



Faculty of Management Studies

Syllabus

For

Bachelor of Business Administration (B.B.A.)

(Program Code: MG0141)

(2022-23)

INDEX

S. No.	Contents	Page No.
1	INTRODUCTION	3
2	LEARNING OUTCOME BASED APPROACH TO CURRICULUM PLANNING	3
3	PROGRAM EDUCATIONAL OBJECTIVES (PEOs):	4
4	GRADUATE ATTRIBUTES (GAs)	5
5	QUALIFICATION DESCRIPTORS (QDs)	6
6	PROGRAMME LEARNING OUTCOMES (POs)	6
7	PROGRAMME SPECIFIC OUTCOMES (PSOs)	7
8	TYPE OF COURSES	8
9	PROGRAM STRUCTURE	10
10	COURSE-WISE LEARNING OBJECTIVES, STRUCTURES AND OUTCOMES (CLOSOs)	16
11	TEACHING-LEARNING PROCESS/ METHODOLOGY (TLM):	115
12	ASSESSMENT AND OUTCOME MEASUREMENT METHODS (AOMM)	116
13	TEACHERS TRAINING (TT)	118
14	KEY WORDS	118

1. INTRODUCTION

The quality of higher education in B.B.A. should be improved in such a manner that young minds are able to compete in this field globally in terms of their knowledge and skills, for this purpose Learning Outcome-based Curriculum Framework (LOCF) is developed.

Incorporation of Learning Outcome-based Curriculum Framework (LOCF) in the undergraduate B.B.A. programme makes it student-centric, interactive and outcome-oriented to achieve well-defined aims, objectives and goals. The learning outcomes are attained by students through skills acquired during a programme of study. Programme learning outcomes will include subject-specific skills and generic skills, including transferable global skills and competencies. It would also focus on knowledge and skills that prepare students for further study, employment and society development. LOCF help ensure comparability of learning levels and academic standards across colleges/universities.

At present, the goal of higher education in B.B.A. may be achieved using the following measures:

- i. Curriculum reform based on learning outcome-based curriculum framework (LOCF).
- ii. Improving learning environment and academic resources.
- iii. Elevating the quality of teaching and research.
- iv. Involving students in discussions, problem-solving and out of box thinking about various ideas and their applicability, which may lead to empowerment and enhancement of the social welfare.
- v. Motivating the learners to understand various concepts of their educational programme keeping in view the regional context.
- vi. Enabling learners to create research atmosphere in their colleges/ institutes/ universities.
- vii. Teach courses based on Choice Based Credit System (CBCS).

2. LEARNING OUTCOME-BASED APPROACH TO CURRICULUM PLANNING

The Bachelor's Degree in Business Administration is awarded to the students on the basis of knowledge, understanding, skills, values and academic achievements. Hence, the learning outcomes of this programme are aimed at facilitating the learners to acquire these attributes, keeping in view of their preferences and aspirations for knowledge.

The LOCF have designed courses of B.B.A. in the light of graduate attributes, description of qualifications, courses and programme learning outcomes. It may lead to all round development and delivery of complete curriculum planning. Hence, it provides specific guidelines to the learners to acquire sufficient knowledge during this programme.

The programme has been planned in such manner that there is scope of flexibility and innovation in

- i. Modifications of prescribed syllabi.

- ii. Teaching-learning methodology.
- iii. Assessment technique of students and knowledge levels.
- iv. Learning outcomes of courses.
- v. Addition of new elective courses subject to availability of experts in colleges/institutes/universities across the country.

2.1. Nature and Extent of Bachelor's Degree Programme

As a part of effort to enhance employability of B.B.A. graduates expected learning outcomes are very essential in present day perspective. Therefore, higher education degrees must formulate Graduate Attributes (GAs), qualification descriptors, learning outcomes and course learning outcomes which will help in curriculum planning and development in the form of design and delivery of courses. The overall formulation of the degree programme must equip learner to have competencies to provide deliverables to the industry.

2.2. Aims of Bachelor's Degree programme in Business Administration

The overall aims of B.B.A. are to

- i. Create deep interest in Business Administration learning.
- ii. Develop broad and balanced knowledge and understanding of definitions, concepts and principles.
- iii. Familiarize the students with suitable tools related to B.B.A. programme.
- iv. Enhance the ability of learners to apply the knowledge and skills acquired by them during the B.B.A. programme to solve specific problems of their courses.
- v. Provide learners sufficient knowledge and skills enabling them to undertake further studies in Business Administration and its allied areas.
- vi. Encourage the students to develop a range of generic skills helpful in employment, internships and social activities.

2.3. Motive behind curriculum planning and development

The committee considered and discussed the following factors for LOCF for the graduates:

- i. Framing of syllabi
- ii. Learners attributes
- iii. Qualification descriptors
- iv. Programme learning outcomes
- v. Course learning outcomes
- vi. Necessity of having elective courses
- vii. Academic standards

3. PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

- PEO 1:** To develop the potential of students into advanced Management and to also inculcate managerial and communication skills in students so as to enable them to manage the real problems of corporate world.
- PEO 2:** To help students to become good citizens with a strong value system and ethics.
- PEO 3:** To give professional education and training to the students of management & entrepreneurship to exploit ever growing opportunities in the field of commerce and management.
- PEO 4:** To give adequate exposure to students of the operational environment in the field of business, finance and information through industry-academia interface.
- PEO 5:** To improve the quality of education through interaction with alumni to meet the demand of the corporate world.
- PEO 6:** To create socially responsible and capable graduates who are open to advanced studies and research.

4. GRADUATE ATTRIBUTES (GAs)

The graduate attributes of B.B.A. are the summation of the expected course learning outcomes mentioned at the end of each course. Some of them are stated below.

- GA1: Critical Thinking:** Ability to employ critical thinking in understanding the concepts in every area of B.B.A. programme.
- GA2: Communications Skills:**
- i. Ability to communicate various concepts of B.B.A. programme effectively using examples..
 - ii. Ability to use courses as a precise language of communication in other branches of human knowledge.
 - iii. Ability to communicate long standing unsolved problems.
 - iv. Ability to show the importance of their courses of B.B.A. as precursor to various scientific developments since the beginning of the civilization.
- GA3: Usage of Tools:** Create, select, and apply appropriate techniques, resources, and modern science and IT tools
- GA4: Employability Options:** This programme will also help students to enhance their employability for jobs in different sectors.
- GA5: Discipline-Specific Knowledge:** Capability of demonstrating comprehensive knowledge of B.B.A. programme and understanding of one or more disciplines which form a part of an undergraduate programme of study.
- GA6: Moral and ethical awareness/reasoning:** Ability to identify unethical behaviour such as fabrication, falsification or misrepresentation of data and adopting objective, unbiased and truthful actions in all aspects of their programme.

- GA7: Multicultural Competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- GA8: Leadership Readiness/Qualities:** Capability for mapping out the tasks in a team or an organization, self-motivating and inspiring team members to engage with the team objectives/vision; and using management skills to follow the mapped path to the destination in a smooth and efficient way.
- GA9: Analytical Reasoning and Problem Solving:** Ability to analyze the results and apply them in various problems appearing in different courses. Capability to solve problems by using research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- GA10: Lifelong learning:** Ability to think, acquire knowledge and skills through logical reasoning and to inculcate the habit of self-learning.
- GA11: Self-directed learning:** Ability to work independently and do in-depth study of various notions of courses of BBA. Programme.
- GA12: Research-related skills:** Develop a sense of inquiry and capability for asking relevant and intelligent questions, problematizing, synthesizing and articulating; ability to recognize and establish cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

5. QUALIFICATION DESCRIPTORS (QDs)

The qualification descriptor suggests the generic outcomes and attributes to be obtained while obtaining the degree of B.B.A. The qualification descriptors indicate the academic standards on the basis of following factors:

- i. Level of knowledge
- ii. Understanding
- iii. Skills
- iv. Competencies and attitudes
- v. Values.

These parameters are expected to be attained and demonstrated by the learners after becoming graduates in this programme. The learning experiences and assessment procedures should be so designed that every graduate may achieve the programme learning outcomes with equal opportunity irrespective of the class, gender, community and regions. Each graduate in BBA should be able to:

- i. Demonstrate fundamental systematic knowledge and its applications. It should also enhance the subject specific knowledge and help in creating jobs in various sectors.
- ii. Demonstrate educational skills in areas of their programme.

- iii. Apply knowledge, understanding and skills to identify the difficult/unsolved problems in courses of their programme and to collect the required information in possible range of sources and try to analyse and evaluate these problems using appropriate methodologies.
- iv. Apply one's disciplinary knowledge and skills in newer domains and uncharted areas.
- v. Identify challenging problems and obtain well-defined solutions.
- vi. Exhibit subject-specific transferable knowledge relevant to job trends and employment opportunities.

6. PROGRAMME LEARNING OUTCOMES (POs)

- PO1: Critical Thinking Skills:** Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
- PO2: Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
- PO3: Usage of Modern tools:** Students are competent in the uses of Modern tools in modern organizational operations.
- PO4: Entrepreneurship, Innovation & Employability:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
- PO5: Business Knowledge:** Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
- PO6: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.
- PO7: Multi Cultural Competence:** Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO8: Leadership and team work:** Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO9: Analytical Reasoning, Problem Solving and finance:** Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- PO10: Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PO 11: Self-directed learning: Students can demonstrate ability to work independently and do in-depth study of various notions.

PO12: Research-related skills: Develop a sense of inquiry and capability for asking relevant and intelligent questions define problems, formulate hypotheses, ability to plan, execute and report the results of an experiment or investigation.

Mapping of Graduate Attributes (GAs) and Programme Learning Outcomes (POs):

	GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10	GA11	GA12
PO1	■											
PO2		■										
PO3			■									
PO4				■								
PO5					■							
PO6						■						
PO7							■					
PO8								■				
PO9									■			
PO10										■		
PO11											■	
PO12												■

7. PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Understanding Traditional and Contemporary Managerial Concepts and Models: Understanding in detail, the contents of various functional areas of Business & Management and the implications of psychologies and behavioral aspects on the organizations.

PSO2: Analyzing Business Environment & Application of Business Concepts and Managerial Skills: Identifying opportunities existing in the domestic and global business and economic environment and initiating systematic approach towards rational decision making and Implementing conceptual knowledge in real business situation for ensuring business sustainability and growth.

8. TYPES OF COURSES

Courses in a programme may be of four kinds: Core, Elective, Ability Enhancement and Skill Enhancement.

a) Core Course:-

There may be a Core Course in every semester. This is the course which is to be compulsorily studied by a student as a requirement to complete the programme in a said discipline of study.

b) Elective Course:-

Elective course is a course which can be chosen from a pool of papers. It may be

- Supportive to the discipline of study
- Providing an expanded scope
- Enabling an exposure to some other discipline/domain
- Nurturing student's proficiency/skill.

An Elective Course may be 'Discipline Centric/Specific' & Generic Elective

- (i) Discipline Centric/Specific Elective (DSE): Elective courses offered under the main discipline/subject of study is referred to as Discipline Centric/Specific.
- (ii) Generic/Open Elective (GE): An elective course chosen from an unrelated discipline/subject is called Generic/Open Elective. These electives will be focusing on those courses which add generic proficiency of students.

c) Ability Enhancement Compulsory Courses (AECC):-

AECC courses are based upon the content that leads to knowledge enhancement, for example: English Communication, Environment Science/ Studies, etc.

d) Skill Enhancement Courses (SEC):-

SEC Courses provide value based and/or skill based knowledge and may content both Theory and Lab/Training/Field Work. The main purpose of these courses is to provide students life- skills in hands- on mode so as to increase their employability.

