



**JSS COLLEGE OF ARTS COMMERCE &  
SCIENCE**  
(Autonomous)  
**Ooty Road, Mysuru – 25**

**DEPARTMENT OF COMMERCE AND  
MANAGEMENT**

**Syllabus**  
**As per SEP & NEP**

**Bachelor of Business Administration**

**2024-25 Scheme**

# BBA PROGRAM

I SEMESTER								
Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
01	Lang 1.1	Language-I	AECC	3	10	10	80	100
02	Lang 1.2	Language-II	AECC	3	10	10	80	100
03	Major 1.1	Principles & Practices of Management	DCC	4	10	10	80	100
04	Major 1.2	Fundamentals of Business Accounting	DCC	4	10	10	80	100
05	Major 1.3	Business Economics	DCC	4	10	10	80	100
06	Major 1.4	Business Communication	DCC	3	10	10	80	100
07	Compulsory 1.1	Constitutional Values	AECC	2	5	5	40	50
Sub-Total(A)				23				650

II SEMESTER								
Sl. No.	Course Code	Title of the Course	Category of Courses	Credits	C1	C2	C3	Total Marks
08	Lang 2.1	Language-I	AECC	3	10	10	80	100
09	Lang 2.2	Language-II	AECC	3	10	10	80	100
10	Major 2.1	Organizational Behaviour	DCC	3	10	10	80	100
11	Major 2.2	Financial Accounting and Reporting	DCC	4	10	10	80	100
1	Major 2.3	Business Statistics	DCC	4	10	10	80	100

2								0
1 3	Major 2.4	Marketing Management	DCC	4	10	10	80	10 0
1 4	Compulsory 2.1	Constitutional Values	AECC	2	5	5	40	50
Sub- Total(B)				23				65 0

**Scheme of Evaluation for BBA Papers**

Sem	Course No	Course Code	Title of the course	Total credits	Teaching hours per week	Evaluation pattern			
						C1	C2	C3	Total Marks
<b>I</b>	C1	GBB101	Principles and Practices of Management	4	4	10	10	80	100
	C2	GBB102	Fundamentals of Business Accounting	4	4	10	10	80	100
	C3	GBB103	Business Economics	4	4	10	10	80	100
	C4	GBB104	Business Communication	3	3	10	10	80	100
<b>II</b>	C1	GBB201	Organizational Behaviour	3	3	10	10	80	100
	C2	GBB202	Financial Accounting and Reporting	4	4	10	10	80	100
	C3	GBB203	Business Statistics	4	4	10	10	80	100
	C4	GBB204	Marketing Management	4	4	10	10	80	100

**Note:**

1. Composition of Internal Assessment Marks for C1 – Test – 10 Marks
2. Composition of Internal Assessment Marks for C2 - Test – 10 Marks

**Name of the Program: Bachelor of Business Administration**

**(BBA)Course Code: Major 1.1**

**Name of the Course: Principles and Practices of Management**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>

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

- a)The ability to understand concepts of business management, principles and function of management.
- b) The ability to explain the process of planning and decision making.
- c) The ability to create organization structures based on authority, task and responsibilities.
- d) The ability to explain the principles of direction, importance of communication, barrier ofcommunication, motivation theories and leadership styles.
- e)The ability to understand the requirement of good control system and control techniques.
- f) A basic knowledge about globalization of management thoughts emerged in India and basic termsused in management module 1 to module 5.

**Module No. 1: INTRODUCTION TO MANAGEMENT**

Introduction – Meaning, Definitions, Nature and Scope of Management; Management as a Science, Art or Profession; Management Vs Administration.

Evolution of Management Thought – FW Taylor’s Scientific Management, Max Weber’s Bureaucratic Management, Henry Fayol’s Administrative Management, Hawthorne Studies, Management Science approach, Systems Theory, Contingency Views, Total Quality Management. Learning Organizations, Technology Driven Organizations. Indian origin Management thinkers.

**Module No. 2: PLANNING AND DECISION MAKING**

Planning - Nature, Objectives, Importance and Process; Hierarchy of Plans, Types of Plans; Smart Goals. MBO and MBE - Meaning

Decision making- Nature, Objectives, Importance, Process and Techniques of Decision making, Creativity in Decision Making.

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority –Types of Organization Structure. Virtual Organization. Conceptual Terms - Departmentation, Centralization vs Decentralization of Authority and Responsibility, Span of Control.Staffing - Introduction, Objectives, Importance, General Principles and Techniques.

**Module No. 4:DIRECTING**

Directing-Meaning, Purpose and Scope of Direction, elements of Direction, Principles of Direction. Motivation – Meaning - Motivation Theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s Theory X and Theory Y.

Leadership – Meaning, Differences Between Leadership and Management Characteristics of a Good Leader; Leadership Styles – Autocratic Style, Democratic Style, Laissez Faire Styles.

**Module No. 5: COORDINATING AND CONTROLLING**

**Module No. 5: COORDINATING AND CONTROLLING**

Coordination–Meaning, Importance, Principles and Process.

**Module 3 – ORGANIZING AND STAFFING** Techniques of Control.

## **Skill Development Activities (SDAs).**

1. Draw different types of organization structure **or** organization structure of your company, if you want to build one.
2. Screening of Management concept movies and preparing the report for the same.
3. Group discussion/presentation on contribution of Indian Management thinkers.
4. Select your favorite entrepreneur and narrate his or her leadership style.
5. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.

## **Text Books:**

1. Stoner, Freeman and Gilbert : Management
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy, Principles of Management, HPH.
7. Richard L Daft, Management
8. Peter F Drucker, Management tasks and responsibilities.

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



**Name of the Program: Bachelor of Business Administration**

**(BBA)Course Code: Major 1.2**

**Name of the Course: Fundamentals of Business Accounting**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>

**Pedagogy:** Classrooms lecture, tutorials, and problem solving.

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

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

**Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING**

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**

System of Book Keeping- Meaning of Double Entry System – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance –Problems on Journal, Ledger Posting and Preparation of Trial Balance.

**Module No. 3: SUBSIDIARY BOOKS**

Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of CashBook- 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).

<b>Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN</b>	
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Preparation of Statement of Profit and Loss and Balance Sheet of a Proprietary Concern With Special Adjustments Like Depreciation, Outstanding and Prepaid Expenses, Outstanding and Received in Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest on Capital.	
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<b>Module No. 5: ACCOUNTING SOFTWARE</b>	
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Introduction-Meaning of Accounting Software, Types Accounting Software-Accounting Software Tally-Meaning of Tally Software – Features – Advantages, Creating a New Company, Basic Currency Information, Other Information, Company Features and Inventory Features.	
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**Skill Developments Activities:**

1. List out the accounting concepts and conventions.
2. Collect the financial statement of a proprietary concern and record it.
3. Prepare a financial statement of an imaginary company.

**Text Books:**

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

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

**Name of the Program: Bachelor of Business**

**Administration Course Code: Major 1.3**

**Name of the Course: Business Economics**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion Student will demonstrate ;**

- a) To make student understand the demand and supply analysis in business applications
- b) To understand the pricing and output decisions under various market structure.
- c) To understand the concepts of national income
- d) To understand the system of cost analysis.

**Syllabus:**

**Module No. 1: Demand and Supply**

Business Economics – Introduction – Meaning – Scope and its importance. Application of Economics in Business Decision Making.

Demand - Meaning of Demand - Law of Demand - Elasticity of Demand - Classification of Demand - Demand Function.

Supply - Meaning - Law of supply - Determinants of Supply - Supply Function - Elasticity of Supply - Equilibrium.

**Module No. 2: Consumer Utility**

Consumer Behaviour - Meaning - Factors Influencing Consumer Preference and Concept of Utility – Indifference Curve Analysis – Features, Assumptions and Properties - Consumer Equilibrium.

**Module No 3: Market Structure**

Perfect Competition - Monopoly, Duopoly, Oligopoly - Features, Price and output Determination for Each Market Structure.

**Module No. 4: Cost Analysis**

Concept of cost – Cost Functions – Short Run Cost and Long Run Cost. Cost Analysis - Fixed cost - Average Fixed Cost - Variable Cost - Average Variable Cost – Total Cost - Average Total Cost and Marginal Cost.

**Module No. 5: National Income**

National Income – Definitions - Concepts of National Income – GDP - Methods of Measurement of GDP – NDP – NNP – GNP - Considerations for Measuring GNP - Income Method - Expenditure

Method and Value Added Method. Methods of Measuring National Income - Limitations of Each Method .

**Skill Developments Activities:**

- 1) Analyze the demand and supply curve of selected products.
- 2) Visiting local fare to observe the consumer preferences.
- 3) Estimation of National Income using different methods.
- 4) Compare and Analyze National Income, Per Capital income and GDP of India with selected countries.
- 5) Visit a local business Enterprise and prepare its cost and revenue analysis.
- 6) Analyze the market structure of selected Indian companies in various sectors.

**Books Recommended:**

1. Varshney R.L. & Maheswari, Managerial Economics
2. Joel Dean, Managerial Economics
3. Mithani and VSR.Murthy, Fundamentals of Business Economics
4. Reddy P.N and Appanniah H.R., Principles of Business Economics
5. Sundharam K.P.M and Sundharam E.N., Business Economics

**Name of the Program: Bachelor of Business**

**Administration Course Code: Major 1.4**

**Name of the Course: Business Communication**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>42 Hrs</b>

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion Student will demonstrate:**

- a) The ability to understand the concept of Business Communication.
- b) The basic techniques of Modern forms of Business communication.
- c) To enable the student's to acquire soft skills.
- d) The use of basic and advanced business writing skills.

**Syllabus:**

**Module No. 1: BASICS OF COMMUNICATION**

Communication: Definition, Process of Communication, Communication Models, Objectives of Communication, Verbal and Non-verbal Communication, Principles of Effective Communication.

**Module No. 2: WRITTEN BUSINESS COMMUNICATION**

Written Business Communication: Fundamentals of Business Writing, Types of Business Letters-Enquiry Letter-Complaint Letter – Persuasive Letter – Proposal, Report Writing – Writing Resume.

**Module No. 3: SPOKEN SKILLS**

Spoken Skills: Conducting Presentation, Oral Presentation, Debates, Speeches, Interview. Group Discussion, Barriers to Effective Communication and Ways to Overcome them – Importance of Listening, Developing Effective Listening Skills.

**Module No 4: NON-VERBAL COMMUNICATION**

Non-Verbal Communication: Body Language / Kinesthetic, Para Language, Sign Language / Virtual and Audio Elements, Channels of Communication, Formal and Informal Communication.

