name of the Program: Bachelor of Business Management (B.B.A)

Course Code: 4.7.2 (OEC)

Name of the Course: Personal Wealth Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3+0+0 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 policies.		
Syllabus		
Module No. 1: Wealth Management and Financial Planning (8 Hrs) 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 (8 Hrs) 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 (8 Hrs) 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 (18 hrs) 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. Insurance Products in Wealth Management 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:

- Pawan V. Jhabak – Wealth Management, Himalaya Publishing House Pvt. Ltd., Mumbai - 400 004.
- S.K Bagchi – Wealth Management Jaico Publishing House, First Edition.
- NSE Academy – Financial Planning and Wealth Management.
- NCFM Work Book – Financial Markets (Advanced).

Note: Latest edition of text books may be used.



Karnataka State Higher Education Council

BANGALORE UNIVERSITY

**Curriculum Framework for Undergraduate
Program**

**Bachelor of Business Administration (BBA) Regular For
5th& 6th Semester from the
Academic Year 2023-24
(NEP 2020)**



BBA REGULAR, SEMESTER - V

SLNo.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-1	4+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	4+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel &DBMS) B. Digital Marketing	Vocational-1 Anyone to be chosen	3+0+2	60	40	100	3
37	BBA 5.7	Cyber Security /Employability skills	SEC - VB	2+0+2	60	40	100	3
SUB TOTAL (E)					420	280	700	24

ELECTIVE GROUPS AND COURSES:

Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics And Supply Chain Management
COURSE CODE	FN1	MK1	HRM1	DA1	RM1	LSCM1
Paper-1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Fundamentals of Retail Management	Freight Transport Management

Note:

- Students have to choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester.
- Course content of DSE and vocational course has been increases by 10- 20% accordingly work load increase from 3Hrs to 4 Hrs (3+0+2) 3 Hrs-lecture , 0 Hrs-tutorial and 2 Hrs-practical equals to 1 Hr theory, however credit will remain the same (3). It has been approved by BOS.
- Employability skills should be taught by commerce faculty and it has been approved by BOS.

BBA REGULAR-SEMESTER - VI

SLNo.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA6.2	Income Tax-II	DSC	3+0+2	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE-3	4+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE-4	4+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 Anyone to be chosen	3+0+2	60	40	100	3
44	BBA6.7	Internship	I-1	4 weeks	-	60 Marks for Report & 40 Marks for Viva-voce	100	3
SUB TOTAL (F)					360	340	700	24

Discipline Specific Electives -VI Semester						
Sl. No.	Finance	Marketing	Human Resource Management	Data Analytics	Retail Management	Logistics and Supply Chain Management
COURSE CODE	FN2	MK2	HRM2	DA2	RM2	LSCM2
Paper-2	Security Analysis and Portfolio Management	Advertising and Media Management.	Cultural Diversity at Workplace	Marketing Analytics	Retail Operations Management	Sourcing for Logistics and Supply Chain Management

INTERNSHIP WITH BUSINESS ORGANIZATIONS

1.Objectives:

- a) The internship aims at enabling the students to get a practical exposure to the working/ functioning of the industry.
- b) The internship provides an opportunity to students to substantiate their classroom learning with practical experience.

2.Guidelines for Internship:

- 1) Students of the V Semester, after completion of the End Semester Examination have to undergo the internship for a minimum of 4-6 weeks (min 90 hours). The area of Internship can be only in the fields of Commerce or Management. The choice of internship is no way associated with choice of electives
- 2) The choice of organization for Internship is restricted to business enterprises and corporate establishments only like Micro, Small, Medium, and Large-Scale organizations, Sole Proprietary and Partnership firm, Government Organizations, Government departments and local bodies, Public and private sector banks like SBI, Canara, Bank of Baroda, HDFC Bank, ICICI Banks, Axis bank and Non-Govt. Organizations (NGOs), Development agencies , Any other organizations with minimum of four functional departments and internships can be pursued in any location (anywhere in India or abroad).
- 3) On completion of the internship, a certificate from the company is to be obtained stating the period of the internship and a brief description of the nature of the internship i.e. responsibilities handled. Also, the Confidential rating on various parameters (1-6) (Like Regularity to work, Attitude towards work, Professional Competence, Ability to interact with other staff/colleagues, Willingness to learn etc,) has to be obtained from the Company.
- 4) A report of internship undertaken along with certificate and confidential rating will have to be submit to the Department of the concerned College.

3. The Internship Report should include Four (4) chapters

1. **Chapter-1Introduction:-**Introduction of the organization includes - Inception, SWOC analysis, nature of business, profile, Organizational Structure, Functional Areas.
2. **Chapter-2 Design of the study:-**Objective of study, methodology adopted- source of data -technique, limitation of the study etc

3. **Chapter -3 Discussion:-**Discussion/ Analysis and Interpretation/Findings of the study, conclusions, and suggestions
4. **Chapter-4 Learning Outcomes:-**Learning Experience like Work profile and job responsibilities handled by the students during internship, their contribution and learning experience. Weekly report of work done etc.

Evaluation of the Report:

- After the successful submission of the report by students, concerned Colleges shall evaluate the report for 60 marks as per the Evaluation Format. The following is the break up used for evaluation of Internship.

Internship Report -60 Marks

Viva-voce - 40 Marks

Total = 100 Marks

Note:

Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners approved by BOE. External examiner should have a minimum of 5 years of teaching experience.