Computation of Workload:

Lecture (L) : 1 Credit = 1 Theory period of one hour duration

Tutorial (T) : 1 Credit = 1 Tutorial period of one hour duration

Practical (P) : 1 Credit = 1 Practical period of two hour duration

9. PROGRAM STRUCTURE (BBA)

Semester – I

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 101	Principles of Management	Core	100	30	70	3	-	-	3
BBA 102	Business Accounting	Core	100	30	70	3	-	1	4
BBA 103	Micro Economics	Core	100	30	70	3	-	-	3
BBA 104	Environmental Studies	AECC	100	30	70	1	1	-	2
BBA 105	Communication Skills	AECC	100	30	50+20	1	1	-	2
BBA 106	Computer Applications in Business– I	SEC	100	30	50+20	2	1	-	3
BBA 107 A	Business Organization	Elective	100	30	70	3	-	-	3
BBA 107 B	Financial Services	Elective	100	30	70	3	-	-	3
BBA 108	ANANDAM	AECC	100	50	50	1	1	-	2
Total (with Any one Elective)			800	260	540				22

Semester – II

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 201	Statistical Methods for Business	Core	100	30	70	3	-	1	4
BBA 202	Organizational Behavior	Core	100	30	70	3	-	-	3
BBA 203	Cost & Management Accounting	Core	100	30	70	3	-	1	4
BBA 204	Comp. Application in Business II	SEC	100	30	50+20	3	1	-	4
BBA 205	Universal Human Values	SEC	100	30	50+20	1	1	-	2
BBA 206 A	Business Environment	Elective	100	30	70	3	-	-	3
BBA 206 B	Financial Audit	Elective	100	30	70	3	-	-	3
BBA 207	ANANDAM	AECC	100	50	50	1	1	-	2
Total (with Any one Elective)			700	230	470				22

Semester - III

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 301	Principles of Marketing	Core	100	30	70	3	-	1	4
BBA 302	Business Research Methods	Core	100	30	70	3	-	1	4
BBA 303	Macro Economics	Core	100	30	70	3	-	1	4
BBA304	Leadership & Management Skills	SEC	100	30	50+20	1	1	-	2
BBA 305	Project	Core	100	50	50	-	3	-	3
BBA 306 A	Productions & Materials Management	Elective	100	30	70	3	-	-	3
BBA 306 B	Business Budgeting	Elective	100	30	70	3	-	-	3
BBA 307	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			800	250	450				22

Semester - IV

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 401	Financial Management	Core	100	30	70	3	-	1	4
BBA 402	Banking and Insurance	Core	100	30	70	3	-	1	4
BBA 403	Legal Aspects of Business	Core	100	30	70	3	-	-	3
BBA 404	Human Resource Management	Core	100	30	70	3	-	-	3
BBA 405	Strategic Management	Core	100	30	70	3	-	-	3
BBA 406 A	Quantitative Techniques for Management	Elective	100	30	70	3	-	-	3
BBA 406 B	E Commerce	Elective	100	30	70	3	-	-	3
BBA 407	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			700	230	470				22

Note:At the end of the Fourth Semester all the students shall have to undergo Summer Training for Six to Eight Weeks.

Semester – V

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 501	Small Business Promotion	Core	100	30	70	3	1	-	4
BBA 502	Digital Marketing	Core	100	30	70	3	-	-	3
BBA 503	Entrepreneurship Development	Core	100	30	70	3	1	-	4
BBA 504	Indian Ethos & Business Ethics	Core	100	30	70	2	-	-	2
BBA 505 A	Elements of Taxes	Elective	100	30	70	3	-	-	3
BBA 505 B	Corporate Law	Elective	100	30	70	3	-	-	3
BBA 506	Summer Internship Project	Core	100	50	50	-	-	-	4
BBA 507	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			700	250	450				22

Semester - VI

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 601	Rural Marketing	Core	100	30	70	3	-	1	4
BBA 602	Project Planning and Control	Core	100	30	70	3	-	1	4
BBA 603	Professional Skills	SEC	100	30	50+20	1	1	-	2
BBA 604	Financial Institutions and Markets	Core	100	30	70	3	-	-	3
BBA 605	Research Project	Core	100	50	50	3	1	-	4
BBA 606 A	Industrial Law	Elective	100	30	70	3	-	-	3
BBA 606 B	Cost & Management Audit	Elective	100	30	70	3	-	-	3
BBA 607	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			700	250	450				22

Note:

- A student is required to obtain min. 40% marks in individual paper to pass.
- The total credit of BBA Programme is 132. The minimum credit required for award of degree shall be 126.
- The credit relaxation will be applicable only on the elective course (i.e. the student can opt out only elective subject).
- Out of the total credits, 20% of the credits may be earned by the student through MOOCs (SWAYAM, NPTEL, Coursera etc.). However, the choice of online courses to be approved in advance by Dean/ HoD and Coordinator SWAYAM keeping in view the latest guidelines of the UGC/ respective regulatory body guidelines.

10. COURSE-WISE LEARNING OBJECTIVES, STRUCTURES AND OUTCOMES (CLOSOS)
Semester - I

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 101	Principles of Management	Core	100	30	70	3	-	-	3
BBA 102	Business Accounting	Core	100	30	70	3	-	1	4
BBA 103	Micro Economics	Core	100	30	70	3	-	-	3
BBA 104	Environmental Studies	AECC	100	30	70	1	1	-	2
BBA 105	Communication Skills	AECC	100	30	50+20	1	1	-	2
BBA 106	Computer Applications in Business– I	SEC	100	30	50+20	2	1	-	3
BBA 107 A	Business Organization	Elective	100	30	70	3	-	-	3
BBA 107 B	Financial Services	Elective	100	30	70	3	-	-	3
BBA 108	ANANDAM	AECC	100	50	50	1	1	-	2
Total (with Any one Elective)			800	260	540				22

BBA 101: Principles of Management

Course Objectives:

1. To gain an understanding of principles and functions of management.
2. To gain insights into history and development of management thought.
3. To analyze the managerial issues and problems arising in an organization

Course Contents

Unit I Introduction

Concept & functions of Management, evolution of management theories, scientific management, bureaucracy, behavioral approach, Quantitative approach and systems approach

Decision Making – Meaning and Importance, Forms, Techniques and process of decision making

Unit II Planning and Organizing

Planning – meaning and importance of planning. Types of plans, planning process. Organizing – Meaning and principles, Types of Organization. Span of control- meaning and importance. Departmentalization. Authority- Centralization and decentralization of Authority.

Unit III Staffing

Meaning, job analysis, recruitment, selection, training- importance and types of training. performance appraisals- meaning and purpose, compensation- meaning and importance.

Unit IV Directing

Direction - Meaning, Requirement of effective direction, Communication - Types & Importance. Motivation - meaning, Theories of motivation - Maslow, Herzberg, Adam's Equity theory. Leadership – meaning, types of Leadership

Unit V Management Control

Control : Meaning, Needs, Principles, Process and Techniques of management control, types of control, essentials of effective control system. Co-ordination : Meaning, Types and Principles of co-ordination

Text Books:

1. P.C. Tripathi and P.N. Reddy, **Principles & Practices of Management**, Tata McGrawHill.
2. L. M. Prasad –**Principles & Practices of Management**, Sultan Chand and Sons, New Delhi.
3. Gupta, C.B.; **Management Concepts and Practices**, Sultan Chand and Sons, New Delhi.

Course Outcomes:

CO	Statement
	After completion of the course the students will be able to
CO1	Define application of management concepts to understand the major internal features of a business system and the environment in which it operates.
CO2	Know and explain the managerial actions of planning, organizing and controlling with an ethical look.
CO3	Demonstrate critical and analytical thinking when presented with managerial problems and express their views and opinions on managerial issues
CO4	Understand and analyze the HR requirement in the organization
CO5	Analyze different motivational theories and choose best effective motivational strategies for the organization. Adapt the best communication strategies

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L1	H	H	L	M	M	H	H	H	-	M	M	-	H	M
CO2	L2	M	H	M	M	M	M	M	M	-	H	M	-	H	M
CO3	L3	M	H	L	M	M	M	M	H	-	M	M	-	H	M
CO4	L4	M	H	L	H	M	H	M	M	-	L	L	-	H	M
CO5	L4	H	H	M	H	H	H	M	M	M	L	M	-	H	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3,CO4,CO5
CD3	Seminars	CO3,CO4,CO5
CD4	Self- learning advice using internets	CO1,CO2
CD5	Industrial visit	-

BBA 102: Business Accounting

Course Objectives:

This course enables the students:

1. To understand the concept and role of accounting in financial reporting in modern economy
2. To develop the understanding of basic accounting concepts and techniques of and accounting system. Principles and procedures underlying the accounting process
3. To provide an understanding, importance of accounting; preparation of final accounts for profit making organization

Course Contents

Unit I Accounting

Introduction: Definition, Basic Accounting Terminology Advantages Limitations, Branches, Objectives of Accounting .Process of Accounting,.

Accounting Principles and standards: Accounting principles, concepts and conventions. Difference between Bookkeeping & Accountancy, users of Accounting.

Unit II Source Document and Accounting Equation

Journalizing Transactions: Recording of transactions in Journal, Rules of Debit and Credit, Journal entries.

Sub Division of Journal: Cash Book, Purchase book, Sales book, Returns book, B/R book, B/P book, Journal proper

Unit III Classification of Accounts

Ledger Posting: Classification of Accounts Ledger Posting, Closing entries

Trial Balance : Meaning and characteristics of a Trial Balance, Methods of preparing Trial balance. Difference between Balance method and a Totals method.

Unit IV Provision, Reserves & Depreciation

Provision for Discount on Debtors, Meaning and importance of Reserves, types of Reserves, Revenue Reserves and Capital Reserves, General Reserve and Specific Reserve, Secret Reserve. Meaning, Characteristics of Depreciation, Methods of computing & Recording Depreciation: Straight Line Method & written Down Value Method

Unit V Preparation of Financial Statements

Preparation of Trading Account, Profit and Loss Account and Balance sheet .

Items of Adjustment: Closing Stock, Outstanding Expenses, Prepaid or Unexpired Expenses, Accrued or Outstanding Income, Income Received in Advance, Bad Debts, Provision for Doubtful Debts, Dep., Provision for Discount on Debtors, Manager's Commission, Interest on Capital, Interest on Drawings, Drawings of Goods by the Proprietor, Free Samples, Abnormal Losses, Goods sent on approval etc.

Text Books:

1. Introduction to Accounting T. S. Grewal ,S. Chand & Co.
2. Advanced Accountancy S.N. Maheshwari

Suggested Readings:

1. Advanced Accountancy Shukla & Shukla . S. Chand & Co
2. Financial Accounting , Shah, Oxford Press
3. Financial Accounting Needles, Powar, Cengage learning

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Differentiate between various Branches of accounting and Discuss the principles and concepts of accounting and book keeping.
CO2	Record the Transactions in Journal and day books and apply rules of Debit and Credit.
CO3	Classify and prepare various types of Accounts and summarize them into trial Balance.
CO4	Define and list various kinds of Reserves and provisions and Discuss their role in Accounting.
CO5	Apply accounting rules in determining financial results and preparation of financial statement

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	P O 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L4	H	M	-	H	H	-	-	-	H	M	M	-	M	H
CO2	L3	H	L	-	M	H	M	-	-	H	M	M	-	M	H
CO3	L4	H	L	-	M	H	M	-	-	H	M	M	-	M	H
CO4	L2	H	M	-	H	H	-	-	-	H	M	M	-	L	M
CO5	L3	H	M	M	H	H	M	-	-	H	M	L	-	L	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2, CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3,CO4,CO5
CD3	Seminars	CO3
CD4	Self- learning advice using internets	CO1,CO2
CD5	Industrial/Corporate visit	CO3

BBA 103: Micro Economics

Course Objectives:

This course enables the students:

1. To explain the basics of economics and describe its application in managerial problems.
2. To demonstrate the effect of demand and cost on business decisions and make a relation between cost and production.
3. To analyze different types of market and explain pricing decisions in the markets.