### **Skill Developments Activities:**

- 1) Collection of various model business letters
- 2) Reading of various business report, minutes, and its analysis
- 3) Presentation of reports and charts
- 4) Mock interview Sessions
- 5) Virtual Resume Preparation

### **Text Books:**

- 1) Denish Murphy, Better Business Communication
- 2) Shuter, Written Executive Communication
- 3) Gartside, Model Business Letters
- 4) Kaul and Asha, Business Communication
- 5) K K Ramachandran, Business Communication

**Name of the Program: Bachelor of Business Administration**

**(BBA) Course Code: Major 2.1**

**Name of the Course: Organizational Behaviour**

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

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

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

- Demonstrate an understanding of the role of OB in business organization.
- Demonstrate an ability to understand individual and group behavior in an organization.
- Explain the effectiveness of organizational change and development of organization.
- Demonstrate an understanding of the process of organizational development.

**Syllabus:**

**Module No. 1: FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR**

**Organization Behaviour** – Meaning, Definition, Nature, Scope and Importance of OB. Inter

Disciplinary Nature of OB - Contributing Disciplines to OB. Basic Principles of OB, Recent Trends in OB.

**Module No. 2: INDIVIDUAL BEHAVIOUR**

**Individual Behaviour** – Factors Influencing Individual Behaviour, Organization Systems and Resources. **Perception**- Meaning, Factors Influencing Perception, Perceptual Process, Perceptual Errors. **Personality**-Meaning, Determinants and Traits of Personality. **Attitude** – Meaning, Factors and

Components of Attitude.

**Module No. 3: GROUP AND TEAM DYNAMICS**

**Group Dynamics** - Meaning, Types of Group, Development of Groups - Stages of Group Development, Determinants of Group Behaviour.

**Team Dynamics** - Meaning, Types of Teams: Conflict - sources of Conflict and Ways of Resolving Conflict.

**Module No. 4: ORGANIZATIONAL DEVELOPMENT**

**Organizational Development** - Meaning and Nature of Organizational Development (OD), Process of Organizational Development. **Diagnosing:** Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level).

**Change Management** – Meaning, Importance of Planned Change Management, factors influencing

Change Management.



### **Skill Developments Activities:**

- 1) Two cases on the above syllabus should be analyzed and record in the skill development
- 2) Draw Blake and Mouton managerial grid
- 3) List the Personality Traits of Successful Business Leaders.

### **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) Appanaiah 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.

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

**Name of the Program: Bachelor of Business Administration****(BBA) Course Code: Major 2.2****Name of the Course: Financial Accounting and Reporting**

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

**Pedagogy:** Classrooms lecture, tutorials, and Problem Solving.**Course Outcomes: On successful completion of the course, the Students will demonstrate**

- The ability to prepare final accounts of partnership firms
- The ability to understand the process of public issue of shares and accounting for the same
- The ability to prepare final accounts of joint stock companies
- The ability to prepare liquidators final accounts.
- The ability to understand company's annual report.

**Syllabus:****Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM**

Meaning of Partnership Firm, Partnership Deed, Clauses in Partnership Deed, Preparation of Final Accounts of Partnership Firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners Capital Account and Balance Sheet.

**Module No. 2: ISSUE OF SHARES**

Companies – Definitions, Features and Types. Salient Features of Companies Act 2013.  
Shares – Meaning - Types of Shares – Issue of Shares at Par, at Premium, at Discount; Pro Rata Allotment, Journal Entries Relating to Issue of Shares- Preparation of Balance Sheet (Vertical form Schedule III).

**Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES**

Statutory Provisions Regarding Preparation of Company Final Accounts – Preparation of Profit and Loss Account, Profit and Loss Appropriation Account and Balance Sheet (Vertical Form Schedule -III).

**Module No. 4: LIQUIDATION OF COMPANIES**

Meaning - Need for Liquidation, Legal Provisions for Liquidation and Preparation of Liquidators Final Statement of account.

<b>Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES</b>	
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**Corporate Financial Reporting** - Meaning, Types, Characteristics, Users of Corporate Financial Report, Financial Statements- Balance Sheet, Income Statement, Cash Flow Statement, and Notes to the Financial Statements. Auditor's report. **Corporate Governance Report, Corporate Social Responsibility Report.**

(Discuss only Role and Significance of above components of reports).

**Skill Developments Activities:**

1. Collect financial statement of any two manufacturing and service companies for five years and analyse the same in terms of Financial Highlights, Corporate Governance and CSR.
2. Refer annual reports of two companies and list out the components.
3. Draft a partnership deed as per Partnership Act.
4. List out the accounting policies in annual report of the company

**Text Books:**

1. B S Raman, Financial Accounting
2. R L Guptha & Radha Swamy, Advanced Accounting
3. M C Shukla and T S Grewal, Advanced accounting
4. S P Jain and Narang K L, Financial Accounting
5. P C Tulsian, Advanced Accounting

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

**Name of the Program: Bachelor of Business Administration**

**(BBA) Course Code: Major 2.3**

**Name of the Course: Business Statistics**

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

**Pedagogy:** Classrooms lecture, tutorials, and Problem Solving.

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

- a) To understand the basic concepts in statistics.
- b) To summaries data sets using descriptive statistics.
- c) Analyze the relationship between two variable of various business or managerial situations.
- d) To understand and construct various measures of central tendency, dispersion and skewness.
- e) To apply correlation and regression for data analysis.

**Syllabus:**

**Module No. 1: INTRODUCTION TO STATISTICS**

Statistics – Meaning - Definition, Characteristics, Advantages and Limitations - Collection of Data

-Methods of Collecting Primary Data and Sources of Secondary Data - Classification and Tabulation of Data. Simple Problems on Tabulation. Diagrammatic and Graphical Representation of Data.

**Module No. 2: MEASURES OF CENTRAL TENDENCY**

Measures of Central Tendency - Arithmetic Mean, Median, Quartiles and Mode and Calculation of Mean, Median and Mode.

**Module No. 3: MEASURES OF DISPERSION**

Measures of Dispersion - Quartile Deviation-Standard Deviation-Co-efficient of Variation, Skewness-Karl Pearson and Bowley's Co-efficient of Skewness.

**Module No. 4: CORRELATION**

Correlation – Meaning – Types - Karl Pearson's Co-efficient of Correlation - Spearman's Rank correlation Co-efficient.

**Module No. 5: REGRESSION ANALYSIS**

Regression Analysis - Construction of Regression Equations - Estimation

**Skill Developments Activities:**

1. Data visualization practical session using Tableau/Power BI.
2. Execute average, Variance, Standard deviation, CV, Covariance using Excel.
3. Execute and analyze regression model using excel.
4. Collect past year's Indian consumer price index data (as of the current base year) and analyze its impact on any macro economic indicator.

**Text Books:**

- a) S P Gupta: Statistical Methods
- b) D N Elhance: Fundamentals of Statistics
- c) Sanchethi and Kapoor: Statistics
- d) R S N Pillai and Bhagavathi: Statistics
- e) S. Jayashankar: Quantitative Techniques for Management
- f) N.V.R Naidu: Operation Research I.K. International Publishers
- g) S.C Gupta: Business Statistics, HPH

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

**Name of the Program: Bachelor of Business Administration**

**(BBA)Course Code: Major 2.4**

**Name of the Course: Marketing Management**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Mind Maps, Case studies & fieldwork etc.,

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

- a) Understand the concepts and functions of marketing.
- b) Analyse marketing environment impacting the business.
- c) Segment the market and understand the consumer behaviour
- d) Describe the 7 p's of marketing and also strategize marketing mix

**Syllabus:**

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

Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Meaning and Features - Societal Marketing, Relationship Marketing, Brand Marketing, Sustainable Marketing. Types of Markets and Types of Market Demand. **Recent trends in Marketing** – Meaning and Features - E-business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing.

**Module No. 2: MARKETING ENVIRONMENT**

**Micro Environment** – The Company, Suppliers, Marketing Intermediaries Competitors, Public and Customers; **Macro Environment**- Demographic, Economic, Natural, Technological, Political, Legal,Socio-Cultural Environment.

**Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR**

Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation, Targeting and Positioning; Consumer Behavior - Factors influencing Consumer Behavior; Buying Decision Process. Market research: Meaning and Process.

<b>Module No. 4: PRODUCT AND PRICING</b>
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Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion.
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Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling,
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Pricing – Objectives, Factors Influencing Pricing Policy, Pricing Methods, New Product Pricing and Pricing Strategies.
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<b>Module No. 5: PROMOTION AND DISTRIBUTION</b>
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Place - Physical Distribution – Meaning, Factors affecting Channel Selection, Types of Marketing Channels, Levels of Channels, B2B, B2C, C2C Channels. Promotion – Meaning and Significance, Promotion Mix Elements – Advertising, Publicity, Personal Selling, Public relations.
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Extended Marketing Mix – Meaning and Elements - People, Process and Physical Evidence.
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**Skill Development Activity:**

- 1) Construct a matrix of Marketing Mix of any three companies.
- 2) Two cases on the above syllabus should be analyzed and recorded in the skill development.
- 3) Design a logo and tagline for a product of your choice.
- 4) Develop an advertisement copy for a product.
- 5) Prepare a chart for distribution network for different products.

**Text Books:**

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

8. P N Reddy and Appanniah, Marketing Management

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



**QUESTION PAPER PATTERN FOR BOTH PROBLEM PAPER AND THEORY PAPER**

**TIME: 3 HOURS**

**MARKS: 80**

**PART – A**

**Answer any Four of the following. Each question carries Five marks**

**4X5 =20**

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....

**PART – B**

**Answer any Three of the following. Each question carries Ten marks**

**3X10 =30**

- 7.....
- 8.....
- 9.....
- 10.....

**PART – C**

**Answer any Two of the following. Each question carries Fifteen marks**

**2X15 =30**

- 11.....
- 12.....
- 13.....