4. Presentation of the Report:

1. Typing should be done on one side of the A-4 size paper.
2. The margin left side 1.75 inches, the right, top and bottom margin should be 1 inch each.
3. Font size: Chapter heading: 14; Sub-heading: 12 (Bold) and text of the running matter: 12.
4. Fonts to be used are Times New Roman.
5. The text of the report should have 1.5 line spacing; quotations and foot notes should be in single-line space
6. The total of the report to be in the range of 70 to 80 pages
7. The report should be presented in hardbound/ Spiral (Normal binding) for report evaluation
8. The students shall also submit the hard & PDF Soft copy of the report to the HOD, Department of Commerce, Concerned College should keep the record in library
9. In case of any doubt or ambiguity in the interpretation of the guidelines mentioned in the guidelines, the decision of the Dean, Faculty of Commerce, shall be final.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA5.1 Name of the Course: Production and Operations Management (DSC 13)</p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> Understand the Production and Operations Management in business Understanding Plant Location and Layout of different production units. Comprehend the challenges of Inventory Management. Understand the techniques of Production Planning and Control. Understand the mechanism of waste management. 		
Syllabus:		Hours
Module No.1: Introduction to Production and Operations Management		12
Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions		
Module No. 2: Plant Location and layout		10
Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.		
Module No.3: Production Planning and Control		12
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System, Process Planning Manufacturing, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.		
Module No. 4: Inventory Management		12
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory Management system -Scientific techniques and tools- EOQ Model: Re-order Level: ABC Analysis: VED: FSN: Stores ledger Quality Management- Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.		
Module 5: Maintenance and Waste Management		10
Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management–Scrap and surplus disposal, Salvage and recovery.		

Skill Development Activities:

1. Visit any industry and list out the automation in the process of production
2. List out the influencing factors in selecting plant location
3. Draw a flow chart on production control
4. Identify and list the Inventory Management in an organization.
5. Demonstrate the waste management techniques to the public

Books for Reference:

1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
2. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing
9. Dr. L. N.Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.

Note: Latest edition of books may be used.

Name of The Program: Bachelor of Business Administration (BBA) Course Code: BBA5.2 Name of the Course: Income Tax - I (DSC 14)		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Comprehend the procedure for computation of Total Income and tax liability of an individual. b) Understand the provisions for determining the residential status of an Individual. c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits. d) Compute the income house property for different categories of house property. e) Comprehend TDS & advances tax Ruling and identify the various deductions under section 80. 		
Syllabus:		Hours
Module-1: Basic Concepts of Income Tax		12
Introduction –Meaning of tax-, types of taxes, cannons of taxation. Brief history of Indian Income Tax, legal framework of taxation, Important definitions, assessment, assessment year, previous year including exceptions, assesses, person, income, casual income, Gross total income, Total income, Agricultural income, scheme of taxation, – Exempted incomes of individuals under section 10 of the Income Tax Act, 1961 (concept only). Slab rate- Under Old tax and new tax regime 115BAC.		
Module -2: Residential Status and Incidence of Tax		10
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual.		
Module- 3: Income from Salary		16
Introduction - Meaning of Salary -Basis of charge, Definitions–Salary, Perquisites and profits in lieu of salary - Provident Fund –Transferred balance. Retirement Benefits – Gratuity, pension and Leave salary. Deductions u/s 16 and Problems on Computation of Income from Salary.		
Module -4: Income from House Property		10
Introduction - Basis for charge - Deemed owners -House property: incomes exempt from tax, composite rent and unrealized rent. Annual Value –Determination of Annual Value - Deductions u/s 24 from Annual Value - Problems on Computation of Income from House Property.		
Module No.-5: Tax Deduction at Sources & Advance Tax Ruling		08
Introduction - Meaning of TDS - Provisions regarding TDS - TDS to be made from Salaries - Filing of Quarterly statement – Theory and Problems; Advance Tax: Meaning of advance tax - Computation of advance tax - Instalment of advance tax and due dates. Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to individuals under old regime. (Individuals only).		

Skill Development Activities:

1. Prepare a slab rates chart for different Individual assesses.
2. Visit any Chartered Accountant office Collect and record the procedure involved in filing the Income tax returns of an Individual.
3. List out any 10 Incomes exempt from tax of an Individual.
4. Prepare the list of perquisites received by an employee in an organization.
5. Identify and collect various enclosures pertaining to Income tax returns of an individual.
6. Any other activities, which are relevant to the course.

Books for References:

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhania, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
4. Bhagawathi Prasad, Direct Taxes.
5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi.s
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.3 Name of the Course: Banking Law and Practice (DSC 15)		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the legal aspects of banker and customer relationship. Open the different types of accounts. Describe the various operations of banks. Understand the different types of crossing of Cheques and endorsement. Understanding of different types of E-payments. 		
Syllabus:		Hours
Module No. 1: Banker and Customer		16
a) Banker and Customer Relationship: Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer). b) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.		
Module No. 2: Banking Operations.		08
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.		
Module No. 3: Paying & Collecting Banker		12
Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements – Meaning, Essentials and Kinds of Endorsement; Dishonour of Cheque – Grounds for Dishonour of cheque. Collecting Banker- Duties and responsibilities of Collecting Banker , Legal Protections		
Module No. 4: Lending Operations		12
Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances & impact; Government Regulations on Priority lending for commercial banks.		
Module No. 5: Technology in Banking		8
New technology in Banking – E-services – Core Banking- plastic cards. Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment System, USSD, E-Wallet and application-based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.		

Skill Development Activities:

1. Collect the accounting opening form and pay in slip of nationalized and private bank.
2. Draw a specimen of a crossed cheque.
3. List out different types of customers and collect KYC documents required for loan
4. List out various fee-based services offered by a bank in your locality
5. List out application-based payment systems provided by a commercial bank.

Books for References:

1. Gordon & Natarajan: Banking Theory Law and Practice, HPH.
2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.
3. Kothari N. M: Law and Practice of Banking.
4. Tannan M.L: Banking Law and Practice in India, Indian Law House
5. S. P Srivastava: Banking Theory & Practice, Anmol Publications.
6. Sheldon H.P: Practice and Law of Banking.
7. Neelam C Gulati: Principles of Banking Management.
8. Dr. Alice Mani: Banking Law and Operation, SB.