Course contents:

Unit I Introduction to Economics

- a. Definition, methodology and scope of economics
- b. Forms of economic analysis – Micro vs. macro, partial vs. general, static vs. dynamic, positive vs. normative, short run vs. long run
- c. Basic concepts and precepts – economic problems, economic rationality, optimality
- d. Economic organization – market, command and mixed economy
- e. Relation between economics and law- economic offences and economic legislation

Unit II Demand

- a. Theories of demand- demand function, law of demand
- b. Concept of utility and utility theory-utility approach, indifference curve approach

Unit III Supply

- a. Law of supply, supply function
- b. Price determination; shift of demand and supply
- c. Elasticity of demand and supply; consumer surplus
- d. Applications of demand and supply –tax floor and ceilings; applications of indifference curves- tax, labour and work

Unit IV Production Analysis, costs and market structure

- a. Concepts of Production- production isoquants, returns, returns to factor, returns to scale
- b. Cost and revenue concepts
- c. Classification of markets-pure and perfect competition; monopolistic and imperfect competition; monopoly, duopoly and oligopoly; cartels; Concept of Dumping- to be substantiated with the cases of International Courts of Justice, Competition law

Unit V Theory of determination of factor prices, rent, interest, wages and profit

- a. Labour supply and wage determination
- b. Role of trade unions and collective bargaining in wage determination; minimum wage legislation
- c. Exploitation of labour
- d. The theory of rent, interest and profits

Text Books:

1. Gould and Lazear Micro Economic Theory; AITBS; 1989
2. Lipsey Introduction to Positive Economics; ELBS
3. Samuelson Economics;

Suggest Readings

1. Bilas Microeconomic theory; McGraw Hill Intedn; 2nd edition
2. Hirshleifer Price Theory and Applications; Prentice Hall; 1978
3. Myneni, S.R. Principles of Economics; Allahabad law Agency; Faridabad
4. Dewett, K.K.Modern Economic Theory

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Analyze economic problems and can correlate scarcity with the requirements
CO2	Evaluate demand and can analyze cost in order to optimize cost-production combination.
CO3	Understand the effects of supply and make a relation between supply and production.
CO4	Recognize the existing market and can take appropriate decisions
CO5	Analyze different theories of determination of factor prices, rent, interest, wages and profit

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L4	H	M	-	H	H	-	-	M	M	H	L	-	H	H
CO2	L4	H	M	-	H	H	-	-	M	M	H	L	-	H	H
CO3	L2	H	M	-	H	H	-	-	M	M	H	L	-	H	H
CO4	L4	H	M	-	H	H	-	-	M	M	H	L	-	H	H
CO5	L4	H	M	-	H	H	-	-	M	M	H	L	-	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO3
CD2	Tutorials/Assignments	CO1,CO2, CO4,CO5
CD3	Seminars	CO2,CO3
CD4	Self- learning advice using internets	CO3
CD5	Industrial visit	CO2

BBA 104: Environmental Studies

Course Objectives:

1. To provide student with an understanding of the natural, human and social dimensions of local and wider environments.
2. To provide students with opportunities to engage in active learning
3. To encourage students to use a wide range of skills, and acquire open, critical and responsible attitudes.
4. To study the emerging approaches in disaster reduction & management.

Course contents:

Unit I Ecology & Pollution

Structure and functions of Ecosystem – Food Chain, Food web, Ecological pyramids, Energy flow and biogeochemical cycles. **Water Pollution** – Sources of water, water quality standards, type of pollutants – its sources and effects. **Air Pollution** – composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Green house effect, global warming, acid rain, ozone depletion, **Noise Pollution** –Level of noise, Sources and adverse effects of noise, Control of noise pollution.

Unit II Solid Waste Management

Municipal waste – Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration. **Biomedical waste** – Generation, collection and disposal.

Unit III Non Conventional energy sources

Introduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India. **Sustainable development**-Rain water harvesting. Public awareness and environmental education

Unit IV - Natural Disasters

Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Impacts of Disasters on People and Society Causes and effects of: Earthquakes, Tsunami, Cyclones, Floods, Droughts, Landslides. Do's & Don'ts and Mitigation Measures of Different Disasters.

Unit V Disaster Management II- Manmade Disasters

Causes and Effects of: Fire, Chemical & Industrial Accidents, Rail-Road & Air Disasters, Terrorist Attacks, Nuclear Hazards, Biological & Chemical warfare, Epidemic. Do's & Don'ts and Mitigation Measures of Different Disasters

Text Books:

1. Agarwal Shikha, Suresh Sahu, Environmental Engineering and Disaster Management, Dhanpat Rai & Co., 2010
2. Brunner R.C., Hazardous Waste Incineration, McGraw Hill Inc. 1989.

Suggested Readings:

1. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
2. Cunningham, W.P, Cooper, T.H. Gorhani, E & Hepworth, M.T., Environmental Encyclopedia, Jaico Publishing House, Mumbai, 2001.

Course Outcome:

CO	Statement
	After completion of this course, students will be able to:
CO1	Recognise the impact of environmental depletion especially on ecosystem and biodiversity
CO2	Identify factors causing land, water , air and noise pollution
CO3	Determine the effects of pollution
CO4	Classify and Discuss the cause and effects and Mitigation Strategy of Natural disasters.
CO5	Classify and Discuss the cause and effects and Mitigation Strategy of Manmade disasters

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	L2	M	L	-	-	M	M	H	-	-	H	-	-	-	-
CO2	L2	H	L	-	-	M	H	-	-	M	M	M	-	-	-
CO3	L5	H	L	-	-	H	H	-	-	-	H	H	-	-	-
CO4	L5	H	L	H	H	H	M	-	-	H	H	H	-	M	-
CO5	L2	H	L	-	L	H	M	M	-	-	H	-	-	-	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO2,CO3
CD3	Seminars	CO1,CO2
CD4	Self- learning advice using internets	CO1,CO3,CO5
CD5	Industrial visit	CO3,CO4

BBA 105: Communication Skills

Course Objectives:

1. To identify common communication problems that may be holding learners back
2. To identify what their non-verbal messages are communicating to others
3. To understand role of communication in teaching-learning process
4. To learn to communicate through the digital media
5. To understand the importance of empathetic listening
6. To explore communication beyond language.

Course Contents

Unit I Listening

Techniques of effective listening, Listening and comprehension, Probing questions, Barriers to listening

Unit II Speaking and Non-verbal communication

Speaking: Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

Meaning of non-verbal communication, Introduction to modes of non-verbal communication, Breaking the misbeliefs, Open and Closed Body language, Eye Contact and Facial Expression Hand Gestures, Do's and Don'ts, Learning from experts, Activities-Based Learning

Unit III Reading

Techniques of effective reading, Gathering ideas and information from a given text: Identify the main claim of the text, Identify the purpose of the text, Identify the context of the text, Identify the concepts mentioned, Evaluating these ideas and information: Identify the arguments employed in the text, Identify the theories employed or assumed in the text, Interpret the text: To understand what a text says, To understand what a text does, To understand what a text means.

Unit IV Writing and different modes of writing

Clearly state the claims, Avoid ambiguity, vagueness, unwanted generalisations and oversimplification of issues, Provide background information, Effectively argue the claim, Provide evidence for the claims, Use examples to explain concepts, Follow convention, Be properly sequenced, Use proper signposting techniques, Be well structured: Well-knit logical sequence, Narrative sequence, Category groupings, Different modes of Writing: E-mails, Proposal writing for Higher Studies, Recording the proceedings of meeting: Any other mode of writing relevant for learners

Unit V Digital Literacy and Effective use of Social Media

Role of Digital literacy in professional life: Trends and opportunities in using digital technology in workplace, Internet Basics, Introduction to MS Office tools: Paint, Office, Excel, Power Point

Introduction to social media websites, Advantages of social media, Ethics and etiquettes of social media, How to use Google search better, Effective ways of using Social Media, Introduction to Digital Marketing

Text Books:

1. SenMadhucchanda (2010), *An Introduction to Critical Thinking*, Pearson, Delhi
2. Silvia P. J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC

Suggested Readings:

1. Public Speaking, Michael Osborn and Suzanne Osborn, Biztantra
2. Handbook of Practical Communication Skills-Chrissie Wrought, published by Jaico Publishing House.

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Adapt effective listening skills
CO2	Learn and demonstrate effective speech.
CO3	Learn and demonstrate effective reading skills
CO4	Know and practice effective writing skills
CO5	Understand and recognize the importance of digital literacy and social media

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Level	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L3	M	H	L	-	-	-	-	M	-	M	M	-	-	-
CO2	L3	-	H	M	M	-	-	-	-	-	M	M	-	-	-
CO3	L3	-	H	M	M	-	-	-	-	-	M	M	-	-	-
CO4	L3	-	H	M	M	M	-	-	-	-	M	M	-	-	L
CO5	L2	-	H	H	M	M	-	-	-	-	M	M	-	-	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3, CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3, CO4,CO5
CD3	Seminars	CO2,CO3, CO4,CO5
CD4	Self- learning advice using internets	CO1, CO2,CO3, CO4
CD5	Industrial visit	CO5

BBA 106: Computer Application in Business -I

Course Objectives:

After completion of this course, students will be able to:

1. Understand basic concepts and terminology of information technology.
2. Have a basic understanding of personal computer and acquire knowledge about generation of computers and types of computers.
3. Identify uses of spreadsheets in Managerial application.

Course Contents

Unit I Basics of Computer and it's evolution

Evolution of computer, Data and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) **On the basis of technology** (Digital, Analog and Hybrid) ii) **On the basis of processing speed and storage capacity** (Micro, Mini, mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application)

Unit II Input and Output Devices

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter, LCD Projector

Computer Memory : Primary Memory (ROM & RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-RW, DVD ROM ,BlueRay)

Unit III Concept of Data Communication and Networking

Networking Concepts, Types of networking (LAN,MAN AND WAN), Advantages & Disadvantages of Networking , Different Topologies

Internet: Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Internet Services Providers, Internet Security, Internet Requirements, Web Search Engine, Net Surfing, Internet Services, Intranet

Unit IV Introduction to MS-Word & MS-PowerPoint

Introduction to MS-Word : Introduction to Word Processing , Features of Word Processors, Getting started with MS-Word, Contents of the Word Window, Formatting Documents , List, Tabs and Tables, Finding, Replacing and Proofing Text, Mail Merge, Printing and Getting Help

Introduction to MS-PowerPoint

Introduction to MS-PowerPoint, What is a Presentations?, Slides, Working with Slides, Slides Show and Printing Presentation

Unit V Introduction to MS-Excel

Introduction to Electronic Spreadsheets, Applications of Electronic Spreadsheets, Types of Spreadsheets, Features of MS-Excel, Starting MS-Excel, Contents of the MS-Excel window, Cell Referencing, Ranges and Functions, Formatting Worksheets and Creating Charts, Data Forms and Printing

Text Books:

1. Sinha, Kr. Pradeep and PreetiSinha; *Foundations of Computing*, BPB Publication.
2. Microsoft Office-2007 by Greg Perry , SAMS Teach yourself Techmedia. publications.