**Note: Problem paper to be given only in English version and theory paper to be given in both English and Kannada version**





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**DEPARTMENT OF COMMERCE AND  
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**BBA**

**Syllabus as per  
NEP2022-23  
Scheme**

No.	Course Code	Title of the Course	Courses	Week (L + T + P)	SEE	CIE	Marks	Credit
16	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
17	Lang.1.2	Language - II	AECC	3+1+0	60	40	100	3
18	BBA.3.1	Cost Accounting	DSC	3+2+0	60	40	100	4
19	BBA.3.2	Organizational Behavior	DSC	3+2+0	60	40	100	4
20	BBA.3.3	Statistics for Business Decisions	DSC	3+2+0	60	40	100	4
21	BBA.3.4	Artificial Intelligence/Critical thinking & Problem Solving Social Media	SEC	1+0+2	25	25	50	2
22	BBA.3.5	Marketing/ Rural Marketing	OEC	3+0+0	60	40	100	3
<b>Sub–Total (C)</b>					<b>385</b>	<b>265</b>	<b>650</b>	<b>23</b>

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

		Management					
<b>Sub–Total (D)</b>					415	28 5	700 25

<b>Name of the Program: BBA</b>		
<b>Course Code: BBA 3.1</b>		
<b>Name of the Course: COST ACCOUNTING</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
4 Credits	4 Hrs	56 Hrs
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes:</b> On successful completion of the course, the Students will demonstrate.		
<ul style="list-style-type: none"> <li>• Understand the elements of costing and preparation of cost sheet.</li> <li>• The ability to prepare material requisitions and management of store.</li> <li>• The ability to compare and contrast labour cost techniques.</li> <li>• Ability to differentiate kinds of overhead costing.</li> <li>• Ability to reconcile the cost.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO COST ACCOUNTING</b>		<b>12</b>
Introduction: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting Department in an Organization, Difference between Cost Accounting and Financial Accounting; Various elements of Cost and Classification of Cost; Cost Object, Cost Unit; Cost Reduction and Cost Control; Limitations of Cost Accounting; Cost Sheet: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations.		
<b>Module No. 2: MATERIALS COST</b>		<b>12</b>
<b>Materials:</b> Meaning, Importance and Types of Materials - Direct and Indirect Material.		
Materials Procurement: Procedure for procurement of materials and documentation involved in procurement of materials- (Bill of materials, Material requisition note, Purchase requisition note,, Purchase order, Goods received note); Material Storage and Records: Duties of Store keeper, Store records- (Bin cards, Stores Ledger, Stock Control Cards); Material Issues and Valuation: Procedure for material issues, Documents used in material issues- (Material Requisition Note, Material Transfer Note, Materials Return		

Note); Valuation of material issues- preparation of Stores Ledger/ Account - FIFO, LIFO, - problems.

**Inventory Control:** Inventory control techniques and determination of various stock levels- Problems on Level Setting and Computation of EOQ; ABC Analysis, FSN Inventory, VED Inventory, HML Inventory, (Concepts only).

**Module No. 3: EMPLOYEE COST**

**10**

**Employee Cost:** Meaning, Components, Classification and Importance of Employee (Labour) Cost in Organisations; Attendance Procedure- Time keeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only);

**Methods of Remuneration** (Payment of Wages and Incentives) Problems on calculation of earnings under Time Rate (Straight time rate, Halsey and Rowan Methods) and Piece rate systems (Straight piece rate and Taylor's differential piece rate); Employee Turnover- Meaning, Reasons and Effects of LTO/ETO.

**Module No. 4: OVERHEADS**

**12**

Overheads: Meaning and Classification of Overheads; Accounting and Control of Manufacturing Overheads: Estimation and Collection, Cost allocation, Apportionment, Re-apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary distribution and Secondary distribution using Reciprocal Service Methods only; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate

**Module No. 5: RECONCILIATION OF COST AND FINANCIAL ACCOUNTS**

**10**

Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation –Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts – Preparation of Reconciliation Statement – Problems.

**Skill Developments Activities:**

- Prepare a Cost Sheet with imaginary figures.
- List the documents required in Inventory Management.
- Demonstrate the valuation of inventory using any one method of pricing material issues.
- Calculate the amount of Wages under Halsey / Rowan Plans, using imaginary data.

**Text Books:**

1. Jain and Narang, Cost Accounting, Kalyani Publication House.
2. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.
3. P C Tulsian, Cost Accounting, MHE India
4. Nigam & Sharma, Cost Accounting, HPH
5. Dr. B. Mariyappa, Cost Accounting, HPH
6. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.
7. B.S. Raman, Cost Accounting, United Publisher

<b>Name of the Program: BBA</b> <b>Course Code: BBA 3.2</b> <b>Name of the Course: ORGANIZATIONAL BEHAVIOR</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate:</b> <ul style="list-style-type: none"> <li>• To recall role of OB in business organization.</li> <li>• Able to understand group dynamics in an organization.</li> <li>• Able to understand the change management.</li> <li>• Able to construct the process of organizational development.</li> <li>• Ability to understand the kinds of Interventions in OB.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: ORGANIZATIONAL BEHAVIOUR AND FOUNDATIONS OF INDIVIDUAL BEHAVIOUR</b>		<b>10</b>
Organization Behavior– Meaning, Definition of OB, Importance of OB, Foundations of OB. Individual Behavior - Personal Factors, Environmental Factors, organization systems and resources Personality-Meaning, Nature, Determinants and Traits of Personality Perception- Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors, Managing Perceptions.		
<b>Module No. 2: GROUP AND TEAM DYNAMICS</b>		<b>8</b>
Group Dynamics-meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behavior, Team Dynamics- meaning, Types of Teams: Conflict-sources of conflict and ways of resolving conflict, managing interpersonal relationships		
<b>Module No. 3: CHANGE MANAGEMENT</b>		<b>10</b>
Introduction to Change Management: OD and Change, Importance and Nature of Planned Change; Theories of Planned Change - Action Research Model, Kurt Lewin’s Change Model <b>Introducing Change Effectively:</b> Basic steps, Factors Influencing Change - Resistance to Change, Overcoming Resistance to Change; Empowering People to Manage Change, Activities Contributing to Effective Change Management		



<b>Module No. 4: ORGANIZATIONAL DEVELOPMENT</b>	<b>12</b>
OD: Meaning and Nature of Organizational Development (OD), Competencies of an OD Practitioner, Ethical Guidelines for OD Practitioners Process of Organizational Development: Overview of Entering and Contracting Diagnosing: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level)	
<b>Module No. 5: OD INTERVENTIONS</b>	<b>16</b>
Designing Effective OD Interventions: How to Design Effective Interventions, Overview of OD interventions - Human Process Interventions, Techno Structural Interventions, HRM Interventions and Strategic Change Interventions, Conditions for optimal success of OD	
<b>(a) Human Process Interventions</b>	
T-Groups, Process Consultation, Third-party Intervention; Team building; Organization Confrontation Meeting, Inter-group relation Intervention: Microcosm Group; Large Group Intervention: Open -Systems Method, and Open-Space Method(in brief)	
<b>(b) Techno Structural Interventions</b>	
Restructuring Organization: Structural Design: Functional structures, Divisional structure - Product structure, Geographic and Market structure, Metrics structure, Network structure, Boundary less organization; (in brief)	
<b>(c) Human Resource Management Interventions</b>	
Overview of Performance Management Interventions: Performance Management Model, Goal Setting, Performance Appraisal Process, Reward Systems. (in brief)	
<b>Skill Developments Activities:</b>	
<ul style="list-style-type: none"> <li>• Two cases on the above syllabus should be analyzed and record in the skill development</li> <li>• Draw Blake and Mouton managerial grid</li> <li>• List the determinants of personality</li> </ul>	

**Text Books:**

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. Robbins, Organizational Behaviour, International Book House.
3. K. Aswathappa, Organizational Behaviour, HPH.
4. Appanniah and, Management and Behavioural Process, HPH
5. Sharma R.K and Gupta S.K, Management and Behaviour Process, Kalyani Publishers.

<b>Name of the Program: BBA</b>		
<b>Course Code: BBA 3.3</b>		
<b>Name of the Course: Statistics for Business Decisions</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
<ul style="list-style-type: none"> <li>• To understand the requirements of statistical framework</li> <li>• To construct and visualize the data.</li> <li>• To determine the data adequacy for analysis.</li> <li>• To Review the data by using various tools.</li> <li>• To understand and analyze the impact of probability.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO STATISTICS</b>		<b>12</b>
Introduction – Meaning, Functions and Uses of Statistics; Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). Classification: Meaning, and Methods of Classification of Data, Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation; Diagrammatic Presentation: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram.		
<b>Module No. 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION</b>		<b>14</b>
Measures of Central Tendency: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode.		
Measures of Dispersion: Absolute and Relative measures of Range, Quartile deviation, Standard Deviation in Individual, Discrete and Continuous Series – Problems		
Measures of Skewness: Calculation of Karl Pearson’s (Uni-modal) and Bowley’s Co-efficient of Skewness		
<b>Module No. 3: CORRELATION AND REGRESSION ANALYSIS</b>		<b>10</b>

**Correlation Analysis** - Meaning, Types of Correlation, Calculation of Karl Pearson's Coefficient of Correlation, Computation of Probable Error, Spearman's Rank Coefficient of correlation-problems. Regression Analysis – Concept of Regression, Regression equations- Problems.

**TIME SERIES ANALYSIS:** Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where  $\Sigma X=0$  only), calculation and estimation of trend values.

**Module No. 4: TIME SERIES ANALYSIS**

**10**

Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where  $\Sigma X=0$  only), calculation and estimation of trend values.

**Module No. 5: INDEX NUMBERS**

**10**

Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method (Laspeyres, Paashes, Marshal - Edgeworth and Fishers Ideal Index number). Tests of Adequacy (Unit test, TRT, FRT, Circular test). Consumer Price Index number

**Skill Developments Activities:**

- a) Data Visualization practical session Using Tableau/Power BI.
- b) Execute Average, Variance, Standard Deviation, CV, Covariance using Excel.
- c) Execute and Analyse Regression Model using Excel,
- d) Practical session on Time series models using GRETL
- e) Collect past years' Indian consumer price index data (as of the current base year) and analyse its impact on any macroeconomic indicator.