Note: Latest edition of Reference Books may be used

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN1 Name of the Course: Advanced Corporate Financial Management (DSE)</p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand and determine the overall cost of capital. b) Comprehend the different advanced capital budgeting techniques. c) Understand the importance of dividend decisions and dividend theories. d) Evaluate mergers and acquisition. e) Enable the ethical and governance issues in financial management. 		
Syllabus:		Hours
Module No. 1: Cost of Capital		10
Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.		
Module No. 2 : Financial Decision : Capital Structure		12
Meaning and Definition- Capital structure theories-The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.		
Module No. 3: Risk Analysis in Capital Budgeting		12
Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.		
Module No.4: Dividend Decision & Theories of Dividend.		10
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.		
Module No. 5: Mergers and Acquisitions		12
Meaning - Reasons – Types of Combinations - Types of Mergers – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout Meaning and Significance of P/E Ratio. Problems on Exchange Ratios based on Assets Approach, Earnings Approach and Market Value Approach and Impact of Merger on EPS, Market Price and Market capitalization.		

Skill Development Activities:

1. Visit an organisation in your town and collect data about the financial objectives.
2. Compute the specific cost and weighted average cost of capital of an Organisation, you have visited.
3. Case analysis of some live merger reported in business magazines.
4. Meet the financial manager of any company, discuss ethical issues in financial management.
5. Collect the data relating to dividend policies practices by any two companies.
6. Any other activities, which are relevant to the course.

Books for References:

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B. Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Note: Latest edition of Reference Books may be used

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: MK 1 Name of the Course: Consumer Behaviour (DSE)</p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understanding of Consumer Behaviour towards products, brands and services. b) Distinguish between different consumer Behaviour influences and their relationships. c) Establish the relevance of consumer Behaviour theories and concepts to marketing decisions. d) Implement appropriate combinations of theories and concepts. e) Recognise social and ethical implications of marketing actions on consumer Behaviour. 		
Syllabus:		Hours
Module -1: Introduction to Consumer Behaviour		12
Meaning and Definition, Need for Consumer Behaviour, consumer and customer. Buyers and users. Need to study consumer Behaviour. Applications in Marketing, Consumer research process –Understanding consumer through Research process. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.		
Module -2: Individual Determinants of Consumer Behaviour		12
Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.		
Module-3: Environmental Determinants of Consumer Behaviour		12
Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person's Age, Life cycle stage, Occupational and economic circumstances. Consumer socialization- Influencing factors of consumer socialization		
Module - 4: Consumer's Decision-Making Process		10
Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making- Models of consumer decision making.		
Module -5: Consumer Satisfaction & Consumerism		10
Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.		

Skill Development Activities:

1. Collect information on Behaviour of consumers at an unorganized retail Outlets.
2. Prepare a questionnaire to conduct consumer survey to assess the important factor motivates their purchase like mobile, shoes, bags, etc.
3. Collect and record feedback on customer satisfaction online shoeing
4. Write a report on the marketing problem faced by an organization of your choice.
5. Visit any three local restaurants and assess how each attracts clients in different stages of the family life cycle.

Books for References:

1. Leon. G. Schiffman & Leslie Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.
9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
10. Sontakki; Consumer Behaviour, HPH.
11. Schiffman; Consumer Behaviour, Pearson Education.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Human Resource Elective</p> <p align="center">Course Code: HRM1</p> <p align="center">Name of the Course: COMPENSATION AND PERFORMANCE MANAGEMENT (DSE)</p>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	4 HOURS	56 HOURS
<p>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> Understand the concepts of Compensation management. Describe job evaluation and its methods. Evaluate the different methods of wages. Describe performance management and methods of performance management. Preparation of Payroll. 		
SYLLABUS:		HOURS
Module No. 1: Introduction to Compensation Management		12
Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP, Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees.		
Module No. 2: Concepts & Strategies of Compensation Management		12
Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues, Compensation Management in Multi-National organizations Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Strategies as an Integral Part of HRM, Compensation Policies.		
Module No. 3: Job Evaluation		06
Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods, Point Factor Method of Job Evaluation: Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.		
Module No. 4: Wage and Salary Administration		12
Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various Labour Laws on Wages-Preparation of Pay Roll		
Module No. 5: Performance Management and its issues		14

Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of Performance Management, Employee Engagement and Performance Management, Principles and Dimensions of Performance Management Performance Appraisal Methods: Traditional Methods, Modern Methods, Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal, Ethics in Performance Appraisal. Team Performance Management, Performance Management and Learning Organizations, Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.

Skill Development Activities:

1. List the various components of total compensation in Multinational Companies.
2. Construct a questionnaire for a salary survey on nurses.
3. Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company.
4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)

Books for References:

1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education
2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House.
3. Milkovich & Newman, Compensation, Tata McGraw Hill
4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education
5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press.
6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.
7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.
8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi.
9. BD Singh, Compensation & Reward Management, Excel Books
10. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi.
11. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2 nd Edition, 2008, PHI, New Delhi.
12. Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai.
13. H.K Manjula Dr. Priyanka sharma and Dr. Divyesh Kumar “compensation and performance management- 1st edition 23-HPH

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">DATA ANALYTICS</p> <p align="center">Course Code: DA 1</p> <p align="center">Name of the Course: Financial Analytics (DSE)</p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.		
Course Outcomes: On successful completion student will demonstrate: <ul style="list-style-type: none"> a) Analyze and model financial data. b) Access the different open-source domains. c) Evaluate and build model on time series data. d) Execute the statistical analysis using python. 		
Syllabus:		Hours
Module No. 1: Introduction to Financial Analytics		10
Introduction: Meaning-Importance of Financial Analytics Uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).		
Module No. 2: Access to Financial Data Using Latest Technology		10
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).		
Module No. 3: Introduction to Time Series Modelling		12
Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).		
Module No. 4: Introduction to Python and Python for Finance		12
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.		
Module No. 5: Python for Finance		12
Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression		

Skill Development Activities:

- a) Explain the Different types of trends in time series data.
- b) Explain the assumptions of regressions.
- c) List out public domain data base.
- d) List out recent FINTECH companies.