Suggested Readings:

1. Leon and Leon; Introduction to Information Technology, Leon Tech World.
2. Jain, V.K.; Computers and Beginners

Computer Application in Business LAB

1. Basic Knowledge of Computer & Computer Hardware's.

Know the various indicators, switches and connectors used in Computers. Familiarize the layout of SMPS, motherboard and various Disk Drives. Configure Bios set up options.

Install various secondary storage devices with memory partition and formatting. Know the various types of printer installation and to handle the troubleshooting ability. Assemble PC system and checking the working condition.

Installation of Dual OS in a system.

Configure Internet connection and use utilities to debug the network issues.

2. MS WORD

- Preparing a neat aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.
- Preparing documents with special effects and adding new Symbols and frames.
- Preparing documents with inserts pictures objects and database.
- Preparing tables
- Perform mail merger operation and preparing labels.
- Type the text, change the font size at 20, Align the text to left, right and justify & centre and underline the text.
- Prepare a job application letter enclosing your bio-data
- Type the text, check spelling and grammar, bullets and numbering list items.

3. MS POWER POINT

- Prepare a power point presentation with at least five slides for department inaugural function.
- Draw an organization chart with minimum three hierarchical levels.
- Design an advertisement campaign with minimum three slides
- Insert an excel chart into a power point slide.

4. MS EXCEL

- Entering and printing worksheet.
- Worksheet using formulas.
- Worksheet Manipulation for electricity bill preparation
- Drawing graphs to illustrate class performance
- An excel worksheet contains monthly Sales Details of five companies.

Course Outcomes:

CO	Statement
CO1	Know and explain about the evolution of computer systems and its basic components.
CO2	Explain with the help of a diagram, peripheral devices of a computer
CO3	Describe the basic networking concepts
CO4	Understand and apply word based and technologies used in the field of management
CO5	Understand and Apply formatting and editing features to enhance worksheets

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L2	-	-	-	-	-	M	L	-	L	L	-	-	-	-
CO2	L4	-	M	-	L	-	-	-	H	L	L	-	-	-	-
CO3	L2	L	H	H	M	-	-	-	H	L	L	-	-	-	-
CO4	L3	H	H	H	H	-	-	-	M	M	H	M	-	M	M
CO5	L3	M	H	H	H	-	-	-	M	M	H	M	-	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO2,CO3
CD2	Tutorials/Assignments	CO2, CO3, CO1
CD3	AV Aids	CO1
CD4	Self- learning advice using internets	CO4,CO5
CD5	Laboratory Practice	CO4, CO5

BBA 107 A: Business Organization

Objectives

1. To familiarize the students with the concept of entrepreneurship and the role of Government and other agencies providing finance and other assistance.

Course Contents

Unit I Entrepreneurship

Origin and development of entrepreneurship in India : Problems and suggestions. Role of RIICO and District Industrial Centers.

Unit II Business Organization

Significance and establishment of business organization (Consideration and steps only).Business Environment.Business Ethics.Need and importance of Finance.Sources of Finance.A brief study of Rajasthan Finance Corporation.

Unit III Stock Exchange

Origin, development and activities of stock exchanges in India.A brief study of SEBI, OTSE and NSE. Concept, objectives, forms and kinds of Business Combination, Combination Movement in India

Unit IV Advertisement & Publicity

Modern methods of Advertisement and Publicity, Significance and evils of advertisement.

Unit V Welfare & Industrial Policy

Concept of Welfare State, Government Assistance to Industries in India, Industrial Policy, Industrial Democracy.

Text Books:

1. Y.K. Bhushan: Business Organization.
2. S.C. Saxena : Business Administration (SahityaBhawan, Agra)

Suggested Readings

1. C.B. Gupta : Business Organisation (National Publishing House, New Dehli)
2. Mathew, Sharma, Mehta : Business Organization (Sheel Write Well (P) Ltd. Jaipur)

Course outcomes:

CO	Statements
	After the completion of this course, students will be able to:
CO1	To familiarize the students with the concept of entrepreneurship.
CO2	To understand the role of Government and other agencies in providing finance and other assistance.
CO3	To understand the concept and origin of Stock Exchange in India.
CO4	To understand the concept of Advertisement and Publicity in the business organization
CO5	To understand the concept of welfare state and industrial policy

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L2	M	M	-	M	H	M	M	M	-	H	M	-	M	M
CO2	L3	M	M	-	H	H	M	M	M	-	H	M	-	M	M
CO3	L2	M	-	-	M	H	M	M	L	H	M	M	-	M	L
CO4	L2	M	M	-	M	H	M	M	M	-	M	M	-	M	L
CO5	L2	M	M	-	M	H	M	H	M	-	H	M	-	M	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3,CO4,CO5
CD3	Seminars	CO3,CO4,CO5
CD4	Self- learning advice using internets	CO3,CO5
CD5	Industrial visit	CO1,CO2,CO5

BBA 107 B: Financial Services

Course Objectives:

1. To familiarize the students with the financial services industry as the growing phenomenon of Liberalization, Privatizations and Globalizations.
2. To impart knowledge about Indian financial system and Indian financial market and its assets.
3. To develop knowledge about new and innovative financial services introduced in recent years.

Course Contents

Unit I Introduction

Meaning, classification and scope of financial services. Fund based activities and non-fund based activities. Sources of Revenue. Causes for financial innovations. Various challenges to financial service sector.

Unit II Hire Purchase

Meaning definition and features of hire purchase. Differences between hire purchase and credit sale, differences between hire purchase and installment sale, differences between hire purchase and leasing. Origin and development of hire purchase business in banks.

Unit III Leasing

Meaning, definition and types of leasing. Steps involved in leasing transactions, financial lease, operating lease, leverage lease, cross border lease, advantages and disadvantages of lease. Contents of lease agreement.

Unit IV Venture Capital

Meaning, definition and features of venture capital, scope of venture capital, origin and development of venture capital business in India. Methods of venture financing, venture capital guidelines issued by government of India. Suggestions for growth of venture capital.

Unit V Mutual Fund

Introduction to mutual funds, origin and types of funds, Importance of mutual funds, organisation and operation of fund. Facilities available to investors. Rights of investors. General guidelines issued for mutual funds. Mutual funds in India. Future of mutual fund industry.

Text Book:

1. M.Y. Khan Financial Services, McGraw Hill
2. Gorden Natrajan Financial Services.

Suggested Readings:

1. Avadhani V.A. Marketing of Financial Services, Himalaya Publication
2. Bhatia B.S. Management of Financial Services

Course Outcomes:

CO	Statement
CO1	Understand the functioning of the financial system & Financial services.
CO2	Apply critical, analytical and integrative thinking while understanding the functioning for the Leasing
CO3	Apply critical, analytical and integrative thinking while understanding the functioning for Hire purchase
CO4	Apply critical, analytical and integrative thinking while understanding the functioning for the Venture capital services
CO5	Apply critical, analytical and integrative thinking while understanding the functioning for the Mutual Funds

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P O 10	P O 11	P O 12	PS O 1	PS O 2
CO1	L2	H	-	-	M	H	-	-	-	H	H	H	-	H	H
CO2	L4	H	-	-	M	H	-	--		H	H	H	--	H	H
CO3	L4	H	-	-	M	H	-	-	-	H	H	H	-	H	H
CO4	L4	H	-	-	M	H	-	-	-	H	H	H	-	H	H
CO5	L4	H	-	-	M	H	-	-	-	H	H	H	-	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1,CO2, CO3, CO4, CO5
CD3	Seminars	CO2
CD4	Self- learning advice using internets	CO1,CO2, CO3, CO4, CO5
CD5	Industrial visit	CO1

BBA 108: ANANDAM

Objectives:

1. To instil the joy of giving in young people, turning them into responsible citizens to build up a better society.
2. To inculcate the habit of service in students across the University.
3. A compulsory course of 2 credits per semester to be included in each program of University.
4. Students to be expected to engage in individual and group acts of service and goodness.

Action Plan:

Students will be expected to

- Do at least one act of individual service each day
- Record this act of service in a dedicated Register / Personal Diary
- Share this Register / Personal Diary day in the Anandam Class scheduled per week. The class interaction will include Personal Diary check, Showing of Community based motivation videos, Community based presentations by students, Role playing etc.
- Undertake one group service project for 64 hours every semester (outside college hours)
- Upload the report on the group project on the Anandam platform
- Participate in a sharing and presentation on the group service in the discussion sessions held once in week
- there will be some suggested projects and organizations that students can work with. Students can also suggest their own projects which others can join

Each student will finish the year with a portfolio of giving. This will include their Register / Personal Diaries and their reports on group service projects.

Semester - II

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 201	Statistical Methods for Business	Core	100	30	70	3	-	1	4
BBA 202	Organizational Behavior	Core	100	30	70	3	-	-	3
BBA 203	Cost & Management Accounting	Core	100	30	70	3	-	1	4
BBA 204	Comp. Application II	SEC	100	30	50+20	3	1	-	4
BBA 205	Universal Human Values	SEC	100	30	50+20	1	1	-	2
BBA 206 A	Business Environment	Elective	100	30	70	3	-	-	3
BBA 206 B	Financial Audit	Elective	100	30	70	3	-	-	3
BBA 207	ANANDAM	AECC	100	50	50	1	1	-	2
Total (with Any one Elective)			700	230	470				22

BBA 201: Statistical Methods for Business

Course Objectives

This course enables the students:

1. To understand the importance of data and how to collect, organize and summarize those data.
2. To describe preliminary statistical techniques to solve problems and impart the knowledge of interpreting the result of data analysis.
3. To enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard.

Course Contents

Unit I Statistic – Introduction

Growth of statistics, definition, scope, function and limitation of statistics Collection and editing of data, sample and census survey, collection of primary and secondary data.

Unit II Classification and Tabulation of Data

Meaning Objective and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution

Unit III Measures of Central Tendency

Introduction, Objecting of averaging, Calculation of Mean, Median, and Mode in different serieses, uses and limitation of averages.

Unit IV Measures of Dispersion

Absolute and relative measures of dispersion; range, quartile deviation, mean Deviation, standard deviation, and their coefficients, uses and interpretation of Measures of dispersion.

Unit V Index Number

Meaning and uses of index numbers, simple and weighted price index numbers, method of construction of index numbers, selection of variables, base, weights, Fishers ideal index number.

Text Books:

1. S. P. Gupta Statistical Methods, Sultan Chand \$ Sons
2. Levin, Rubin Statistics for Management, Prantice Hall

Suggested Readings:

1. Khanna and Gupta, Prantice Hall
2. N.D. Vohra, Quantitative Techniques for Management, Tata McGraw Hill

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Describe the need for data analysis and formulate the statistical problem and solve it.
CO2	Define basic statistical tools which are useful for managerial decision making.
CO3	Calculate and Interpret the results of statistical analysis for improved managerial decision making
CO4	Compare magnitudes of aggregates of related variables
CO5	Determine and report the relationship between the variables.