**Text Books:**

1. S P Gupta: Statistical Methods- Sultan Chand
2. Dr. B N Gupta: Statistics, Sahithya Bhavan
3. S.C Gupta: Business Statistics, HPH
4. Elhance: Statistical Methods, Kitab Mahal
5. Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH
6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand

<b>Name of the Program: BBA</b>		
<b>Course Code: BBA 3.5</b>		
<b>Name of the Course: Social Media Marketing (OEC)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>42 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate:</b>		
<ul style="list-style-type: none"> <li>• Define social media marketing goal setting for successful online campaigns.</li> <li>• Analyze the effective social media marketing strategies for various types of industries and businesses.</li> <li>• Design social media content and create strategies to optimize the content's reach to the target audience.</li> <li>• Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.</li> <li>• Design a suitable social media campaign for the business goals.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Social Media Introduction</b>		<b>08</b>
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.		
<b>Module No. 2: Facebook -Instagram marketing</b>		<b>10</b>
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.		
<b>Module No. 3: Twitter Marketing</b>		<b>08</b>
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.		
<b>Module No. 4: YouTube marketing</b>		<b>08</b>

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

**Module No. 5: Search Engine Optimization-Recent trends and challenges**

**08**

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

**Skill Developments Activities:**

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

**Text Books:**

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

<b>Name of the Program: BBA</b> <b>Course Code: BBA 3.5</b> <b>Name of the Course: Rural Marketing (OEC)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>42 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b> <ul style="list-style-type: none"> <li>• Describe the importance and application of various concepts of rural marketing.</li> <li>• demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behavior.</li> <li>• Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.</li> <li>• Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.</li> <li>• Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Rural Marketing</b>		<b>08</b>
Nature and scope of rural marketing, rural vs urban markets, concepts and classification of rural markets, rural marketing environment: rural population, occupation pattern, income generation, location of the rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities.		
<b>Module No. 2: Rural Consumer Behavior</b>		<b>08</b>
Consumer buying behavior in rural markets, factors affecting consumer behaviour, rural consumer buying process, the rise of rural consumerism. Market segmentation – Bases for segmenting rural consumer markets.		
<b>Module No. 3: Rural Product and Pricing Strategy</b>		<b>08</b>
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.		

<b>Module No. 4: Rural Distribution and Communication Strategy</b>	<b>08</b>
<p>Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models- FMCG companies, durable companies, Service organizations, emerging distribution models.</p> <p>Rural communication strategy, challenges in rural Communication, creating promotion mix for rural audiences: advertisement, sales promotion, publicity.</p>	
<b>Module No. 5: Regulations and Recent Trends in Rural Marketing</b>	<b>10</b>
<p>Regulated market, Regulated Market in India, Future of Regulated Markets in India, Role of Govt in Developing rural marketing, Public Distribution Systems (PDS), Food Corporation of India, Self Help Groups (SHG's). Agricultural Credit Policy, Digitalizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing and Corporate farming.</p>	
<p><b>Skill Developments Activities:</b></p> <ol style="list-style-type: none"> <li>a) Prepare a Product life cycle for a Rural product</li> <li>b) Select a Rural Product and conduct a Consumer Satisfaction Survey</li> <li>c) Prepare an advertisement copy for a rural product</li> <li>d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.</li> </ol>	
<p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. Debarun Chakraborty and Soumya Kanti Dhara, et al. ( 2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd</li> <li>2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford &amp; IBH Publishing Co Pvt Ltd.</li> <li>3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.</li> <li>4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.</li> <li>5. T.P. Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.</li> </ol>	



<p style="text-align: center;"><b>Name of the Program: BBA</b></p> <p style="text-align: center;"><b>Course Code: BBA 4.1</b></p> <p style="text-align: center;"><b>Name of the Course: MANAGEMENT ACCOUNTING</b></p>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<p><b>Course Outcomes: On successful completion of the course, the Students will demonstrate:</b></p> <ul style="list-style-type: none"> <li>• Able to understand the concept of Management Accounting.</li> <li>• To Understand and recall ratios and apply the same on given case.</li> <li>• To construct cash flow statement.</li> <li>• Should be able to apply Marginal cost ratios to make business decisions.</li> <li>• Student should be able to analyze business problems through applications.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MANAGEMENT ACCOUNTING</b>		<b>8</b>
Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management Accounting.		
<b>Module No. 2: RATIO ANALYSIS</b>		<b>14</b>
Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.		
<b>Module No. 3: CASH FLOW ANALYSIS</b>		<b>12</b>
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Differences between Cash Flow Statement and Fund Flow Statement – Provisions of Ind. AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS- 7		
<b>Module No. 4: MARGINAL COSTING</b>		<b>12</b>

Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses- problems.

Decision Making-Make or Buy, -problems on decision making.

**Module No. 5: STANDARD COSTING**

**10**

Historical costing - Introduction – Meaning & Definition of Standard Cost and Standard Costing - Advantages & Disadvantages of Standard Costing –preliminaries in establishing system of standard costing – Variance Analysis – Material Variance, Labour Variance and Overheads Variance – Problems on Material Variances and Labor Variances only.

**Skill Developments Activities:**

- Collect the financial statement of a company and calculate important ratios.
- Collect the annual report of a company and prepare a cash flow statement.
- Prepare a Break-even-chart with imaginary figures.
- Prepare a flexible budget using imaginary figures of at least three levels.
- Draft the chart of various total cost variances.

**Text Books:**

1. Dr. S.N. Maheswari, Management Accounting, Mahavir Publications
2. T.S.Sexana, Advanced Cost and Management Accounting, Sultan Chand
3. Sudhindra Bhat, Management Accounting, Excel Books.
4. Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications.
5. B.S. Raman, Management Accounting, United Publishers.
6. Sharma and Gupta, Management Accounting, Kalyani Publishers.
7. M Muniraju & K Ramachandra, Management Accounting, HPH
8. PN Reddy & Appanaiah, Essentials of Management Accounting, HPH.

<b>Name of the Program: BBA</b>		
<b>Course Code: BBA 4.2</b>		
<b>Name of the Course: Business Analytics</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
<ul style="list-style-type: none"> <li>• Able to understand Data Types and storage of Data.</li> <li>• To understand types of analytics and data models.</li> <li>• To demonstrate visualization of data.</li> <li>• To recall the data mining and processing of data.</li> <li>• Able to understand concepts of different analytics model.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO BUSINESS ANALYTICS</b>		<b>12</b>
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.		
<b>Module No. 2: ROLE OF DATA IN THE ORGANIZATION</b>		<b>10</b>
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.		
<b>Module No. 3: TOOLS USED FOR DATA ANALYTICS</b>		<b>12</b>
Introduction to data analytics software – Types of data analytics software – open source and proprietary software.		
<b>Lab sessions:</b>		
R, JAMOVI, GRETL, Python: Installation of software –Installation of packages / library - Importing of data – Saving of data – Run descriptive Statistics – Interpret result – plotting of charts – inferences of chart. (Using all the four specified softwares).		
<b>Module No. 4: DATABASE ORIENTATION</b>		<b>12</b>

Database definition, types of structures, DBMs, RDBMS, Relational Database Language , Introduction to SQL, Features of SQL, SQL Languages, DDL commands - Create, Add, Drop, Constraints in SQL, DML Commands – Insert, Delete, Update, Data Query Language – Where clause, Order by, Group by, DCL commands – Grant, Revoke, TCL Commands – Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra.

**Module No. 5: DATA VISUALIZATION USING TABLEAU (PUBLIC VERSION)**

**10**

Introduction to Dimensions and measures, Types of Charts, (Pie Chart, Column Chart, Line Chart, Bar Chart, Area Chart, Scatter Chart, Bubble Chart, Stock Chart), Basic understanding in dashboard and storyboard. (Explain using practical examples and students executes the examples using tableau.)

**Skill Developments Activities:**

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

**Text Books:**

1. Business Analytics: Text and Cases, Tanushri Banerjee, Arvindram Banerjee, Publisher: Sage Publication
2. Business Analytics, U Dinesh Kumar, Publication: Wiley
3. Business Analytics, R. Evans James, Publisher: Pearson
4. Fundamental of Business Analytics, Seema Acharya R N Prasad, Publisher: Wiley
5. Business Analytics: Data Analysis and Decision Making, Albright and Winston published by Cengage Learning.
6. Swain Scheps, Business Intelligence for Dummies.
7. Rick Sherman, Business Intelligence Guidebook: From Data Integration to Analytics

8. Cindi Howson. Successful Business Intelligence, Second Edition: Unlock the Value of BI & Big Data

9. Seema Acharya R N Prasad, Fundamentals of Business Analytics, 2ed, Wiley

<b>Name of the Program: BBA</b>		
<b>Course Code: BBA 4.2</b>		
<b>Name of the Course: Financial Markets &amp; Services</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b>		
<ul style="list-style-type: none"> <li>• To able to recall concepts of financial system.</li> <li>• Able to differentiate the roles of financial institutions.</li> <li>• Able understand concept of financial services.</li> <li>• To understand the trading process of Instruments.</li> <li>• Able to Summarize the concept of stock market.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: OVERVIEW OF FINANCIAL SYSTEM</b>		10
Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.		
<b>Module No. 2: FINANCIAL INSTITUTIONS</b>		14
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.		
<b>Module No. 3: FINANCIAL SERVICES</b>		12
Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating.		
<b>Module No. 4: FINANCIAL MARKETS AND INSTRUMENTS</b>		10
Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.		

<b>Module No. 5: STOCK MARKETS</b>	10
Introduction - Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI.	
<b>Skill Developments Activities:</b> <ul style="list-style-type: none"> <li>• Visit any financial institution and prepare a report regarding its structure, functions and performance.</li> <li>• Analyze the ratings given by any credit rating agency, for at least 5 companies.</li> <li>• Conduct a mock stock-trading session and record the outcome.</li> <li>• Identify a company of your choice and record its share prices for one month.</li> </ul>	
<b>Text Books:</b> <ol style="list-style-type: none"> <li>1. L.M. Bhole, Financial Institutions &amp; Markets, McGraw Hill</li> <li>2. Khan, M.Y, Indian Financial System, McGraw Hill</li> <li>3. Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition</li> <li>4. Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth and Innovations, McGraw Hill</li> <li>5. Guruswamy, S., Financial Services and System, McGraw Hill</li> <li>6. Edminister. R.O, Financial Institutions, Markets &amp; Management, McGraw Hill</li> <li>7. Khan. M.Y, Indian Financial System, Vikas Pub. House</li> <li>8. H.R Machiraju, Indian Financial System, Vikas Pub. House</li> <li>9. E.Gorden &amp; K. Nataraj, Financial Markets and Services, HPH</li> </ol>	

**Name of the Program: BBA**

**Course Code: BBA 4.3**

**Name of the Course: FINANCIAL MANAGEMENT**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>

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

- To identify the goals of financial management.
- To appraise the concepts of time value of money.
- To understand the different models of dividend policy.
- Able to analyze the business problem related to investments.
- Able to appraise the working capital requirements in an organization.