Books for References:

1. Python for finance: Yves hilpisces
2. Hands on Data analysis with Pandas: Stefanie molin.
3. Hands on Python for finance, Krish Naik, Packt
4. Python For Finance, Yuxing Yan, Packt
5. Mastering Python for Finance, James Ma Weiming ,Pack Publishing
6. Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill
7. Haskell Financial Data Modelling and Predictive Analytics,PavelRyzhov,PACKT

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Retail Management Course Code: RM 1 Name of the Course: Fundamentals of Retail Management (DSE)</p>		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Understand the Retail Business. Understand the business operations in Retailing. Formulate the retail strategies of Retail Business. Apply the Retailing principles and theories. Explore the career opportunities in the Retail sector. 		
Syllabus:		Hours
Module -1: Introduction to Retail Business		12
Definition, functions and types of retail ownership-Independent Retailer, Chain Stores, Franchising, Leased departmental stores, Vertical Marketing system, Consumer co-operatives; forms of retail business ownership. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.		
Module -2: Consumer Behaviour in Retail Business		10
Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a business plan – implementation – risk analysis.		
Module-. 3: Retail Organization and Functional Management		12
Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.		
Module -4: Retail Marketing Mix		12
Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing; Pricing- Influencing factors – approaches to pricing – price sensitivity- Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies. Promotion: Setting objectives, communication effects , promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of work force.		
Module- 5: Impact of Information Technology in Retailing		10
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. Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing.		

Skill Development Activities:

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

Books for References:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, HPH.
4. R.S. Tiwari ; Retail Management, HPH 18
5. Barry Bermans and Joel Evans: “Retail Management – A Strategic Approach”, 8th edition, PHI/02
6. A.J. Lamba, “The Art of Retailing”, 1st edition, Tata McGrawHill, Newdelhi, 2003.
7. Swapna Pradhan :Retailing Management, 2/e, 2007 & 2008, TMH
8. James R. Ogden & Denise T.: Integrated Retail Management
9. A Sivakumar : Retail Marketing , Excel Books
10. Ogden :Biztantra, 2007 Levy & Weitz : Retail Management -TMH 5th Edition 2002
11. Rosemary Varley, Mohammed Rafiq-: Retail Management
12. Chetan Bajaj: Retail Management -Oxford Publication.
13. Uniyal & Sinha : Retail Management - Oxford Publications.
14. Araif Sakh ; Retail Management

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Course Code: LSCM 1 NAME OF THE COURSE: Freight Transport Management (DSE)</p>		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the different functions of Commercial transport. b) Analyse pricing and pricing strategy. c) Understand transport administration. d) Understand of transport and export documentations. 		
Syllabus:		Hours
Module 1: Transport Function		12
Transport functionality - Transport structure and classification - Principles and participants - Transport service-Traditional carriers, package service, ground package service, Air package service- Intermodal Transportation - Piggyback/TOFC/COFC, Containerships, Non-operating intermediaries; Modes of Transport – Rail, Water, Pipeline, Air, Motor Carriers.		
Module 2: Transport Economics		10
The structure of Transport Costs and Location of Economic Activities. Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.		
Module 3: Transport Administration		12
Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.		
Module 4: Transport Documentation		12
Transport documents: Delivery order, Dock receipt, Bill of Lading, Freight Bill, Sea way Bill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest. Export documents: BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEL, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper's letter of instruction.		
Module 5: Pricing		10
Pricing fundamentals – Fundamentals of Pricing, Principle of Pricing, F.O.B Pricing, Delivered pricing - Pricing issues- potential discrimination, quantity discounts, pick up allowances, promotional pricing, menu pricing- platform service pricing, value added service cost, efficiency incentives		

Skill Development Activities:

1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers
2. Identify the best modes of transport for textiles and spices from India to USA
3. Draft a BOL for shipment of goods
4. List out and explain the different kinds of Pricing.

Books for References:

1. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill
2. Sunil Chopra & Peter Meindl, Supply Chain Management, PHI
3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply Chain Logistics Management- McGraw Hill Education, 3rd Indian Edition.
4. Rahul V Altekhar, "Supply Chain Management- Concepts and Cases", Prentice Hall of India Pvt. Ltd.

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 5.6 Vocational		
Name of the Course: INFORMATION TECHNOLOGY FOR BUSINESS (VOCATIONAL-1)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; <ol style="list-style-type: none"> Understand the fundamentals of information technology Understand usage of information technology in business. Learn core concepts of computing and modern systems Applications of Excel and SQL. Awareness about latest information. 		
Syllabus		Hours
Module No. 1: Information Technology and Information System		10
Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.		
Module No. 2: Subsystems of Information System		12
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
Module No. 3: Database Management System		14
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.		
Module No. 4: Microsoft Excel in Business		14
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis(Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV,FV, Rate, IRR, DB,SLN,SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.		
Module No. 5: Recent Trends in IT		06
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.		

Skill Developments Activities:

1. Creating Database Tables in MS Access and Entering Data
2. Creating Forms in MS Access
3. Creating Reports in MS Access
4. Creating charts in Excel
5. What if analysis in Excel
6. Summarizing data using Pivot Table
7. VLookup and HLookup Functions
8. Rate of Interest Calculation using Financial Function
9. EMI calculation using Financial Function
10. Data Validation in Excel
11. Sort and Filter
12. Conditional Formatting in Excel.

Books for Reference:

1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
 2. Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998.
 3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
 4. C.S.V.Murthy: Management Information Systems, HPH
 5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
 6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
 7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
 8. Introduction to Database Systems, CJ Date, Pearson
 9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGraw Hill 3rd Edition.
 10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
 11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
 12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education
 13. Introduction to Database Systems, C.J.Date Pearson Education
 14. Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
 15. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
- Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.6 (B) Name of the Course: Digital Marketing (VOCATIONAL-1)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(3+0+2) 4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.		
Course Outcomes: On successful completion of the course, the students' will be able to <ul style="list-style-type: none"> a) Gain knowledge on Digital Marketing, Email marketing and Content marketing. b) Understand Search Engine Optimization tools and techniques c) Gain skills on creation of Google AdWords & Google AdSense d) Gain knowledge on Social Media Marketing and Web Analytics. e) Gain knowledge on YouTube Advertising & Conversions. 		
Syllabus:		Hours
Module No. 1: Introduction to Digital Marketing		10
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of email, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
Module No. 2: Search Engine Optimization (SEO)		10
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), OffPage Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
Module No. 3: Google AdWords & Google AdSense		10
Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types , Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto , Demographic Targeting / Bidding, CPC-based, CPAbased& CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles,		

Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.