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Level	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L2	M	L	L	L	L	-	L	L	H	M	M	H	L	L
CO2	L1	M	L	L	L	L	-	L	L	M	M	M	M	L	L
CO3	L4	H	-	L	L	M	-	-	-	M	M	M	M	H	H
CO4	L5	M	-	L	L	M	-	-	-	M	M	M	M	H	H
CO5	L5	M	-	L	L	L	-	-	-	M	M	M	M	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3, CO4,CO5
CD3	Seminars	CO2, CO3
CD4	Self- learning advice using internets	CO1
CD5	Industrial visit	

BBA 202: Organizational Behavior

Course Objectives:

1. To understand the basics of organizational behaviour, nature of organizational behavior and its objective
2. To explain the impact of different parameters on individuals and the relation between individuals and their environment
3. To analyze different types of personality theories, motivational theories and an analysis of individual behavior

Course Contents

Unit I Fundamentals of Organizational Behavior

Concept and nature of Organisation Behaviour: Learning objectives; Definition and Meaning; Key elements; Scope of Organisation Behavior; Why study Organizational Behavior; New challenges of OB Manager.

Unit II Individual Behavior

Meaning of Personality. Theories of Personality – The Jungian framework, The Big Five Traits, Mytes-Briggs Indicator, Locus of Control, Type A and Type B Assessment of Personality.

Perception–Meaning and definition, Perceptual process, perceptual errors,

Attitude-Meaning and dimensions of Attitude- Job Satisfaction, Organizational commitment.

Learning-Meaning and Importance of learning, Approaches to learning- classical Conditioning, Operant Conditioning, Social Learning.

Unit III Interpersonal and Team Behavior

Motivation: meaning and importance, Theories of motivation- Maslow's hierarchy of needs theory, Herzberg's Dual-Factor Theory, Mc Cleland's Achievement Motivation Theory, Equity, goal-setting theories.

Conflict: Meaning of Conflict, Stages of Conflict, Strategies for managing conflict.

Leadership: Leadership and management, Leadership styles, Traits and skills of Leaders, transformational transactional & Charismatic Leadership.

Unit IV Organization Process

Culture: Meaning and Functions of Organizational culture, managing Organizational culture. Organizational structure: Elements of organization Structure- Centralization and decentralization, Differentiation and Integration, Mechanistic and Organic structure. Organizational design structures- Traditional and modern Organizational structures.

Unit V Change Process

Meaning and importance of organizational change, internal and external changes. Models of planned change- system model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance.

Text Books:

1. Robbins, Judge, Sanghi "Organizational Behavior" 12th ed. Prentice Hall New Delhi
2. Margie Parikh and Rajen Gupta "Organizational Behavior" McGraw Hill

Suggested Readings:

1. UdaiPareek, "Understanding Organizational Behaviour" Oxford University Press.
2. L M Prashad "Organizational Behavior" Sultan Chand & Sons Publication

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Know the principal concepts and theories of Organizational Behavior and recognize the individual and group behavior in the organization
CO2	1. Describe, analyze and understand personality types, perception and learning process on human behavior.
CO3	Understand different motivational theories and analyse motivational strategies used in a variety of organizational settings.
CO4	Review and examine the organization system, including structure, culture, human resources and change.
CO5	Understand and analyze change in the organizations and apply a proactive and holistic approach toward dealing with employee resistance towards change

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Level	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L2	H	H	L	L	M	H	H	H	L	M	M	-	H	L
CO2	L3	M	H	M	M	M	M	M	M	L	H	M	-	H	L
CO3	L4	M	H	L	M	M	M	M	H	L	M	M	-	H	L
CO4	L4	M	H	L	M	M	H	M	M	M	L	L	-	H	L
CO5	L4	H	H	M	M	H	H	M	M	M	L	M	-	H	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3, CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3, CO4,CO5
CD3	Seminars	CO2,CO3, CO4,CO5
CD4	Self- learning advice using internets	CO1
CD5	Industrial visit	CO4,CO5

BBA 203: Cost & Management Accounting

Course Objectives:

This course enables the students:

1. To understand the basics of cost & Management accounting and understand the Treatments of Costs Under Different Situations
2. To understand how methods and Techniques of cost and Management Accounting.
3. To develop expertise on the calculation of cost of production.

Course Contents

Unit I Introduction & Cost

Meaning, Nature and Scope of Cost Accounting & Management Accounting, Techniques of Cost Accounting & Management Accounting, Cost concepts and classification of cost, Element of costs, Total cost build up cost sheet.

Unit II Material cost control

ABC Technique, Stock Levels, Inventory Turnover, Purchase of Materials, Classification and Codification of Materials, Store Records, Inventory system.

Unit III Labour & Overhead cost control

Direct and Indirect Labour, Methods of Remuneration, Time and Piece rates, Incentive plan, Idle time, Over time, Casual and Out workers, Labour Turnover. Meaning, Collection, Classification, Allocation and Apportionment of overheads.

Unit IV Ratio Analysis

Meaning, Solvency Ratios, Long term Solvency ratios, Turnover Ratios, Investment Analysis

Unit V Cost Volume and Profit Analysis

Meaning, Objective Advantages & Limitations of Cost Volume Profit Analysis, Methods, Break-even Chart

Text Books:

1. M N Arora, "Cost & Management Accounting"
2. Tulsian, "Cost Accounting", Tata Mcgraw Hill

Suggested Readings:

1. Cost & Management Accounting Horngrem, Datar, Foster, Prentice Hall
2. Cost Accounting Banerjee, Prentice Hall

Course Outcomes

CO	Statement
	After the completion of this course, students will be able to:
CO1	Recognize and classify various Cost concepts and elements of cost to prepare cost sheet for the business entity.
CO2	Apply various Inventory control techniques for cost reduction and smooth functioning of business
CO3	Apply various labor control Techniques for cost reduction and smooth functioning of business.
CO4	Analyse financial statements and different ratios for decision making.
CO5	Describe and Analyze relationships between cost, volume and profit for achieving breakeven point and profit maximization.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L4	H	L	M	H	H	M	-	-	H	L	-	-	M	H
CO2	L3	H	L	M	H	H	M	-	-	H	L	-	-	M	H
CO3	L3	H	L	M	H	H	M	-	-	H	L	-	-	M	H
CO4	L2	H	L	M	H	H	M	-	-	H	L	-	-	M	H
CO5	L6	H	M	M	H	H	M	-	-	H	M	-	-	M	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3,CO4,CO5
CD3	Seminars	CO3
CD4	Self- learning advice using internets	CO1
CD5	Industrial/Corporate visit	

BBA 204: Computer Application in Business II

Course Objectives:

1. To develop understanding of database management system and abilities to use DBMS packages.
2. To understand the applications of power point presentation and types of slides.
3. To acquire the knowledge of MS-Access as a database tool to manage the organization information.

Course Contents

Unit I Introduction to Operating System Concept

Operating System and it's Concept, Functions of OS, OS as resource manager, types of OS: Single User and Multi User with example, Booting Process (MS-DOS), Booting Sequence. Types of operating systems.

Unit II Introduction to Database Systems

Database Management system, Characteristics of a Database, Database Administrators, Types of Database system, Advantage and Disadvantages of databases systems, Data Models, Schemas & Instances, DBMS Architecture & Data Independence.

Entity-Relationship Model: Data modeling using the Entity-Relationship Approach. E-R Modeling: Entity types, entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities.

Unit III Overview of Programming Language:

Introduction to algorithms, Flow charts, Tracing Flow charts, Problem solving methods, Need for computer languages, History and importance of Programming Language. Types of programming languages: Procedural, Functional, Scripting and Object-Oriented Programming Language.

Unit IV Introduction to Internet & HTML

Web Browser, What the web browser does, Overview of famous web browsers, Web servers, Uniform resource locators (URL), what is www, Search Engines, Electronic mail, Email software.

HTML an introduction: What HTML is-and What It isn't, History of HTML, Structuring HTML page, The HTML<<HEAD><TITLE><BODY>tags, Paragraphs, Font tags, Creating different types of Links, Introduction to lists, Different types of lists.

Unit V Introduction to Artificial Intelligence(AI)

Introduction to Artificial Intelligence (AI), AI Applications. AI techniques, Criteria for success.Problems solving in AI.Defining the problem as a state space search, Production system and its characteristics, Issues in the design of the search problem.

Text Books:

1. Elmasri, R. and S B Navathe; *Fundamentals of Database Systems*, Addison Wesley, 2000.
2. Silberschatz. Abraham, Korth.Henry, Sudarshan. S. "Database Systems Concepts",McGraw Hill.
3. HTML: A Beginner's Guide by Wendy Willard
4. Rich. E and Knight .K, "Artificial intelligence", TMH, 2nd ed., 1999.
5. Operating System Concepts,PearsonEducation,Silbersachatz and Galvin

Suggested Readings:

1. Ramakrishnan, R. and J. Gehrke; *Database Management Systems*, McGrawHill, Company, Higher Education, 2000.
2. Leon and Leon; *Introduction to Information Technology*, Leon Tech World.

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	To know and understand the concept and function of operating system in a computer device
CO2	To describe the components and models of Database Management System
CO3	To explain the comprising elements of programming languages
CO4	To apply the skills relate to internet and HTML programming language
CO5	To explain the basics of Artificial Intelligence and its functioning

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	-	M	L	-	-	-	-	-	L	M	L	-	L	-
CO2	L3	H	H	H	M	-	-	L	-	M	H	M	-	L	-
CO3	L2	L	H	H	H	-	-	L	-	H	H	M	-	L	-
CO4	L6	M	H	H	H	M	-	L	-	H	H	H	M	L	-
CO5	L4,	L	H	H	H	-	-	-	-	L	M	M	-	L	-

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO4,CO3
CD2	Tutorials/Assignments	CO1,CO2,CO3
CD3	Seminars	CO3
CD4	Self- learning advice using internets	CO1, CO3
CD5	Industrial visit	

BBA 205: Universal Human Values

Objectives:

1. The present course deals with meaning, purpose, and relevance of universal human values and how to inculcate and practice them consciously to be a good human being and realize one's potentials.

Course contents

Unit I: Love & Compassion

Introduction: What is love? Forms of love—for self, parents, family, friend, spouse, community, nation, humanity and other beings, both for living and non-living, Love and compassion and inter-relatedness, Love, compassion, empathy, sympathy and non-violence, Individuals who are remembered in history for practicing compassion and love. Narratives and anecdotes from history, literature including local folklore , Practicing love and compassion: What will learners learn gain if they practice love and compassion? What will learners lose if they don't practice love and compassion?, Sharing learner's individual and/or group experience(s)

Simulated Situations

Case studies

Unit II: Truth

Introduction: What is truth? Universal truth, truth as value, truth as fact (veracity, sincerity, honesty among others), Individuals who are remembered in history for practicing this value, Narratives and anecdotes from history, literature including local folklore, Practicing Truth: What will learners learn/gain if they practice truth? What will learners lose if they don't practice it?, Learners' individual and/or group experience(s)

Simulated situations

Case studies

Unit III: Non-Violence

Introduction: What is non-violence? Its need. Love, compassion, empathy sympathy for others as pre-requisites for non-violence, Ahimsa as non-violence and non-killing, Individuals and organisations that are known for their commitment to nonviolence, Narratives and anecdotes about non-violence from history, and literature including local folklore, Practicing non-violence: What will learners learn/gain if they practice nonviolence? What will learners lose if they don't practice it? , Sharing learner's individual and/or group experience(s) about non-violence,

Simulated situations

Case studies

Unit IV: Righteousness & Peace

Introduction: What is righteousness? ,Righteousness and *dharma*, Righteousness and Propriety, Individuals who are remembered in history for practicing righteousness,

Narratives and anecdotes from history, literature including local folklore ,racting righteousness: What will learners learn/gain if they practice righteousness? What will learners lose if they don't practice it?, Sharing learners' individual and/or group experience(s), Simulated situations, Case studies ,Introduction: What is peace? Its need, relation with harmony and balance ,Individuals and organisations that are known for their commitment to peace, Narratives and Anecdotes about peace from history, and literature including local folklore, Practicing peace: What will learners learn/gain if they practice peace? What will learners lose if they don't practice it? ,Sharing learner's individual and/or group experience(s) about peace ,Simulated situations,Case studies,

Unit V: Service &Renunciation (Sacrifice)

Introduction: What is service? Forms of service, for self, parents, family, friend, spouse, community, nation, humanity and other beings—living and non-living, persons in distress or disaster.Individuals who are remembered in history for practicing this value.Narratives and anecdotes dealing with instances of service from history, literature including local folklore.