**Syllabus:**

<b>Module No. 1: INTRODUCTION TO FINANCIAL MANAGEMENT</b>	<b>Hours</b>
Introduction – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management – Goals of Financial Management, Financial Decisions, Role of a Financial Manager; Financial Planning – Steps in Financial Planning, Principles of Sound Financial Planning, Factors influencing a Sound Financial Plan	<b>12</b>
<b>Module No. 2: TIME VALUE OF MONEY</b>	
Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period; Concept of Valuation -- Valuation of Bonds, Debentures and Shares (Simple Problems)	<b>12</b>
<b>Module No. 3: FINANCING &amp; DIVIDEND DECISIONS</b>	
Financing Decision: Sources of Long-Term Finance -- Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems Dividend Decision: Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)	<b>12</b>



<b>Module No. 4: INVESTMENT DECISION</b>	
Meaning and Scope of Capital Budgeting, Features & Significance, Techniques --Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)	<b>10</b>
<b>Module No. 5: WORKING CAPITAL MANAGEMENT</b>	
Working Capital -- Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)	<b>10</b>
<b>Skill Developments Activities:</b>	
<ul style="list-style-type: none"> <li>• Calculate Equated Installment and prepare Loan Repayment schedule for the loan borrowed by your family / friend.</li> <li>• Identify the capital budgeting and capital structure practices followed in any firm/company of your choice (using primary/secondary data)</li> <li>• Visit a business entity and estimate working capital requirement for the entity.</li> <li>• Develop spreadsheet models for different components of time value of money and capital budgeting.</li> </ul>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1. I M Pandey, Financial Management. Vikas Publication.</li> <li>2. Prasanna Chandra, Financial Management, TMH</li> <li>3. S N Maheshwari, Financial Management, Sultan Chand</li> <li>4. Khan and Jain, Financial Management, TMH</li> <li>5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India</li> <li>6. Dr. Aswathanarayana.T ,Financial Management, VBH</li> </ol>	

7.	K. Venkataramana, Financial Management, SHBP
8.	G. Sudarshan Reddy, Financial Management, HPH
9.	Sharma and Shashi Gupta, Financial Management, Kalyani Publication

<b>Name of the Program: BBA</b>		
<b>Course Code: BBA 4.6</b>		
<b>Name of the Course: Business Leadership Skills (OEC)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>42 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will Demonstrate</b>		
<ul style="list-style-type: none"> <li>⊙ To make students understand the significance of leadership skills for effective peoplemanagement</li> <li>⊙ To increase the comprehension of leadership through various leadership theories</li> <li>⊙ To make students understand different leadership styles, types, patterns and functions</li> <li>⊙ To introduce various leadership approaches for effective management of people</li> <li>⊙ To make students aware of recent trends in the area of business leadership</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO BUSINESS LEADERSHIP</b>		10
Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.		

<b>Module No. 2: LEADERSHIP FROM MANAGERIAL PERSPECTIVE</b>	12
Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership;	
<b>Module No. 3: LEADERSHIP FROM THEORETICAL PERSPECTIVE</b>	8
Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Likert's Management System; Fielder's contingency model, Blake and Mouton's Managerial Grid.	
<b>Module No. 4: LEADERSHIP FROM AN OPERATIONAL PERSPECTIVE</b>	6
<b>Leadership styles:</b> a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership;	
<b>Module No. 5: LEADERSHIP STRATEGIES</b>	6
Leadership Strategies a) leading from the front, b) supporting leadership, c) interactive leadership. Group conflict, leader's role in managing group conflict; challenges in leadership; change management.	
<b>Skill Developments Activities:</b>	
<ul style="list-style-type: none"> <li>⊙ Collect information about the real time corporate leaders with different leadership styles &amp; discuss their leadership styles and traits in the class room.</li> <li>⊙ Present the students with a workplace problem, and have each student participant write down what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in the class.</li> <li>⊙ Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their</li> </ul>	

effectiveness in managing conflicts and how did they manage the crisis situations and so on.

**Text Books:**

1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications.
2. Stephen, R. P. (1988). Organizational Behaviour - Concepts, controversies and Applications. New Delhi: Printice Hall of India Ltd.
3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya Publishing House.
4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.). Bangalore: Himalay Publishing House.

<b>Name of the Program: BBA</b> <b>Course Code: BBA 4.6</b> <b>Name of the Course: Personal Wealth Management</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>42 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, and Problem Solving.		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life</li> <li>• Identify the Real Estate Investment Routes and understand the tax planning that minimises tax burden</li> <li>• Select and Apply the Asset Allocation strategies to balance between Risk and Return</li> <li>• Analyse the Retirement Planning Benefits and retirement strategies to provide regular income for life.</li> <li>• Understand the basic principles and importance various insurance policies</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Wealth Management and Financial Planning</b>		<b>08</b>
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.		
<b>Module No. 2: Estate Planning and Tax Planning</b>		<b>08</b>
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.		
<b>Module No. 3: Asset Allocation Strategies</b>		<b>08</b>
<b>Asset allocation Strategies</b> -Asset allocation Decision, Equity portfolio strategies - Active Vs Passive, Management strategies, Value Vs growth investing, -Tactical, Fixed & Flexible. <b>Portfolio Management Strategies</b> - Indexing - Active - interest rate anticipation, Valuation analysis, Credit		

analysis, Yield spread analysis and Bond swaps - Allocation to Speculation, Diversification in Perspective.

**Module No. 4: Retirement Planning and Employee Benefits**

**10**

Introduction to Retirement Planning - Types of Retirement Plans - Defined Benefit and Defined Contribution plan, Superannuation Fund and other retirement plans, Pre and Post Retirement Planning Strategies – ESOP and ESPP.

**Module No. 5: Insurance Products in Wealth Management**

**08**

Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance - Group Life and Health Insurance; Types of Life Insurance Policies, Types of General Insurance Policies, Health Insurance and Group Insurance Policy – Risk Management through Insurance.

**Skill Developments Activities:**

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

**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	3+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	3+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	4
37	BBA5.7	Cyber Security / Employability skills	SEC – VB	1+0+2	30	20	50	2
<b>SUB TOTAL (E)</b>					390	260	650	24

**ELECTIVE GROUPS AND COURSES:**

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

**Note: Students have to choose Two Electives in V Semester and Continue with the same Elective combinations in VI Semester.**

## SEMESTER – VI

SL No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
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+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2 \RM2\LSCM2)	DSE	3+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 Anyone to be chosen	2+0+2	60	40	100	4
44	BBA6.7	Internship	I-1	4 weeks	-	50	50	2
<b>SUB TOTAL (F)</b>					<b>360</b>	<b>290</b>	<b>650</b>	<b>24</b>

### ELECTIVE GROUPS AND COURSES:

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	Human Resources Development	Marketing Analytics	Retail Operations Management	Sourcing for Logistics and Supply Chain Management

#### A. INTERNSHIP WITH BUSINESS ORGANIZATION

## Objectives:

- To enhance the classroom learning



- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to a professional context.

**Guidelines to the institution:**

1. Each student will have to work in a Business Organization for at least 4 weeks after their FifthSemester Examination.
2. The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in the internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report contains details of the organization, nature of business, and a write up on the learning outcome from the internship carried out by them.

**Marks Allocation:**

- 30 Marks for the Internship Report and 20 Marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panelof examiners and identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VISemester.

**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.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA5.1 <b>Name of the Course: Production and Operations Management</b>		
Course Credits	No. of hours perweek	Total No. of Teaching hours
4 Credits	4 hours	56 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>a) Understand ever growing importance of Production and Operations Management in uncertainbusiness environment.</li> <li>b) Gain an in-depth understanding of Plant Location and Layout</li> <li>c) Appreciate the unique challenges faced by firms in Inventory Management.</li> <li>d) Understand the subject as to Production Planning and Control.</li> <li>e) Develop skills to operate competitively in the current business scenario.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No.1: Introduction to Production and Operations Management</b>		<b>12</b>
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		
<b>Module No. 2: Plant Location and layout</b>		<b>10</b>
Meaning and definition –Factors affecting location, Theory and practices, Cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization ofphysicalfacilities – Building, Sanitation, Lighting, Air Conditioning and Safety.		
<b>Module No.3: Production Planning and Control</b>		<b>12</b>
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of ProductionPlanning & Control, Factors Affecting Production Planning and Control, Role of Production Planning and Control in Manufacturing Industry.		
<b>Module No. 4: Inventory Management</b>		<b>12</b>
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory ControlPolicy. Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.		
<b>Module 5: Maintenance and Waste Management</b>		<b>10</b>
Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning andcontrol, 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 stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout
3. Describe the Functions of Quality Circles in an industry
4. List out the Functions of Inventory Management in an organization.

**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.**

<b>Name of The Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA5.2 <b>Name of the Course: Income Tax - I</b>		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc..		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Comprehend the procedure for computation of Total Income and tax liability of an individual.</li> <li>b) Understand the provisions for determining the residential status of an Individual.</li> <li>c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.</li> <li>d) Compute the income house property for different categories of house property.</li> <li>e) Comprehend TDS &amp; advances tax Ruling and identify the various deductions under section 80.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module-1: Basic Concepts of Income Tax</b>		<b>12</b>
Introduction – Meaning of tax-, types of taxes, canons 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 an individual under section 10.		
<b>Module -2: Residential Status and Incidence of Tax</b>		<b>10</b>
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.		
<b>Module- 3: Income from Salary</b>		<b>16</b>
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 and Problems on Computation of Taxable Salary.		
<b>Module -4: Income from House Property</b>		<b>10</b>
Introduction - Basis for charge - Deemed owners -House property incomes exempt from tax, composite rent and unrealized rent. Annual Value – Determination of Annual Value - Deductions from Annual Value - Problems on Computation of Income from House Property.		

<b>Module No.-5: Tax Deduction at Sources &amp; Advance Tax Ruling</b>	<b>08</b>
<p>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 - Installment of advance tax and due dates.</p> <p><b>Deductions</b> under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U as applicable to individuals under old regime.(Individuals only).</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Prepare a slab rates chart for different Individual assesses.</li> <li>2. Visit any Chartered Accountant office Collect and record the procedureinvolved in filing the Income tax returns of an Individual.</li> <li>3. List out any 10 Incomes exempt from tax of an Individual.</li> <li>4. Prepare the list of perquisites received by an employee in an organization.</li> <li>5. Identify and collect various enclosures pertaining to Income tax returns of anindividual.</li> <li>6. Any other activities, which are relevant to the course.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.</li> <li>2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.</li> <li>3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications,Ludhiana.</li> <li>4. Bhagawathi Prasad, Direct Taxes.</li> <li>5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. NewDelhi.s</li> <li>6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.</li> </ol> <p><b>Note: Latest edition of text books may be used.</b></p>	

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 5.3 <b>Name of the Course: Banking Law and Practice</b>		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the legal aspects of banker and customer relationship.</li> <li>b) Open the different types of accounts.</li> <li>c) Describe the various operations of banks.</li> <li>d) Understand the different types of crossing of cheques and endorsement.</li> <li>e) Understanding of different types of E-payments.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Banker and Customer</b>		<b>16</b>
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.		
<b>Module No. 2: Banking Operations.</b>		<b>08</b>
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.		
<b>Module No. 3: Paying Banker</b>		<b>12</b>
Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.		
<b>Module No. 4: Lending Operations</b>		<b>12</b>
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.		
<b>Module No. 5: Banking Innovations</b>		<b>8</b>
New technology in Banking – E-services – plastic cards. Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI, AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.		