Module No. 4: Social Media Marketing (SMM) & Youtube Advertising (Video Ads)	10
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Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management.

Youtube Advertising (Video Ads): Youtube advertising? ,Why should one advertise on youtube? , Creating youtube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer

Module No. 5: Web Analytics	10
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Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.

Skill Development Activities:

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

Books for Reference:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. . Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher

Note: Latest edition of text books may be used.

VI SEMESTER

Name of the Program: Bachelor of Business Administration (BBA.) Course Code: BBA. 6.1 Name of the Course: Business Law		
Course Credits	No. of hours per week	Total No. of teaching hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ol style="list-style-type: none"> Comprehend the laws relating to Contracts and its application in business activities. Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller. Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments. Understand the significance of Consumer Protection Act and its features Understand the need for Environment Protection. 		
Syllabus:		Hours
Module No. 1: Indian Contract Act, 1872		16
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.		
Module No. 2: The Sale of Goods Act, 1930		12
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
Module No. 3: Negotiable Instruments Act 1881		12
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments – Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
Module No. 4: Consumer Protection Act 1986		08
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.		
Module No. 5: Environment Protection Act 1986		08
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.		

Skill Developments Activities:

1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case
2. Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”.
3. Briefly narrate any one case law relating to minor.
4. List at least 5 items which can be categorized as ‘hazardous substance’ according to Environment Protection Act.
5. List out any six cybercrimes.

Cases:

The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with – 1.Balfour Vs Balfour

2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo
6. Chinnayya Vs Ramayya
7. Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty
9. Hadley Vs Baxendale

Books for Reference:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
12. N.D. Kapoor, Business Laws, Sultan Chand Publications
13. K. Aswathappa, Business Laws, HPH,
14. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
15. Chanda.P.R, Business Laws, Galgotia Publishing Company

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Course Code: BBA 6.2</p> <p align="center">Name of the Course: Income Tax – II</p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 Hrs.	56 Hrs.
<p>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students will:</p> <ol style="list-style-type: none"> Understand the procedure for computation of income from business and other Profession. the provisions for determining the capital gains. Compute the income from other sources. Demonstrate the computation of total income of an Individual. Comprehend the assessment procedure and to know the power of income tax authorities. 		
Syllabus:		Hours
Module No. 1: Profits and Gains of Business and Profession		18
<p>Introduction-Meaning and definition of Business, Profession and Vocation. - Expenses Expressly allowed - Expenses Expressly Disallowed - Allowable losses - Expressly disallowed expenses and losses, Expenses allowed on payment basis. Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner - Advocate and Chartered Accountants.</p>		
Module No. 2: Capital Gains		10
<p>Introduction - Basis for charge - Capital Assets - Types of capital assets – Transfer - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54EC, 54D, 54F, and 54G. Problems covering the above sections.</p>		
Module No. 3: Income from other Sources		10
<p>Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.</p>		
Module No. 4: Set Off and Carry Forward of Losses & Assessment of individuals.		10
<p>Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.</p>		
Module No. 5: Assessment Procedure and Income Tax Authorities		08
<p>Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment, Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties.</p>		

Skill Developments Activities:

1. Visit any chartered accountant office and identify the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. Identify the Due date for filing the returns and rate of taxes applicable for individuals.
5. Draw an organization chart of Income Tax department in your locality.
6. Any other activities, which are relevant to the course.

Books for References:

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxman Publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax.
6. 7 Lecturers – Income Tax – I, VBH
7. Dr. V. Rajesh Kumar and Dr. R.K. Sreekantha: Income Tax – I, Vittam Publications.
8. Dr. B Mariyappa, Income Tax II – HPH.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.3 Name of the Course: International Business		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will able to: <ol style="list-style-type: none"> Understand the concept of International Business. Differentiate the Internal and External International Business Environment. Understand the difference MNC and TNC Understand the role of International Organisations in International Business. Understand International Operations Management. 		
Syllabus:		Hours
Module No. 1: Introduction to International Business		12
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.		
Module No. 2: International Business Environment		12
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
Module No.3: Globalization		12
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.		
Module No.4: Organizations Supporting International Business		10
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.		
Module No.5: International Operations Management		10
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).		

Skill Developments Activities:

- 1) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
- 2) List any two Indian MNC's along with their products or services offered.
- 3) Prepare a chart showing currencies of different countries
- 4) Collect and paste any 2 documents used in Import and Export trade.

Books for References:

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.
2. Francis Cherunilam; International Business, Prentice Hall of India
3. P. SubbaRao – International Business – HPH
4. Sumati Varma. (2013). International Business (1st edi), Pearson.
5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi.
6. International Business by Daniel and Radebaugh –Pearson Education

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN2 Name of the Course: Security Analysis and Portfolio Management (DSE)</p>		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	4 hours	56 hours
<p>Pedagogy: Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,</p>		
<p>Course Outcomes: On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> Understand the concept of basics of Investment. Evaluate the different types of alternatives. Evaluate the portfolio and portfolio management. Understand the concept of risk and returns Gain the knowledge of fundamental and technical analysis. 		
Syllabus:		Hrs.
Module No. 1: Introduction to Investments		10
<p>Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives.</p> <p>Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.</p>		
Module No. 2: Risk-Return Relationship		10
<p>Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.</p>		
Module No. 3: Fundamental Analysis and Technical Analysis		10
<p>Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.</p>		
Module No. 3: Technical Analysis		12
<p>Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.</p>		
Module No. 5: Portfolio Management		14
<p>Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index.</p>		

Skill Development

1. Prepare an imaginary investment portfolio for individual with a salary of 10 lakhs per annum.
2. List of 10 companies approached SEBI for IPO
3. Prepare a technical analysis chart on Blue Chip Companies of BSE.
4. Collect information regarding GDRs, ADRs, IDRs and various Bonds and make a chart.
5. Watch market movement for a day and analyze the trend of Nifty-Fifty Index.