Practicing service: What will learners learn/gain gain if they practice service? What will learners lose if they don't practice it? Sharing learners' individual and/or group experience(s) regarding service.Simulatedsituations.Case studies Introduction: What is renunciation? Renunciation and sacrifice. Self-restrain and Ways of overcoming greed. Renunciation with action as true renunciation

Individuals who are remembered in history for practicing this value., Narratives and anecdotes from history and literature, including local folklore about individuals who are remembered for their sacrifice and renunciation., Practicing renunciation and sacrifice: What will learners learn/gain if they practice Renunciation and sacrifice? What will learners lose if they don't practice it? , Sharing learners' individual and/or group experience(s), Simulated situations
Case studies

Text Books:

1. MookerjiRadhaKumud, Ancient Indian Education,
2. MotilalBanarasidassSaraswati Swami Satyananda,
3. Asana Pranayama Mudra Bandha, Bihar School of yoga Joshi Kireet, Education for Character Development, Dharma Hinduja Center of Indic Studies Joshi Rokeach (1973).
4. The Nature of Human Values. New York: The Free Press Ghosh, Sri Aurobindo. 1998. The Foundations of Indian Culture. Pondicherry: Sri Aurobindo

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Know about universal human values and understand the importance of values in individual, social circles, career path, and national life
CO2	Understand from case studies of lives of great and successful people who followed and practised human values
CO3	Adapt self-actualisation
CO4	Become conscious practitioners of human values.
CO5	Apply their potential as human beings and conduct themselves properly in the ways of the world.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	L	L	-	M	L	H	H	M	-	H	-	-	L	-
CO2	L2	L	L	-	M	L	H	H	M	-	H	-	-	L	-
CO3	L3	L	L	-	M	L	H	H	M	-	H	-	-	L	-
CO4	L2	L	L	-	M	L	H	H	M	-	H	-	-	L	-
CO5	L3	L	L	-	M	L	H	H	M	-	H	-	-	L	-

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3
CD2	Tutorials/Assignments	CO1,CO2,CO3, CO5
CD3	Seminars	CO3
CD4	Self- learning advice using internets	CO4
CD5	Industrial visit	

BBA 206 A: Business Environment

Course Objectives:

1. To understand the different environment in the business climate.
2. To familiarize the students about minor and major factors affecting the business in various streams.
3. To know the different environment like, political, technological and economic environment in the business.

Course Contents

Unit I An Overview of Business Environment

An Overview of Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

Unit II Economic Environment

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

Unit III Socio-Cultural Environment

Socio-Cultural Environment: Nature and impact of culture on business, social responsibilities of business. Business and society, business ethics and corporate governance.

Unit IV Technological Environment

Natural and Technological Environment : Innovation, technological leadership and followership, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India.

Unit V Political and Demographic Environment

Political Environment: Functions of state, economic roles of government, Economic Reform in coalition Politics.

Demographic Environment: Population size, migration and ethnic aspects, birth rate, death rate and age structure.

Text Books:

1. Dhingra, C, "The Indian Economy Environment and Policy", Sultan Chand and Sons
2. Cherunilam, Francis; "Business Environment - Text and Cases", Himalaya Publishing House

Suggested Readings:

1. Aswathappa, K, "Essentials of Business Environment", Himalaya Publishing House, 2000 7th edition.
2. C.A.Rangarajan-"Perspective in Economics"-S.Chand& Sons.
3. M.Adhikary, "Economic Environment of Business"., New Delhi

Course Outcomes:

After the completion of this course, students will be able to:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Recognise the competitive structure of the industry
CO2	Decide the major factors which affect the business
CO3	Describe the nature and structure of economy
CO4	Recognise the social responsibilities of business
CO5	Assess the impact of demographics on business

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	-	L	-	H	H	-	-	-	L	L	-	M	H	H
CO2	L5	H	L	H	-	H	-	-	-	H	H	M	H	H	H
CO3	L2	H	L	-	H	H	H	-	-	M	H	M	M	H	H
CO4	L2	H	L	-	-	H	H	H	-	-	H	-	-	H	H
CO5	L5	H	L	-	-	H	-	-	H	M	H	-	M	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3.CO4
CD3	Seminars	CO2,CO3
CD4	Self- learning advice using internets	CO1,CO2,CO4
CD5	Industrial visit	CO2

BBA 206 B: Financial Audit

Course objectives:

This course enables the students:

1. To identify business transaction related to book-keeping, accountancy and audit.
2. To understand the planning and procedure of audit program.
3. To learn the methods of verification and preparation of audit report.

Course Contents

Unit I Introduction

Meaning of book-keeping, Accountancy, Auditing, Errors, Frauds. Objects, scope, principles, advantages, techniques and limitations of Audit. Internal control and Internal check. Essentials and advantages of Ideal internal check system. Internal check system in different business transactions. Meaning, objects and limitations of internal audit.

Unit II Planning of Audit

Preparation, objects, advantages and disadvantages and construction of Audit programme. Meaning, types and importance of vouching. Vouching of different types of receipts and payments.

Unit III Verification

Meaning and objects of verification of assets and liabilities. Methods of valuation of inventories. Rules regarding management of depreciation, provisions and reserves. Objects and methods of creating secret reserve.

Unit IV Audit report

Audit of final accounts. Liabilities of auditor regarding audit. Professional ethics. Various audit reports and certificates.

Unit V Investigation

Meaning, nature, objects and importance of investigation. Difference between audit and investigation. Investigation for fraud. Investigation report. EDP audit.

Text Books:

1. De Paula- Principles of Auditing
2. J. Lancasters- Principles & Practices of Auditing

Suggested Readings:

1. R.G. Williams- Elements of Auditing

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Understand the theoretical concept and differences between book keeping, accountancy and audit.
CO2	Describe Audit program and understand theoretical concepts of Vouchers, receipts and payments.
CO3	Discuss details regarding Verification, Depreciation, provisions, reserves and valuation of inventories.
CO4	Compute audit report of a business organization.
CO5	Understand the nature, objectives and importance of investigation in audit.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	M	-	M	H	-	-	-	L	M	L	-	L	M
CO2	L2	H	M	-	M	H	-	-	-	L	M	L	L	L	M
CO3	L2	H	M	-	M	H	-	-	-	L	M	L	L	M	H
CO4	L3	H	M	-	H	H	-	-	-	L	M	L	L	M	L
CO5	L2`	H	M	-	M	H	-	-	-	L	M	L	L	H	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3
CD3	Seminars	CO3
CD4	Self- learning advice using internets	CO1, CO2
CD5	Industrial visit	

BBA 207: ANANDAM

Objectives:

1. To instil the joy of giving in young people, turning them into responsible citizens to build up a better society.
2. To inculcate the habit of service in students across the University.
3. A compulsory course of 2 credits per semester to be included in each program of University.
4. Students to be expected to engage in individual and group acts of service and goodness.

Action Plan:

Students will be expected to

- Do at least one act of individual service each day
- Record this act of service in a dedicated Register / Personal Diary
- Share this Register / Personal Diary day in the Anandam Class scheduled per week. The class interaction will include Personal Diary check, Showing of Community based motivation videos, Community based presentations by students, Role playing etc.
- Undertake one group service project for 64 hours every semester (outside college hours)
- Upload the report on the group project on the Anandam platform
- Participate in a sharing and presentation on the group service in the discussion sessions held once in week
- there will be some suggested projects and organizations that students can work with. Students can also suggest their own projects which others can join

Each student will finish the year with a portfolio of giving. This will include their Register / Personal Diaries and their reports on group service projects.

Semester - III

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 301	Principles of Marketing	Core	100	30	70	3	-	1	4
BBA 302	Business Research Methods	Core	100	30	70	3	-	1	4
BBA 303	Macro Economics	Core	100	30	70	3	-	1	4
BBA304	Leadership & Management Skills	SEC	100	30	50+20	1	1	-	2
BBA 305	Project	Core	100	50	50	-	3	-	3
BBA 306 A	Productions & Materials Management	Elective	100	30	70	3	-	-	3
BBA 306 B	Business Budgeting	Elective	100	30	70	3	-	-	3
BBA 307	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			700	250	450				22

BBA 301: Principles of Marketing

Course Objectives

This course enables the students:

1. To understand the nature and significance of the Marketing Function and the Marketing management process.
2. To gain knowledge about the key aspects of the Buying Behavior of consumers and develop an understanding of the STP Process.
3. To explain the factors affecting various product, pricing, channel management and Marketing communication decisions.

Course Contents

Unit I Introduction

Meaning, Nature & Scope of Marketing, Marketing in a Changing World, Strategic Planning of the Marketing Process, Production concept, Product concept, Selling concept, Understanding Marketing Environment.

Unit II Consumer Markets and Industrial Markets

Consumer Behaviour, Business Markets, Business Buyer Behaviour, Institutional and Government Markets – Participants, Major influence and Purchasing Process.

Unit III Market Segmentation, Targeting and Positioning

Market segmentation process, Identifying and evaluation segments, Market targeting and positioning for competitive advantage.

Unit IV Product and Pricing.

Product: Managing the product, product planning, product mix, deciding Product Policy, product line decisions, product differentiation, concept of product Life Cycle, new product development process.

Pricing: Factors influencing pricing decisions, Methods of pricing.

Unit V Distribution Channels& Promotion Decisions

Nature and functions of distribution channels, Channel Management

Decisions: Retailing and Wholeselling

Promotion decisions: Promotion mix, advertising and personal selling.

Text Books:

1. Philip Kotler, Marketing Management: Analysis Planning, Implementation & Control, Prentice Hall of India.
2. RamaswamyNamakumari Marketing Management

Suggested Readings:

1. RajanSaxena, Marketing Management, McGraw Hill.
2. Michael J. Baker, Marketing: Strategy and Management, Macmillan Press Ltd.
3. Kotler, Armstrong; Principles of Marketing, Pearson Education.

Course Outcomes

CO	Statement
	After the completion of this course, students will be able to:
CO1	List the core concepts of marketing and the goals of the Marketing function
CO2	Determine the buying behavior of a given target market segment
CO3	Identify and evaluate target segments
CO4	Determine product and pricing policy
CO5	Summarize the nature and functions of distribution channels

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L3	H	L	-	-	H	-	-	-	H	M	L	H	M	M
CO2	L5	H	L	H	-	H	-	-	-	H	M	L	H	M	M
CO3	L2	H	L	-	-	H	-	-	-	M	M	L	M	L	M
CO4	L5	H	L	H	H	H	-	-	-	H	M	L	H	L	M
CO5	L2	H	L	-	-	H	-	-	-	L	L	L	L	L	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3.CO4,CO5
CD3	Seminars	CO2,CO3
CD4	Self- learning advice using internets	CO1,CO2,CO3,CO4
CD5	Industrial visit	CO5

BBA 302: Business Research Methods

Course Objectives

The course enables the students:

1. Develop an understanding of Role of Business Research, Process of Research and types of research.
2. Explain the mechanism for defining the Research problems and develop Research proposals.
3. Develop an understanding of merits and limitations of various research designs, types of data and methods of data collection..