**Skill Development Activities:**

1. Collect and paste pay in slip for SB A/c and Current a/c.
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"><b>Name of the Program: Bachelor of Business Administration (BBA)Finance Elective Course Code: FN1 Name of the Course: Advanced Corporate Financial Management</b></p>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 hours	45 hours
<p><b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies &amp; field work etc.,</p>		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>Understand and determine the overall cost of capital.</li> <li>Comprehend the different advanced capital budgeting techniques.</li> <li>Understand the importance of dividend decisions and dividend theories.</li> <li>Evaluate mergers and acquisition.</li> <li>Enable the ethical and governance issues in financial management.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Cost of Capital and Capital Structure Theories</b>		<b>10</b>
<p><b>Cost of Capital:</b> Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.  <b>Theories of capital structures:</b> The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.</p>		
<b>Module No. 2: Risk Analysis in Capital Budgeting</b>		<b>10</b>
<p>Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Probability Approach - Standard Deviation and Co-efficient of Variation – Problems.</p>		
<b>Module No. 3: Dividend Decision &amp; Theories of Dividend.</b>		<b>10</b>
<p>Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.</p>		
<b>Module No. 4: Mergers and Acquisitions</b>		<b>10</b>
<p>Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - 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.</p>		
<b>Module No. 5: Ethical and Governance Issues</b>		<b>05</b>
<p>Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.</p>		

**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

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Marketing</b> <b>Elective Course</b> <b>Code: MK 1</b> <b>Name of the Course: Consumer Behaviour</b>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to:		
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.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module -1: Introduction to Consumer Behaviour</b>		<b>10</b>
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.		
<b>Module -2: Individual Determinants of Consumer Behaviour</b>		<b>08</b>
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.		
<b>Module-3: Environmental Determinants of Consumer Behaviour</b>		<b>12</b>
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.		
<b>Module - 4: Consumer's Decision-Making Process</b>		<b>09</b>
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.		

<b>Module -5:Consumer Satisfaction &amp; Consumerism</b>	<b>06</b>
<p>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.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Collect information on behaviour of consumers at an unorganized retailOutlets.</li> <li>2. prepare a questionnaire to conduct consumer survey to assets the importantfactor motivates their purchase like mobile, shoes, bags,etc</li> <li>3. Collect and record feedback on customer satisfaction online shoeing</li> <li>4. Write a report on the marketing problem faced by an organization of yourchoice.</li> <li>5. Visit any three local restaurants and assess how each attracts clients indifferent stages of the family life cycle.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Leon. G. Schiffman &amp; Leslve Lazer Kanuk; Consumer behaviour; 6thEdition; PHI, New Delhi, 2000.</li> <li>2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition,Himalaya Publishing House, Mumbai, 2003.</li> <li>3. Batra/Kazmi; Consumer Behaviour.</li> <li>4. David. L. Loudon &amp; Albert J. Bitta; Consumer Behaviour; 4th Edition,Mcgraw Hill, Inc; New Delhi,1993.</li> <li>5. K. Venkatramana, Consumer Behaviour, SHBP.</li> <li>6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P)Ltd, Thomson learning, 6th Edition; 2001.</li> <li>7. Jay D. Lindquist &amp; M. Joseph Sirgy, Shopper, Buyer and ConsumerBehaviour, 2003.</li> <li>8. Blackwell; Consumer Behaviour, 2nd Edition.</li> <li>9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.</li> <li>10. Sontakki; Consumer Behaviour, HPH.</li> <li>11. Schiffman; Consumer Behaviour, Pearson Education.</li> </ol>	

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Human Resource</b> <b>Elective Course Code:</b> <b>HRM1</b> <b>Name of the Course: Compensation and Performance Management</b>		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	45 HOURS
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the concepts of Compensation management.</li> <li>b) Describe job evaluation and its methods.</li> <li>c) Evaluate the different methods of wages.</li> <li>d) Describe performance management and methods of performance management.</li> <li>e) Preparation of Payroll.</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to Compensation Management</b>		<b>10</b>
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. Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation as Retention Strategy, Compensation Issues. Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies, Compensation Policies.		
<b>Module No. 2: Job Evaluation</b>		<b>06</b>
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), Position Evaluation Statements.		
<b>Module No. 3: Wage and Salary Administration</b>		<b>10</b>
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 - Preparation of Pay Roll		

<b>Module No. 4: Performance Management</b>	<b>12</b>
Evolution of Performance Management, Definitions of Performance Management, Importance of Performance Management, Aims and Purpose of 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.	
<b>Module No. 5: Issues In Performance Management</b>	<b>07</b>
Team Performance Management, Performance Management and Learning Organizations, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay - Linking Performance to Total Reward, Challenges of Linking Performance and Reward.	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. List the various components of total compensation in Multinational Companies.</li> <li>2. Construct a questionnaire for a salary survey on nurses.</li> <li>3. Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company.</li> <li>4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education</li> <li>2. Michael Armstrong &amp; Helen Murlis: Hand Book of Reward Management – Crust Publishing House.</li> <li>3. Milkovich &amp; Newman, Compensation, Tata McGraw Hill</li> <li>4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education</li> <li>5. Thomas. P. Plannery, David. A. Hofrichter &amp; Paul. E. Platten: People, Performance &amp; Pay – Free Press.</li> <li>6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.</li> <li>7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.</li> <li>8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep &amp; Deep, New Delhi.</li> <li>9. BD Singh, Compensation &amp; Reward Management, Excel Books</li> <li>10. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi.</li> <li>11. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2 nd Edition, 2008, PHI, New Delhi.</li> <li>12. Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai.</li> </ol>	

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

**DATA ANALYTICS**

**Course Code: DA 1**

**Name of the Course: Financial Analytics**

Course Credits	No. of hours per week	Total No. of Teaching hours
3 credits	3 hours	45 hours

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.

**Course Outcomes:** On successful completion student will demonstrate:

- 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.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction to Financial Analytics</b>	<b>08</b>
Introduction: Meaning-Importance of Financial Analytics uses-Features-Documents used in FinancialAnalytics: Time value of money – Discounted and Non-discounted (computation using Excel).	
<b>Module No. 2: Access to Financial Data Using Latest Technology</b>	<b>07</b>
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).	
<b>Module No. 3: Introduction to Time Series Modeling</b>	<b>10</b>
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 logarithmreturns) (using Excel).	
<b>Module No. 4: Introduction to Python</b>	<b>10</b>
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.	
<b>Module No. 5: Python for Finance</b>	<b>10</b>
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 hil pisces
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,Pavel Ryzhov,PACKT



<b>Name of the Program: Bachelor of Business Administration (BBA)</b> <b>Retail</b> <b>Management</b> <b>Course Code: RM 1</b> <b>Name of the Course: Fundamentals of Retail</b> <b>Management</b>		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
<b>Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes: On successful completion student will demonstrate:</b> <ol style="list-style-type: none"> <li>a) Understand the Retail Business.</li> <li>b) Understand the business operations in Retailing.</li> <li>c) Formulate the retail strategies of Retail Business.</li> <li>d) Apply the Retailing principles and theories.</li> <li>e) Explore the career opportunities in the Retail sector.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module -1: Introduction to Retail Business</b>		<b>10</b>
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.		
<b>Module -2: Consumer Behaviour in Retail Business</b>		<b>08</b>
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.		
<b>Module- 3: Retail Organization and Functional Management</b>		<b>08</b>
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.		
<b>Module -4: Retail Marketing Mix</b>		<b>12</b>

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.

<b>Module- 5: Impact of Information Technology in Retailing</b>	<b>07</b>
<p>Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking - EDI - Bar coding - Electronic article surveillance - Electronic shelf labels - customer database management system. Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>a) Draw a retail life cycle chart and list the stages.</li> <li>b) Draw a chart showing store operations.</li> <li>c) List out the major functions of a store manager diagrammatically.</li> <li>d) List out the current trends in e-retailing</li> <li>e) List out the Factors Influencing in the location of a New Retail outlet.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Suja Nair; Retail Management, HPH</li> <li>2. Karthic - Retail Management, HPH</li> <li>3. S.K. Poddar &amp; others - Retail Management, HPH.</li> <li>4. R.S. Tiwari ; Retail Management, HPH 18</li> <li>5. Barry Berman and Joel Evans: "Retail Management - A Strategic Approach", 8th edition, PHI/02</li> <li>6. A.J. Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, New Delhi, 2003.</li> <li>7. Swapna Pradhan : Retailing Management, 2/e, 2007 &amp; 2008, TMH</li> <li>8. James R. Ogden &amp; Denise T.: Integrated Retail Management</li> <li>9. A Sivakumar : Retail Marketing , Excel Books</li> <li>10. Ogden : Biztantra, 2007</li> <li>11. Levy &amp; Weitz : Retail Management - TMH 5th Edition 2002</li> <li>12. Rosemary Varley, Mohammed Rafiq-: Retail Management</li> <li>13. Chetan Bajaj: Retail Management - Oxford Publication.</li> <li>14. Uniyal &amp; Sinha : Retail Management - Oxford Publications.</li> <li>15. Araif Sakh ; Retail Management</li> </ol>	

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Logistic and Supply Chain Management Course Code: LSCM 1</b> <b>NAME OF THE COURSE: Freight Transport Management</b>		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the different functions of Commercial transport.</li> <li>b) Analyse pricing and pricing strategy.</li> <li>c) Understand transport administration.</li> <li>d) Understand of transport and export documentations.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module 1: Transport Function</b>		<b>10</b>
<b>Transport functionality</b> - 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; <b>Modes of Transport</b> - Rail, Water, Pipeline, Air, Motor Carriers.		
<b>Module 2: Transport Economics</b>		<b>09</b>
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.		
<b>Module 3: Transport Administration</b>		<b>08</b>
Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.		
<b>Module 4: Transport Documentation</b>		<b>10</b>
<b>Transport documents:</b> 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. <b>Export documents:</b> BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEI, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper's letter of instruction.		
<b>Module 5: Pricing</b>		<b>08</b>