Books for Reference

1. A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
2. Singh Preeti, Investment Management, HPHG
3. Alexander Fundamental of Investments, Pearson Ed.
3. Hangen: Modern Investment theory. Pearson Ed.
4. Kahn: Technical Analysis – Plain and simple Pearson Ed.
5. Ranganathan: Investment Analysis and Portfolio Management.
6. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
7. Alexander, Shampine and Bailey – Fundamentals of Investments Prentice Hall of India
8. New York Institute of Finance – How the Bond Market works – PHI.
9. Mayo Investment Thomson Learning

Name of the Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: MK 2 Name of the Course: Advertising and Media Management (DSE)		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the nature, role, and importance of IMC in marketing strategy Understand effective design and implementation of advertising strategies Present a general understanding of content, structure, and appeal of advertisements Understand ethical challenges related to responsible management of advertising and brand strategy. Evaluate the effectiveness of advertising and agencies role 		
Syllabus:		Hours
Module -1: Introduction to Integrated Marketing Communication		10
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		
Module -2: Consumer and Media		10
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets		
Module-3: Advertising Program		14
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		
Module-4: Measuring Advertising Effectiveness		12
Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies		
Module -5: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth		10
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.		

Skill Development Activities:

- a) List out ethical issues in Advertisements.
- b) List out different modes of Advertisement.
- c) Write a note on guidelines for copywriting.
- d) List out types of Outdoor Advertisement
- e) State the process in selection of Advertisement Agency.

Books for References:

1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA)</p> <p align="center">Human Resource Elective</p> <p align="center">Course Code: HRM 2</p> <p align="center">Name of the Course: Cultural Diversity at Work Place (DSE)</p>		
Course Credits	No. of hours per Week	Total No. of Teaching hours
3 credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand, interpret question reflect upon and engage with the notion of “diversity”. Recall the cultural diversity at work place in an organization. Support the business case for workforce diversity and inclusion. Identify diversity and work respecting cross cultural environment. Assess contemporary organizational strategies for managing workforce diversity and inclusion. 		
Syllabus:		Hours
Module No. 1: Introduction to Diversity		12
Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope-Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.		
Module No. 2: Exploring Differences		10
Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.		
Module No. 3: Visions of Diversity and Cross Cultural Management		12
Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede's Cultural Dimensions, Trompenaars' Dimensions, Schwartz Value Survey, GLOBE study.		
Module No. 4: Skills and Competencies		12
Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.		
Module No. 5: Recent Trends in Diversity Management		10
Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends: Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity		

Skill Development Activities:

1. Visit any MNCs, identify and report on the cultural diversity in an organization.

2. Interact and List out the ways in which dehumanization done in public/ private sector organization.)
3. Interact with HR Manager of any MNCs, explore and report on cross cultural management.
4. Explore the benefits of multi-cultural organizations.
5. Examine and report on diversity management in select IT organizations.
6. Any other activities, which are relevant to the course.

Books for References:

1. Bell, M.P. (2012). Diversity in organizations (2nd Ed.). Mason, OH: Cengage.
2. Harvey, C.P. & Allard, M.J. (2015). Understanding and managing diversity: Readings, cases, and exercises (6th Ed.). Upper Saddle River, NJ: Pearson.

Note: Latest edition of text books may be used.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) DATA ANALYTICS Course Code: DA 2 Name of the Course: Marketing Analytics (DSE)</p>		
Course Credits	No. of hours per week	Total no. of teaching hours
3 Credits	4 hours	56 hours
<p>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,</p>		
<p>Course Outcomes: On successful completion student will demonstrate:</p> <ol style="list-style-type: none"> Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources Apply marketing analytics to develop predictive marketing dashboard for organization Analyse data and develop insights to address strategic marketing challenges Execute the models on Predictions and Classifications on R Software. <p>Know the applications of analytics in marketing.</p>		
Syllabus:		Hours
Module No. 1: Introduction to Marketing Analytics and Data Mining		10
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods Grouping methods, Predictive modelling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.		
Module No. 2: Introduction to R		10
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.		
Module No. 3: Descriptive Analytics		12
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi-Square using marketing data and exploring relationship (Correlation).		
Module No. 4: Application of Analytics in Marketing		12
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K-Means Cluster Analysis, Key Driver Analysis using Regression Model.		
Module No. 5: Prediction and Classification Modelling using R		12
Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model (Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.		

Skill Development Activities:

- a) Explain the Process model for Data Mining.
- b) Explain the difference between Binary Logistic Regression and Decision Tree.
- c) List out Public domain data base.
- d) List out applications of marketing analytics.

Books for References:

- 1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc
- 2. Marketing Data Science, Thomas W. Miller Published by Pearson
- 3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson
- 4. Marketing Analytics, Mike Grigsby published by Kogan Page.