Course Contents

Unit I Introduction to Business Research

Meaning, Objective and Types of Research; Criteria of good Research; Defining of Research Problem; The Research Process: an overview.

Unit II Research Proposal and Research Design

Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;

Unit III Sampling and Data Collection

Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame, Sampling errors, Non Sampling errors. Probability and Non Probability Sampling.

Primary and Secondary data, Methods of collection of primary data, Questionnaire design and administration, Collection of Secondary data.

Unit IV Data Analysis & Hypothesis Testing

Data Analysis: Editing, Coding, Tabular representation of data. Graphical Representation of Data. Hypothesis. Concept of Hypothesis Testing – Logic & Importance. One sample test: z test, t test and Chi square test. Two sample test: z test, t test and Chi square test. Analysis of Variance (ANOVA)

Unit V Report Writing and Presentation

Interpretation, Significance of report writing, Types of research report, Different steps in writing report; Presentation of report: Communication dimensions.

Text Books:

1. Kothari, C. R., Research Methodology – Methods and Techniques, New Age International (P) limited Publishers, New Delhi.

Suggested Readings:

1. Business Research Methods; S.N. Murthy & U. Bhojanna; Excel Books, New Delhi
2. Business Research Methods; Donald R Cooper and Pamela S Schindler; Tata McGraw Hills, New Delhi.
3. Business Research Methods – William G. Zikmund; 7th Ed. VII Indian Reprint 2008; Cengage, New Delhi.

Course Outcomes:

CO	Statement
CO1	Gain the Knowledge & understanding of concept / fundamentals for different types of research.
CO2	Applying relevant research techniques.
CO3	Evaluating relevant data collection techniques and displaying of data collected
CO4	Classifying different techniques of sampling and Evaluating statistical analysis which includes t test, z test, ANOVA technique in doing research.
CO5	Applying Interpretation and prepare research report.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO2	L4	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO3	L5	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO4	L4	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO5	L6	H	-	-	M	L	L	-	-	H	H	H	H	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1,CO2, CO3, CO4, CO5
CD3	Seminars	CO3
CD4	Self- learning advice using internets	CO3, CO4, CO5
CD5	Industrial visit	CO5

BBA 303: Macro Economics

Course Objectives

This course enables the students:

1. To impart knowledge about Indian financial system and Indian financial market and its assets
2. To develop knowledge Money market and its players and instruments along with legal framework of Indian financial system
3. To introduce organizational structure of RBI and Monetary Policy

Course contents

Unit I Theory of Money and Banking

- a. Functions for money, classification, supply and demand for money
- b. Effects of money on output and prices.
- c. Inflation and deflation.
- d. Money policy.
- e. Money markets and capital markets.
- f. commercial banking- function, organization and operations.
- g. central banking – functions and credit control
- h. Non-Banking financial institutions- meaning, role, between Banks and NBFI.

Unit II Poverty, business cycles and unemployment

- a. concept, causes and policy measures of poverty.
- b. Features of business cycles.
- c. Economic interpretation of unemployment

Unit III Issues in economic development

- a. Debate on state v. Markets.
- b. Public v. Private sector.
- c. Economic planning in India- meaning, significance of planning, size of the plans, strategy of plans, pattern of resources allocation, assessment of performance during plans.
- d. Infrastructure and development.

Unit IV International Trade

- a. Free trade and protection.
- b. Fixed and flexible exchange rates
- c. Balance of trade and balance of payments.
- d. International institutions- IMF, World Bank & WTO.

Unit V Liberalization, Globalization and related issues

- a. New economic policy- structural adjustment programme (SAP) Second Generation Reforms
- b. Regional Trading Blocks and Bilateral Trade Treatise.

Text books

1. Dwivedi D.N. :Macroeconomics Tata McGraw Hill; 2005
2. Shapiro E. :Macroeconomic Analysis Tata McGraw Hill; 2003
3. Seth M.L.: Money, Banking, International Trade and Public Finance.

Reference books

1. Dewett, K.K. Modern Economic Theory;
2. Myneni, S.R. Principles of Economics: Allahabad Law Agency, Faridabad
3. Bhatia, H.L. Public Finance;
4. Mishra, S.K. and V.K. Puri: Modern Macroeconomic Theory; Himalaya Publishing House; 2003
5. Jhingan, M.L. Macroeconomic Theory.

Course Outcomes:

CO	Statement
CO1	Analyze the macroeconomic concepts & their relation to micro economic concept & its affect onthe business & economy.
CO2	Understand the concept of poverty, and Unemployment, evaluate &analyze these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques of economics for better utilization of resources.
CO3	Understand the issues in economic development and able to analyze the effect of infrastructure and economic policies on the economic development of a country .
CO4	Understand the concept of international trade and able to analyze its impact on the growth of a country
CO5	Understand & evaluate the New Economic Policies of Liberalisation, Globalisation and related issues.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	-	-	M	L	-	-	-	H	H	H	-	H	H
CO2	L5	H	-	-	M	L	L	--		H	H	H	--	H	H
CO3	L3	H	-	-	M	L	L	-	-	H	H	H	-	H	H
CO4	L3	H	-	-	M	L	-	-	-	H	H	H	-	H	M
CO5	L4	H	-	-	M	L	-	-	-	H	H	H	-	H	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1,CO2, CO3, CO4, CO5
CD3	Seminars	CO5
CD4	Self- learning advice using internets	CO1,CO2, , CO4, CO5
CD5	Industrial visit	

BBA 304: Leadership & Managerial Skills

Course Objectives:

1. To help students to develop essential skills to influence and motivate others
2. To inculcate emotional and social intelligence and integrative thinking for effective leadership
3. To create and maintain an effective and motivated team to work for the society
4. To nurture a creative and entrepreneurial mindset
5. To make students understand the personal values and apply ethical principles in professional and social contexts.

Course Contents:

Unit I Leadership and Managerial Skills

Understanding Leadership and its Importance: What is leadership? Why Leadership required? Whom do you consider as an ideal leader? Traits and Models of Leadership: Are leaders born or made? Key characteristics of an effective leader, Leadership styles, Perspectives of different leaders. Basic Leadership Skills: Motivation, Team work, Negotiation, Networking. Innovative Leadership. Concept of emotional and social intelligence, Synthesis of human and artificial intelligence, Why does culture matter for today's global leaders.

Unit II Managerial Skills

Basic Managerial Skills, Planning for effective management, How to organise teams? Recruiting and retaining talent, Delegation of tasks, Learn to coordinate, Conflict management, Self Management Skills, Understanding self concept, Developing self-awareness, Self-examination, Self-regulation.

Unit III Entrepreneurial Skills

Basics of Entrepreneurship: Meaning of entrepreneurship, Classification and types of entrepreneurship, Traits and competencies of entrepreneur, Creating Business Plan, Problem identification and idea generation, Idea validation, Pitch making.

Unit IV Design Thinking

Design Thinking: What is design thinking? Key elements of design thinking: Discovery, Interpretation, Ideation- Experimentation – Evolution, How to transform challenges into opportunities?

How to develop human-centric solutions for creating social good?

Unit V Ethics and Integrity

Learning through Biographies: What makes an individual great? Understanding the persona of a leader for deriving holistic inspiration, Drawing insights for leadership, How leaders sail through difficult situations? Ethics and Conduct, Importance of ethics, Ethical decision making, Personal and professional moral codes of conduct, Creating a harmonious life

Text Books:

1. Ashokan, M. S. (2015). *Karmayogi: A Biography of E. Sreedharan*. Penguin, UK.
2. Brown, T. (2012). *Change by Design*. Harper Business
3. Kalam A. A. (2003). *Ignited Minds: Unleashing the Power within India*. Penguin Books India
4. Kelly T., Kelly D. (2014). *Creative Confidence: Unleashing the Creative Potential Within Us All*. William Collins
5. McCormack M. H. (1986). *What They Don't Teach You at Harvard Business School: Notes From A Street-Smart Executive*. RHUS

Suggested Readings:

1. Sternberg R. J., Sternberg R. J., & Baltes P. B. (Eds.). (2004). *International Handbook of Intelligence*. Cambridge University Press.
2. E-Resources
3. India's Hidden Hot Beds of Invention Ted Talk by Anil Gupta - https://www.ted.com/talks/anil_gupta_india_s_hidden_hotbeds_of_invention
4. Knowledge@Wharton Interviews Former Indian President APJ Abdul Kalam - . "A Leader Should Know How to Manage Failure" <https://www.youtube.com/watch?v=laGZaS4sdeU>
5. NPTEL Course on Leadership - <https://nptel.ac.in/courses/122105021/9>

Course Outcome:

CO	Statement
	After completion of this course, students will be able to:
CO1	Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision
CO2	1. Learn and demonstrate a set of practical skills such as time management, management, handling conflicts, team leadership, etc.
CO3	2. Understand the basics of entrepreneurship and develop business plans
CO4	3. Apply the design thinking approach for leadership
CO5	Discuss the importance of ethics and moral values for making of a balanced personality

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L4	M	M	-	-	M	M	M	H	-	L	L	-	M	M
CO2	L3	M	M	M	M	M	M	L	M	-	M	M	-	M	M
CO3	L2	M	M	M	H	M	M	M	M	-	L	L	-	M	M
CO4	L3	M	M	M	M	M	M	M	H	-	L	L	-	M	M
CO5	L1`	-	M	L	H	H	H	M	M	-	L	L	-	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3, CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3, CO4,CO5
CD3	Seminars	CO1,CO2,CO3, CO4,CO5
CD4	Self- learning advice using internets	CO1, CO2,CO3, CO4
CD5	Industrial visit	

BBA 305: Project

Course Objectives:

Project is expected provide students with an opportunity to apply their class room learning and exploring new avenues to a real life business situation. The students are required to submit a final report in the specific format detailing their learning in the organisation in addition to appraising their academic mentor of the weekly progress.

Course Description

Each student can undertake the project in an approved business / industrial / service organization and submit at least two copies of the Report to the Dean/Director within two weeks of the commencement of the next Semester. The Report shall Carry 100 marks. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members. The final evaluation would be based on project report, presentation and viva voice.

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Prepare comprehensive report based on literature survey
CO2	Use theoretical concept in real life situation.
CO3	Solve problems through simulation or through practical work
CO4	Show results from the work comprehensively through presentation
CO5	Demonstrate his/her work in a conference or publish the work in a peer reviewed journal

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PS O 1	PS O 2
CO1	L6	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO2	L3	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO3	L3	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO4	L3	H	-	-	M	L	L	-	-	H	H	H	H	M	M
CO5	L3	H	-	-	M	L	L	-	-	H	H	H	H	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

BBA 306A: Production & Materials Management

Course Objectives

This course enables the students:

1. To understand appropriate decision making concepts about facility location and facility layout.
2. To understand concepts of basic functions of purchase, store, inventory control etc
3. To explore and understand the knowledge of production planning and control.

Course Contents

Unit I Production Management

Concept, Scope, Importance, Approaches in Production Management, concepts of material management, 5Ms, Importance, Centralization & decentralization

Unit II Factory Planning

Concept, Importance, Factor responsible for locating factory & factory building, Stores management, storage methods.