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- Theintegrated 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.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b> BBA 5.6 (A) Vocational <b>Name of the Course:</b> Information Technology for Business		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion Student will demonstrate ;</b>		
<ul style="list-style-type: none"> <li>a) Understand the fundamentals of information technology</li> <li>b) Understand usage of information technology in business.</li> <li>c) Learn core concepts of computing and modern systems</li> <li>d) Applications of Excel and SQL.</li> <li>e) Awareness about latest information.</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module No. 1: Information Technology and Information System</b>		<b>10</b>
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.		
<b>Module No. 2: Subsystems of Information System</b>		<b>12</b>
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.		
<b>Module No. 3: Database Management System</b>		<b>14</b>
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.		
<b>Module No. 4: Microsoft Excel in Business</b>		<b>14</b>
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. <b>Logical Functions:</b> IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.		
<b>Module No. 5: Recent Trends in IT</b>		<b>05</b>
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 Digitalfirm", 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 ModernManagement", PHI, 1994.
8. Introduction to Database Systems, CJ Date, Pearson
9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGrawHill 3rd Edition.
10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J WidomPearson
11. Database Systems design, Implementation, and Management, Peter Rob & CarlosCoronel 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 (EnglishEdition) by Lokesh Lalwani
16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston(Author)



<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 5.6 (B) <b>Name of the Course: Digital Marketing</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>(2+0+2) 4 Hrs</b>	<b>45 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will be able to</b> <ol style="list-style-type: none"> <li>a) Gain knowledge on Digital Marketing and strategies.</li> <li>b) Gain knowledge on Email marketing and Content marketing.</li> <li>c) Gain knowledge on Social Media Marketing and Web Analytics.</li> <li>d) Gain knowledge on YouTube Advertising &amp; Conversions.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Digital Marketing</b>		<b>08</b>
Introduction, Overview of digital marketing, Evolution of digital marketing, Importance and benefits of digital marketing, Digital marketing channels and platforms. Digital Marketing Strategy and Planning: Developing a digital marketing strategy, Setting goals and objectives, Budgeting and resource allocation. Campaign planning and execution, Monitoring and adjusting digital marketing campaigns.		
<b>Module No. 2: Email and Content Marketing:</b>		<b>09</b>
Introduction to email marketing, Building an email list, Creating effective email campaigns, Email automation and segmentation, Email marketing metrics and analytics. Content Marketing: Understanding content marketing, Content strategy and planning, Content creation and distribution, Content promotion and amplification, Content marketing metrics and analytics.		
<b>Module No. 3: Social Media Marketing (SMM)</b>		<b>09</b>
Social Media Marketing: Overview of social media marketing, Social media platforms and their features, Creating and optimizing social media profiles, Social media content strategy, Social media advertising and analytics. Mobile Marketing: Mobile marketing overview, Mobile advertising strategies, Mobile app marketing, Location-based marketing, Mobile marketing analytics.		
<b>Module No. 4: Web Analytics</b>		<b>11</b>
Analytics and Reporting: Importance of analytics in digital marketing, Setting up web analytics tools (e.g., Google Analytics), Tracking and measuring key performance indicators (KPIs), Conversion tracking and optimization, Reporting and data visualization		
<b>Module No. 5: YouTube Advertising (Video Ads) and conversion</b>		<b>08</b>
YouTube Advertising (Video Ads): YouTube advertising, its usages, Creating YouTube campaigns Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance. Conversions: Understanding Conversion Tracking Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions Analyzing conversion data, Conversion optimizer.		

**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
5. "Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising" by Daniel Rowles

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

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 5.7 SEC-VB <b>Name of the Course:</b> Employability Skills		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs</b>	<b>45 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Have the information on various vacancies notified by Central and State Government authorities as well as Private organizations.</li> <li>Solve the problems on quantitative aptitude, logical reasoning and analytical ability.</li> <li>Demonstrate the basic computer skills like MS word, MS excel, MS PPTs. Email etiquettes Etc.,</li> <li>Exhibit the communication and leadership skills.</li> <li>Conduct self SWOC analysis and set his career goals.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module 1: Competitive Examinations</b>		<b>06</b>
<b>Central Government Examinations:</b> UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts. <b>Karnataka State Government Examinations:</b> KPSC, KEA, KSPEB. Eligibility criteria for various examinations. Common Examination pattern. <b>Private Organizations:</b> Access vacancies from Naukari.com; Indeed.com; shine.com; linkedin.com etc., <b>Practical:</b> Explore various vacancies notified by the above-stated authorities.		
<b>Module 2: Quantitative aptitude, logical reasoning, and analytical ability</b>		<b>12</b>
<b>Quantitative aptitude:</b> Percentage, Profit or loss calculation, Time and work, Speed and Distance, Ratio and proportion. ( Simple problems) <b>Logical Reasoning:</b> Coding and Decoding, Blood Relations, Directions, and Venn Diagram. <b>Analytical Ability:</b> Statement and assumptions and Data interpretation. <b>Practical:</b> Conduct Mock competitive examination for quantitative aptitude, logical reasoning and analytical ability.		
<b>Module 3: Digital Literacy</b>		<b>07</b>
<b>Basic computer skills:</b> MS Word and MS Excel (only layout, basic operations and short cut keys). MS PowerPoint, Internet and web browsing skills, Email etiquette. <b>Practical:</b> Draft an Email to the HR of a company as an aspirant for the job by attaching your resume.		
<b>Module 4: Soft Skills</b>		<b>10</b>
<b>Communication Skills:</b> Verbal and Non-verbal communication, Effective listening skills, Excellent writing skills, and Presentation skills. <b>Interpersonal Skills:</b> Understanding the importance of teamwork, Conflict resolution, and Building positive relationships with team members. <b>Leadership skills:</b> importance and Effective leadership. <b>Practical:</b> As a team leader write a draft appreciation letter to the team members for the completion of the project successfully.		
<b>Module 5: Career Development and Workplace Etiquette</b>		<b>10</b>

**Career Development:** SWOC analysis for self-assessment, Setting career goals and creating a career plan, Job search strategies, Interview skills, and effective resume writing.  
**Workplace Etiquette:** Time Management- importance and strategies for effective time management, Dress code, personal grooming, Office and workplace manners, Meeting etiquette. Work ethics and integrity.

**Practical:**

1. Prepare a resume with at least 2 references.
2. Conduct a mock interview based on the resume prepared by the students.

**Books for Reference:**

1. Barun K Mitra, Personality Development and Soft Skills, Oxford university press, New Delhi.
2. GitangshuAdhikary, Communication and Corporate Etiquette, Notion Press, Mumbai.
3. Seema Gupta, Soft Skills- Interpersonal & Intrapersonal skills development, V&S Publishers, New Delhi.
4. Dr. R S Aggarwal, Quantitative Aptitude, S.Chand Publication, New Delhi.
5. Bittu Kumar, Mastering MS Office, V&S Publisher, New Delhi
6. [List of Government Competitive Exams, Jobs & Vacancies \(exampur.com\)](#)
7. <https://www.safalta.com>
8. <https://sarkariservice.in>

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

<b>Name of the Program: Bachelor of Business Administration (BBA.)</b> <b>Course Code: BBA. 6.1</b> <b>Name of the Course: Business Law</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of teaching hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to <ol style="list-style-type: none"> <li>Comprehend the laws relating to Contracts and its application in business activities.</li> <li>Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.</li> <li>Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.</li> <li>Understand the significance of Consumer Protection Act and its features</li> <li>Understand the need for Environment Protection.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Indian Contract Act, 1872</b>		<b>1 6</b>
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.		
<b>Module No. 2: The Sale of Goods Act, 1930</b>		<b>1 2</b>
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.		
<b>Module No. 3: Negotiable Instruments Act 1881</b>		<b>1 2</b>
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.		
<b>Module No. 4: Consumer Protection Act 1986</b>		<b>0 8</b>
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.		
<b>Module No. 5: Environment Protection Act 1986</b>		<b>08</b>
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

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

**Course Code: BBA 6.2**

**Name of the Course: Income Tax - II**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,

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

- a) Understand the procedure for computation of income from business and other Profession.
- b) the provisions for determining the capital gains.
- c) Compute the income from other sources.
- d) Demonstrate the computation of total income of an Individual.
- e) Comprehend the assessment procedure and to know the power of income tax authorities.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Profits and Gains of Business and Profession</b>	<b>18</b>
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.	
<b>Module No. 2: Capital Gains</b>	<b>10</b>
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.	
<b>Module No. 3: Income from other Sources</b>	<b>10</b>
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.	
<b>Module No. 4: Set Off and Carry Forward of Losses &amp; Assessment of individuals.</b>	<b>10</b>
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only) Computation of Total Income and tax liability of an Individual.	
<b>Module No. 5: Assessment Procedure and Income Tax Authorities</b>	<b>08</b>
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.	

**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, Taxmann 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, Casestudies & field work etc.,

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

- a) Understand the concept of International Business.
- b) Differentiate the Internal and External International Business Environment.
- c) Understand the difference MNC and TNC
- d) Understand the role of International Organisations in International Business.
- e) Understand International Operations Management.

Syllabus:	Hours
<b>Module No. 1: Introduction to International Business</b>	<b>12</b>
<p>Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business.</p> <p>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.</p>	
<b>Module No. 2: International Business Environment</b>	<b>12</b>
<p>Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.</p>	
<b>Module No.3: Globalization</b>	<b>12</b>
<p>Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning, Types, Elements and issues in technology transfer.</p>	
<b>Module No.4: Organizations Supporting International Business</b>	<b>10</b>
<p>Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.</p>	
<b>Module No.5: International Operations Management</b>	<b>10</b>
<p>Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).</p>	

**Skill Developments Activities:**

- a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for 1 month
- b) List any two Indian MNC's along with their products or services offered.
- c) Prepare a chart showing currencies of different countries
- d) 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, New Delhi.
6. International Business by Daniel and Radebaugh -Pearson Education

<b>Name of the Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: FN2 Name of the Course: Security Analysis and Portfolio Management</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of teaching hours</b>
3 Credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, Case studies, Tutorial classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the concept of basics of Investment.</li> <li>b) Evaluate the different types of alternatives.</li> <li>c) Evaluate the portfolio and portfolio management.</li> <li>d) Understand the concept of risk and returns</li> <li>e) Gain the knowledge of fundamental and technical analysis.</li> </ul>		
<b>Syllabus:</b>		<b>Hrs.</b>
<b>Module No. 1: Introduction to Investments</b>		<b>06</b>
Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. 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.		
<b>Module No. 2: Risk-Return Relationship</b>		<b>05</b>
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.		
<b>Module No. 3: Fundamental Analysis</b>		<b>11</b>
Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis.		
<b>Module No. 4: Technical Analysis</b>		<b>11</b>
Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
<b>Module No. 5: Portfolio Management</b>		<b>12</b>
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.		