Name of the Program: Bachelor of Business Administration (BBA) Retail Management Course Code: RM 2 Name of the Course: Retail Operations Management (DSE)		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion student will demonstrate: <ol style="list-style-type: none"> Compare various retail formats and technological advancements for setting up appropriate retail business. Identify the competitive strategies for retail business decisions. Examine the site location and operational efficiency for marketing decisions. Analyse the effectiveness of merchandising and pricing strategies. Assess store layout and planogram for retail business. 		
Syllabus:		Hours
Module -1: Retail and Logistics Management		10
Introduction Retailing and economic significance- Functions of a retailer - Types of retailers - Trends in retailing - International Retailing - Retailing as a career -Retail Management Decision Process - Service Retailing.		
Module -2: Retailing Environment Theories		10
Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing - Retail Aggregators Business Model - Phases of growth of retail markets - Retail Mix.		
Module-. 3: Store Loyalty Management and Retail Location		10
Types of customers - Variables influencing store loyalty - Store loyalty models - Influencing customers through visual merchandising - Value added through private labels - Retail location strategy- Importance of location decision - Retail location strategies and techniques - Types of retail locations.		
Module -4: Merchandise Management		14
Meaning - Roles and responsibilities of the merchandiser and the buyer - Function of Buying for different types of Organizations - Process of Merchandise Planning - Merchandise Sourcing - Methods of procuring merchandise - Concept of private label- Retail Pricing policies.		
Module -5: Category Management		12
Meaning - Definition of Category Management - Components of Category Management Category Management Business process - Category Definition - Defining the Category Role-Destination Category, Routine Category, Seasonal Category, Convenience Category Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation -Category Review. `		

Skill Development Activities:

- a) Write a note on Visual merchandising training programme layout design, and product placement.
- b) Write a note Leadership training: Develop skills in coaching, delegation, and motivation.
- c) Derive Customer analysis by considering skills in understanding customer behavior and preferences to improve customer satisfaction.
- d) Chart out the types of customers in creating customer loyalty programs.

Books for References:

- 1. Coughlem: Marketing Channels. Gilbert Pearson: Retail Marketing Education Asia 2001.
- 2. Micheal Lévy & Barton AWeitz: Retailing Management, McGraw
- 3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.
- 4. Suja Nair: Retail Management, Himalaya Publishing House.
- 5. W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6th Edition PHI New Delhi, 2001.

<p align="center">Name of the Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Course Code: LSCM 2 NAME OF THE COURSE: Sourcing for Logistics and Supply Chain Management (DSE)</p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance. b) Analyze and evaluate sourcing strategies and decisions, including make-or buy, in sourcing vs. outsourcing, and supplier selection criteria. c) Develop effective supplier relationship management skills, including negotiation, communication, and collaboration. d) Apply sourcing best practices, including risk management, sustainability, and ethical sourcing. e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes. 		
Syllabus:		Hours
Module No. 1: Sourcing		10
Meaning and Definition. Approaches to Sourcing. Sole Sourcing – Single, Dual & Multiple sourcing arrangements, other sourcing/ purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra-Company trading and Transfer pricing arrangement, Implications of International Sourcing.		
Module No. 2: External Sourcing		10
Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life Cycle Costs, Technical Merit, Added Value Solutions, Systems, and Resources.		
Module No.3: Assessment of Financial Stability		12
Sources of information on potential suppliers' Financial performance. Financial reports – Profit & Loss Statements, Balance Sheets, and Cash Flow Statements. Ratio Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.		
Module No.4: Assessment of Market Data		12
Analysing Suppliers' Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted points system.		
Module No.5: Legislative, Regulatory & Organizational Requirements		12

Legislative, Regulatory & Organizational Requirements when sourcing from not for-profit, private and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatory bodies

Skill Development Activities:

1. Highlight the stages when Early Supplier Involvement is encouraged by companies to maximise the benefits
2. List out the Regulatory bodies connected to sourcing.
3. Identify the benefits of co-location of suppliers to the company.
4. List out the Credit rating agencies for supplier assessment.

Books for References:

1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York,
2. John Gattorna , Handbook of Logistics and Distribution Management.
3. P. Fawcett, R. McLeish and I Ogden, Logistics Management.
4. D.M. Lambert & J R Stock, Richard D Irwin Inc., Strategic Logistics Management.
5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd Edition
6. David N, Burt, Donald W. Dobler, Stephen L. Starling, "World Class Supply Management- A Key to Supply Chain Management", Tata McGraw Hill Publishing Company Ltd., New Delhi.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 Vocational Name of the Course: GOODS AND SERVICES TAX		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate a) Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation. b) Analyze the history of indirect taxation in India and the structure of the Indian taxation system. c) Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST. d) Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability. e) Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.		
Syllabus		Hours
Module No. 1: Basics of Taxation system in India		04
Tax – Meaning and Types, Concept and Features of Indirect tax, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Constitutional validity of GST		
Module No. 2: Introduction to GST		10
Introduction to Goods and Services Tax, Constitutional Framework, Tax subsumed under GST, Dual model of GST, Features of GST, GST council- composition- powers and functions		
Module No. 3: Time, Place And Value of Supply		20
Supply, Scope of Supply, Composite and Mixed Supplies, Levy and Collection, Composition Levy, Exemptions, Time of Supply – in case of Goods and in case of Services - Problems on ascertaining Time of Supply; Place of Supply – in case of Goods and in case of Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of 'Value of Supply'.		
Module No. 4: GST Liability and Input Tax Credit		14
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.		
Module No. 5: GST Procedures		08
Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.		

Skill Developments Activities:

- a) List out the process of GST registration for a business.
- b) Chart out 'time of supply' concept relevance in GST.
- c) Identify the place of supply for goods and services in different scenarios.
- d) Calculate GST liability for a particular transaction using imaginary values.
- e) Explain the process of availing input tax credit in GST.

Books for Reference:

- 1. V Rajesh Kumar and Mahadev, "Indirect Taxes", Mc Graw Hill Education
- 2. Datey, V S, "Indirect Taxes", Taxmann Publications.
- 3. Hiregange et al, "Indirect Taxes", Puliani and Puliani.
- 4. Haldia, Arpit, "GST Made Easy", Taxmann Publications.
- 5. Chaudhary, Dalmia, Girdharwal, "GST - A Practical Approach", Taxmann Publications.
- 6. Garg, Kamal, "Understanding GST", Bharat Publications.
- 7. Hiregange, Jain and Naik, "Students' Handbook on Goods and Services Tax", Puliani and Puliani.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 (B) VOCATIONAL Name of the Course: Enterprise Resource Planning		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	(2+0+3) 4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments. Integrate and automate the business processes and shares information enterprise-wide. Explore the significance of ERP to provide a solution for better project management. Enable the students to understand the various process involved in implementing ERP in a variety of business environment Understand the issues involved in design and implementation of ERP systems. 		
Syllabus:		Hours
Module No. 1: Introduction to ERP		10
Enterprise Resource Planning - Defining ERP - Origin and Need for an ERP System - Benefits of an ERP System - Reasons for the Growth of ERP Market - Risk of ERP - Road map for successful ERP		
Module No. 2: ERP related Technologies and Modules		12
Business Process Re- engineering - Product life cycle - Customer relationship management - Functional Modules- Sales and Distribution, service - Human Resource - Finance - Production - Materials Management - Purchasing - Quality Management.		
Module No. 3: ERP implementation		12
ERP Implementation Life cycle - Transition strategies - ERP Implementation Process - ERP Vendor Selection - Role of the Vendor - Consultants: Types of consultants - Role of a Consultant - Vendors and Employees -Resistance by employees - Dealing with employee resistance - Project team		
Module No. 4: ERP post implementation		10
Success and Failure factor of ERP implementation - ERP operations and maintenance - Data Migration - Project Management and Monitoring - Maximizing the ERP system.		
Module No. 5: Future directions in ERP		12
New Trends in ERP- ERP to ERP II - Implementation of Organization Wide ERP- Development of New Markets and Channels-Latest ERP Implementation Methodologies - ERP and E- business.		
Skill Development Activities: <ol style="list-style-type: none"> State the steps and activities in the ERP life cycle Develop a process of driven thinking towards business process. Demonstrate a good understanding of the basic issues in ERP systems. Any other activities, which are relevant to the course. 		

Books for Reference:

1. Alexis Leon, "ERP Demystified", Tata McGraw Hill, New Delhi, 2007.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", Thompson Course Technology, USA, 2009
3. MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.
4. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, WileyIndia, 2009
5. Jagan Nathan Vaman, ERP in Practice, Tata McGowan-Hill, 2007.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA5.7 (SEC-VB)			
Course Title	Cyber Security (Theory)		
Course Code:	BBA 5.7 (SEC-VB)	No. of Credits	03
Formative Assessment Marks	40	Summative Assessment Marks	60

Course Outcomes (COs): After the successful completion of the course, the student will be able to:

CO1	After completion of this course, students would be able to understand the concept of Cyber security and issues and challenges associated with it.
CO2	Students, at the end of this course, should be able to understand the cybercrimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.
CO3	On completion of this course, students should be able to appreciate various privacy and security concerns on online Social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms.

Contents	45 Hrs
Module-I. Introduction to Cyber security: Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.	15
Module-II . Cyber crime and Cyber law: Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cybercrime and offences, Organizations dealing with Cybercrime and Cyber security in India, Case studies.	15
Module III. Social Media Overview and Security: Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.	15

Pedagogy: Problem Solving

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Test 2 Nos	(30% of 40) 2=24
Assignment/Surprise Test 2 Nos	(20% of 40) 2=16
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

Text/References	
1	Cyber Crime Impact in the New Millennium, by R. C Mishra , Auther Press. Edition 2010
2	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3	Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13 th November, 2001)
4	Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
5	Fundamentals of Network Security by E. Maiwald, McGraw Hill.
6	Network Security Bible, Eric Cole, Ronald Krutz, James W. Conley, 2nd Edition, Wiley India Pvt. Ltd.

Name of the Program: Bachelor of Business Administration (BBA)			
Course Code: COM 5.7 (SEC-VB)			
Course Title	EMPLOYABILITY SKILLS		Teaching hrs=03
Course Code:	COM 5.7 (SEC-VB)	No. of Credits	03
Formative Assessment =40 marks		Summative Assessment =60 marks	
Learning Objectives: the course is designed to suit the need of the outgoing students to face various competitive examination and campus interview by acquainting them quantitative aptitude, logical reasoning and analytical reasoning			
Course outcomes: on the successful completion of the course the students will able to understand			
a) The basic concept of quantitative ability			
b) the basic concept of logical reasoning skill			
c) the basic concept of analytical ability			
d) acquire satisfactory competency in the use of reasoning			
e) able to solve the placement and various competitive examination papers quantitative aptitude, logical reasoning and analytical ability			

Contents	45 hrs
Unit-1 Quantitative Aptitude 1.1 Number System, 1.2 LCM and HCF, 1.3 Decimal fraction 1.4 Square roots & Cub roots 1.5 Surds, and Indices, 1.6 Averages 1.7 Percentage 1.8 Problems on ages 1.9 Profit and Loss, 1.10 simple and compound Interest 1.11 Ratio and Proportion 1.12 Probability 1.13 Time and Work, 1.14 Time, Speed and Distance, 1.15 Permutation and Combination.	20 hrs
Unit-2 Logical Reasoning (Deductive Reasoning) 2.1 Analogy 2.2 Coding and decoding 2.3 Blood Relations, 2.4 Directional series 2.5 Number and letter 2.6 calendars 2.7 clocks 2.8 Venn Diagram 2.9 Seating Arrangements 2.10 mathematical operations	12 hrs
Unit-3 Analytical Reasoning 3.1 Statement and Arguments 3.2 Statements and Assumptions 3.3 Statements and conclusion 3.4 Passage and conclusion 3.5 Assertion and reason 3.6 causes and effects 3.7 simple and coded inequality 3.8 conditions and grouping 3.9 critical reasoning 3.10 syllogism	13 hrs
Reference books 1. A modern Approach to verbal and Non- verbal Reasoning by R S Agarwal 2. Analytical and Logical reasoning By Sijiwali B S 3. Quantitative Aptitude for Competitive examination by R S Agarwal 4. Analytical and logical reasoning for CAT and other management entrance test by Sijiwal B S 5. Quantitative aptitude for competitive examinations by Abhijit Guha 4 th edition 6. Hand book on Employability skills by Karnataka State Higher Education Council and Karnataka Skill development corporation (download from Bangalore university website) 7. http://orepinsta.com . 8. http://www.indiabix.com 9. http://www.javatpoint.com	