**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.
4. Hangen: Modern Investment theory. Pearson Ed.
5. Kahn: Technical Analysis – Plain and simple Pearson Ed.
6. Ranganthan: Investment Analysis and Portfolio Management.
7. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
8. Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
9. Newyork Institute of Finance – How the Bond Market work – PHI.
10. Mayo Investment Thomason hearing

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Marketing Elective</b> <b>Course Code: MK 2</b> <b>Name of the Course: Advertising and Media Management</b>		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & fieldwork etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the nature, role, and importance of IMC in marketing strategy</li> <li>b) Understand effective design and implementation of advertising strategies</li> <li>c) Present a general understanding of content, structure, and appeal of advertisements</li> <li>d) Understand ethical challenges related to responsible management of advertising and brand strategy.</li> <li>e) Evaluate the effectiveness of advertising and agencies role</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module -1: Introduction to Integrated Marketing Communication</b>		<b>10</b>
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.		
<b>Module -2: Consumer and Media</b>		<b>10</b>
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		
<b>Module-3: Advertising Program</b>		<b>10</b>
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.		
<b>Module -4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth</b>		<b>10</b>

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.

<b>Module -5:Measuring Effectiveness</b>	<b>05</b>
<p>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</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>a) List out ethical issues in Advertisements.</li> <li>b) List out different modes of Advertisement.</li> <li>c) Write a note on guidelines for copywriting.</li> <li>d) List out types of Outdoor Advertisement.</li> <li>e) State the process in selection of Advertisement Agency.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Advertising Principles and Practice, William Wells, John Burnett, SandraMoriarty, 6th ed., Pearson education, Inc.</li> <li>2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9thedition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.</li> </ol>	

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Human Resource</b> <b>Elective Course Code:</b> <b>HRM 2</b> <b>Name of the Course: Human Resources Development</b>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ul style="list-style-type: none"> <li>a) Understand the need of HRD.</li> <li>b) Comprehend the framework of HRD.</li> <li>c) Know the models for evaluating the HRD programs.</li> <li>d) Comprehend the need for employee counseling.</li> <li>e) Apprehend the HR performance.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No.1: Conceptual Analysis of HRD</b>		<b>08</b>
Introduction – Meaning and Definition of HRD - Need for HRD-Multiple Goals of HRD – HRD Department and its Task –HRD for Organizational Effectiveness – HRD in the Indian Context -HRD Mechanisms.		
<b>Module No.2: Frame Work of Human Resource Development</b>		<b>10</b>
Frame work of Human Resource Development –HRD Processes-Assessing HRD Needs- HRD Model - Designing Effective HRD Program - HRD Interventions– Training Methods- Training - On-the-Job and Off-the-Job training- Brain Storming - Case Studies - Role Plays -Simulations – T-Groups - Transactional Analysis.		
<b>Module No.3: Human Resource Performance</b>		<b>10</b>
Introduction -HR Performance and Bench Marking - Impact of Globalization on HRD- Diversity of Work Force - Work Force Reduction - Realignment and Retention - HRD programs for diverse employees.		
<b>Module No. 4: HRD Evaluating Programs</b>		<b>09</b>
Evaluating HRD Programs- Models and Frame Work of Evaluation - Assessing the Impact of HRD Programs - Human Resource Development - Applications - Fundamental Concepts of Socialization.		
<b>Module No. 5: Employee Counselling Services</b>		<b>08</b>



Introduction - Employee counselling - Counselling as an HRD Activity -  
Counselling Programs - components and characteristics, Issues in Employee  
Counselling.

**Skill Development Activities:**

1. Encourage students to visit any business outlet and learn about the various developmental activities undertaken for their Employees.
2. Conduct in-class Transactional analysis' activities
3. Promote student to come up with their own ideas to manage work forcediversity.
4. Conduct Role plays taking real world scenarios.

**Books for References:**

1. Werner & Desimone, Human Resource Development, Cengage Learning, 2006
2. William E. Blank, Handbook For Developing Competency Based Training, Programmes Prentice-Hall, New Jersey, 1982.
3. Uday Kumar Haldar, Human Resource Development, Oxford University Press, 2009
4. Srinivas Kandula, Strategic Human Resource Developmnet, PHI Learning, 2001

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

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>DATA ANALYTICS</b> <b>Course Code: DA 2</b> <b>Name of the Course: Marketing Analytics</b>		
Course Credits	No. of hours per week	Total no. of teaching hours
3 Credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
<b>Course Outcomes:</b> On successful completion student will demonstrate: <ul style="list-style-type: none"> <li>a) Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources</li> <li>b) Apply marketing analytics to develop predictive marketing dashboard for organization</li> <li>c) Analyse data and develop insights to address strategic marketing challenges</li> <li>d) Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Marketing Analytics and Data Mining</b>		<b>6</b>
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining – Definition, Classes of Data mining methods – Grouping methods, Predictive modeling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.		
<b>Module No. 2: Introduction to R</b>		<b>10</b>
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.		
<b>Module No. 3: Descriptive Analytics</b>		<b>8</b>
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).		
<b>Module No. 4: Prediction and Classification Modelling using R</b>		<b>10</b>
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.		
<b>Module No. 5: Application of Analytics in Marketing</b>		<b>11</b>

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.

**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.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Retail Management</b> <b>Course Code:</b> RM 2 <b>Name of the Course:</b> Retail Operations Management		
Course Credits	No. of hours per week	Total No. of teaching hours
3 Credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes:</b> On successful completion student will demonstrate: <ul style="list-style-type: none"> <li>a) Compare various retail formats and technological advancements for setting up appropriate retail business.</li> <li>b) Identify the competitive strategies for retail business decisions.</li> <li>c) Examine the site location and operational efficiency for marketing decisions.</li> <li>d) Analyse the effectiveness of merchandising and pricing strategies.</li> <li>e) Assess store layout and planogram for retail business.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module -1: Retail and Logistics Management</b>		<b>07</b>
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.		
<b>Module -2: Retailing Environment Theories</b>		<b>10</b>
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.		
<b>Module- .3: Store Loyalty Management and Retail Location</b>		<b>10</b>
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.		
<b>Module -4: Merchandise Management</b>		<b>10</b>
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.		
<b>Module- 5: Category Management</b>		<b>08</b>

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 Levy & Barton A Weitz: 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 PHINewDelhi, 2001.



<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Logistic and Supply Chain Management</b> <b>Course Code: LSCM 2</b> <b>NAME OF THE COURSE: Sourcing for Logistics and Supply Chain Management</b>		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	3 hours	45 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & fieldwork etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to:		
<ul style="list-style-type: none"> <li>a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.</li> <li>b) Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria.</li> <li>c) Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.</li> <li>d) Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.</li> <li>e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Sourcing</b>		<b>08</b>
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.		
<b>Module No. 2: External Sourcing</b>		<b>08</b>
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.		
<b>Module No.3: Assessment of Financial Stability</b>		<b>10</b>
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.		
<b>Module No.4: Assessment of Market Data</b>		<b>12</b>
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.		

<b>ModuleNo.5: Legislative, Regulatory &amp; OrganizationalRequirements</b>	<b>0 7</b>
<p>Legislative, Regulatory &amp; 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.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Highlight the stages when Early Supplier Involvement is encouraged by companies to maximise the benefits</li> <li>2. List out the Regulatory bodies connected to sourcing.</li> <li>3. Identify the benefits of co-location of suppliers to the company.</li> <li>4. List out the Credit rating agencies for supplier assessment.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York,</li> <li>2. John Gattorna , Handbook of Logistics and Distribution Management.</li> <li>3. P. Fawcett, R. McLeish and I Ogden, Logistics Management.</li> <li>4. D.M. Lambert &amp; J R Stock, Richard D Irwin Inc., Strategic Logistics Management.</li> <li>5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd Edition</li> <li>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.</li> </ol>	

<b>Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 6.6 (A) Vocational Name of the Course: Goods and Services Tax</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion Student will demonstrate</b> <ol style="list-style-type: none"> <li>Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.</li> <li>Analyze the history of indirect taxation in India and the structure of the Indian taxation system.</li> <li>Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.</li> <li>Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.</li> <li>Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module No. 1: Basics of Taxation</b>		<b>04</b>
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.		
<b>Module No. 2: Goods and Services Tax –Framework and Definitions</b>		<b>12</b>
Introduction to Goods and Services Tax, Orientation to CGST, SGST and IGST, Meaning and Scope of Supply, Types of Supply. Exemptions from GST.		
<b>Module No. 3: Time, Place And Value of Supply</b>		<b>20</b>
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'.		
<b>Module No. 4: GST Liability and Input Tax Credit</b>		<b>14</b>
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.		
<b>Module No. 5: GST Procedures</b>		<b>05</b>
Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST. 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.

<b>Name of the Program:</b> Bachelor of Business Administration (BBA)		
<b>Course Code:</b> BBA 6.6 (B)		
<b>Name of the Course:</b> Enterprise Resource Planning		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>(2+0+2) 4 Hrs</b>	<b>45 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, Case studies, Tutorial Classes, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b>		
a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.		
b) Integrate and automate the business processes and shares information enterprise-wide.		
c) Explore the significance of ERP to provide a solution for better project management.		
d) Enable the students to understand the various process involved in implementing ERP in a variety of business environment		
e) Understand the issues involved in design and implementation of ERP systems.		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to ERP</b>		<b>08</b>
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		
<b>Module No. 2: ERP related Technologies and Modules</b>		<b>10</b>
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..		
<b>Module No. 3: ERP implementation</b>		<b>08</b>
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		
<b>Module No. 4: ERP post implementation</b>		<b>10</b>
Success and Failure factor of ERP implementation - ERP operations and maintenance - Data Migration - Project Management and Monitoring - Maximizing the ERP system.		
<b>Module No. 5: Future directions in ERP</b>		<b>09</b>
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.		
<b>Skill Development Activities:</b>		
1. State the steps and activities in the ERP life cycle		
2. Develop a process of driven thinking towards business process.		
3. Demonstrate a good understanding of the basic issues in ERP systems.		
4. 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. Vinod Kumar Garg and Venkitakrishnan N K, "Enterprise Resource Planning – Concepts and Practice", PHI, New Delhi, 2004
4. MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.
5. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, WileyIndia, 2009
6. Jagan Nathan Vaman, ERP in Practice, Tata McGowan-Hill, 2007.

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