Unit III Plant Layout

Types of Plant Layout, Factors affecting Plant Layout \$ Production System, Stock verification, codification, standardization,

Unit IV Production Planning and Control

Function, Materials requirement, Inventory system, Forecasting of inventory, Scheduling \$ Controlling, EOQ Analysis, make or buy decisions, Product Assurance – Quality Management

Unit V Plant Maintenance

Meaning, Importance, Classification of maintenance activities

Text Books:

1. R.B.Khanna, Production and Operation Management Prantice Hall Publication
2. Adam Jr Ebert, Production and Operation Management Prantice Hall Publication

Reference Books:

1. BuffaSarin Modern Production/ Operations Management, John Wiley \$ Sons
2. S.N.Charry Production and Operation Management, McGraw Hill
3. AswathappaBhat Production and Operation Management Himalya Publishing House

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Apply production and material management concepts in manufacturing and service industry.
CO2	Apply and implement the knowledge of different Store and location decisions in real life situations.
CO3	Analyze different layouts and stock verification techniques in practical situations of manufacturing industry.
CO4	Adapt various quality measures and Compute inventory control techniques in manufacturing industry.
CO5	Analyze and apply skills in operations function to improve plant maintenance.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L3	L	L	-	L	M	L	M	L	L	M	M	L	L	L
CO2	L3	L	L	-	M	H	L	L	-	L	L	L	H	M	M
CO3	L4	L	L	-	M	M	L	L	-	L	L	L	M	H	H
CO4	L3	M	M	L	L	M	L	L	L	M	L	M	M	H	H
CO5	L4	L	L	L	M	L	-	-	-	L	L	L	L	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3, CO4
CD3	Seminars	CO2, CO3
CD4	Self- learning advice using internets	CO1, CO2, CO3, CO4, CO5
CD5	Industrial visit	CO2, CO3, CO5

BBA 306 B: Business Budgeting

Course Objectives:

1. To develop a basic knowledge about the meaning, types and preparations of budgets in various functional areas of business.
2. To analyze the basic characteristics and stages of project planning.
3. To know the meaning, features and theories of business forecasting and its importance in business.

Course Contents

Unit 1 INTRODUCTION

Meaning, Definition, Nature, Objectives & Limitations of Budget. Difference between budget & budgeting, Meaning, Nature, & Objectives of budgeting. Process of Budgeting, Principles of budgeting. Advantages & Limitations of budgeting. Essentials of effective budget, Development of budgeting in India.

Unit II TYPES OF BUDGET I

Methods of Preparation of flexible budget, Sales budget, production budget, Materials cost budget, Labour cost budget, Factoring overhead budget, Administration Expenses budget, Selling & Distribution budget, Research & development cost budget.

Unit III TYPES OF BUDGET II

Meaning & functions of financial budget, Methods of preparing financial budget & master budget. Meaning, Nature & objective of performance budgeting, difference between traditional budgeting & performance budgeting. Advantages & limitations of Performance budgeting. Meaning, importance and method of preparation of cash budget.

Unit IV BUSINESS FORECASTING

Meaning, definition, characteristics & importance of business forecasting. Assumptions & theories of business forecasting. Differences between budget and forecasting. Types of business forecasting, origin, development. Concept of zero based budgeting, Objective & procedure of zero based budgeting. Essentials of zero based budgeting. Advantages & limitations of zero based budgeting.

Unit V PROJECT PLANNING

Features & stages of project planning. Types of projects. Meaning, process & methods of project Appraisal. Methods of estimating capital outlay, Analysis of factors relating to project appraisal. Traditional & discounted cash flow methods.

Text Books:

1. Harold & Seymour: The capital Budgeting System
2. Batty J. Corporate Planning & Budgetary Control

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Calculate income from salary
CO2	Analyze and compute income from house property and Business & Profession.
CO3	Understand exemptions of capital gains and incomes of other sources.
CO4	Calculate the incomes to be clubbed in the incomes of transferor.
CO5	Calculate taxable income and tax liability of assessee.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L4	L	-	-	L	L	-	-	-	M	L	L	-	L	M
CO2	L5	L	-	-	L	L	-	-	-	H	M	L	-	L	M
CO3	L4	L	-	-	L	M	-	-	-	M	M	L	-	M	L
CO4	L2	L	-	-	L	L	-	-	-	H	M	L	-	H	H
CO5	L4	L	-	-	L	L	-	-	-	M	L	L	-	M	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO2,CO4
CD3	Seminars	CO5
CD4	Self- learning advice using internets	CO2
CD5	Industrial visit	

BBA 307: ANANDAM

Objectives:

1. To instil the joy of giving in young people, turning them into responsible citizens to build up a better society.
2. To inculcate the habit of service in students across the University.
3. A compulsory course of 2 credits per semester to be included in each program of University.
4. Students to be expected to engage in individual and group acts of service and goodness.

Action Plan:

Students will be expected to

- Do at least one act of individual service each day
- Record this act of service in a dedicated Register / Personal Diary
- Share this Register / Personal Diary day in the Anandam Class scheduled per week. The class interaction will include Personal Diary check, Showing of Community based motivation videos, Community based presentations by students, Role playing etc.
- Undertake one group service project for 64 hours every semester (outside college hours)
- Upload the report on the group project on the Anandam platform
- Participate in a sharing and presentation on the group service in the discussion sessions held once in week
- there will be some suggested projects and organizations that students can work with. Students can also suggest their own projects which others can join

Each student will finish the year with a portfolio of giving. This will include their Register / Personal Diaries and their reports on group service projects.

Semester - IV

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 401	Financial Management	Core	100	30	70	3	-	1	4
BBA 402	Banking and Insurance	Core	100	30	70	3	-	1	4
BBA 403	Legal Aspects of Business	Core	100	30	70	3	-	-	3
BBA 404	Human Resource Management	Core	100	30	70	3	-	-	3
BBA 405	Strategic Management	Core	100	30	70	3	-	-	3
BBA 406 A	Quantitative Techniques for Management	Elective	100	30	70	3	-	-	3
BBA 406 B	E Commerce	Elective	100	30	70	3	-	-	3
BBA 407	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			700	230	470				22

Note: At the end of the Fourth Semester all the students shall have to undergo Summer Training for Six to Eight Weeks.

BBA 401: Financial Management

Course Objectives

This course enables the students:

1. To develop an understanding about the scope of financial management with understanding the concept of wealth maximization in modern fast changing complex business world
2. To give knowledge about the analysis of changes in financial position of corporate entity and develop capabilities in solving complex managerial problems as a business manager
3. To impart knowledge on capital budgeting decision making with a basic concept of different techniques to appraise business projects

Course Contents

Unit I Introduction of Financial Management

Meaning, Scope, Function & Objective of Financial Management, Decision Making, Role and Functions of Financial Manager in a company; Profit Vs. Wealth Maximization, Significance of Financial Management,

Unit III Capital Structure

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Factors Determining Capital Structure (Excluding theories of Capital Structure)

Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital.

Unit III Capital Budgeting

Concept, Importance of Capital Budgeting, Features of Capital Budgeting, Objectives of Capital Budgeting, Appraisal Methods: Payback period, Average rate of return, Discounted Cash Flow techniques

Unit IV Management of Current Assets

Management of Cash- Meaning & Motive for holding Cash, Objectives of Cash Management, Factors affecting level of cash.

Management of Receivables-Meaning, objectives & Factors affecting investments in Receivables. Management of Inventories-Meaning, Objectives, Importance of Inventory management, Technique of inventory control

Unit V Working Capital Management

Concept of Working Capital: Traditional Concept and operating Cycle Concept, Types of Working Capital, Significance of Working Capital, Determinants of Working Capital, Estimating Working Capital Requirements: Operating Cycle Method and Forecasting Net Current Assets Method.

Text Books:

1. Maheshwari S.N., "Financial Management", Principles and Practice, Sultan Chand & Sons, 9th Edition 2004.
2. Khan M.Y, Jain P.K., "Financial Management", Tata McGraw Hill, 2001, 3rd Edition.

Suggested Readings:

1. Hampton, Joh. J, Financial Decision Making, Prentice Hall of India, 4th Edition, 1998.
2. Horne Van C. & Wachowich M., "Fundamentals of Financial Management", Prentice Hall of India, 11th Edition 2002.
3. Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed., 2003

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Analyze and evaluate the financial system and financial environment of the organization
CO2	Assess the capital structure of the organization and evaluate the profitability condition
CO3	Apply the techniques of capital budgeting for selecting best investment opportunities
CO4	Understand the basic concept and importance of Management of Current Assets in an organisation
CO5	Apply the concept of working capital management in the organization

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L5	H	H	M	M	H	M	H	H	M	M	M	M	M	L
CO2	L5	H	H	L	M	H	M	H	H	M	M	M	M	M	L
CO3	L3	M	M	M	M	M	M	M	M	M	M	M	M	M	L
CO4	L2	L	L	L	-	M	-	M	L	L	M	-	-	M	L
CO5	L3	M	M	M	M	M	M	M	M	M	M	M	M	M	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3, CO4, CO5
CD3	Seminars	CO1, CO2
CD4	Self- learning advice using internets	CO2, CO3
CD5	Industrial visit	

BBA 402: Banking and Insurance

Course Objectives

This course enables the students:

1. To understand functions of commercial banks in modern banking environment including diverse areas of Indian banking.
2. To develop knowledge about country's central banking system with special reference to Reserve Bank of India and to understand the banker customer relationship.
3. To gain knowledge of concept and role of insurance in economic development of the country

Course Contents

Unit I Introduction

Bank-Definition and functions, methods of credit creation, A brief study of Regional Rural Banks, Investment Banks, Development banks, A study of R.B.I & NABARD. Recent trends in Indian Banking (E-banking innovative banking).

Unit II Relationship between Banker and customer

Relationship between Banker and customer, Cheque, Bills of exchange and Promissory notes. Endorsement and crossing, Presentation, collection and payment of Negotiable instruments Dishonor of Cheque, and its legal provisions, Salient features of the Banking Regulation Act.

Unit III Insurance - An Introduction

Insurance - An Introduction :- Origin and development of insurance, Risks Hazards, Management of Risk, Meaning Characteristics functions and Social and Economic significance of insurance. Principles of insurance- Insurance Interest, utmost good faith, warranties, causaproxima, subrogation.

Unit IV Life Insurance

Life Insurance - Meaning, Need, Functions and development of life insurance in India, Types of Important Plans, Life Insurance Agents-meaning of an agent. Procedure of becoming an agent.

Unit V General insurance

General insurance - meaning, Scope, Settlement of claims, working of General Insurance Companies. Fire Insurance-meaning, Scop. Issue of fire Insurance Policy, Types of Plans, Conditions of fire Insurance policy and Settlement of Claims

Text Books:

1. Mishra M. N., Insurance Principles and Practices, S.Chand& Co.
2. Timothy and Scott, Bank Management, Thomson (South-Western), Bangalore

Suggested Readings:

1. Gupta O.S. Life Insurance, Frank Brothers: New Dehli
2. Vasudev, E-Banking, Common Wealth Publisher: New Dehli
3. Life Insurance Corporation Act 1956

Course Outcomes:

CO	Statements
	After the completion of this course, students will be able to:
CO1	Understand the concept of Indian banking system and its recent trends
CO2	Understand the functioning of Reserve Bank of India and overall working of commercial bank of India
CO3	Analyze the role of insurance in economic development
CO4	Analyzing the dimensions of banker customer relationships
CO5	Identify the concept and need of Life insurance and General insurance

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	M	L	M	M	H	M	L	H	H	M	-	M	L
CO2	L2	H	M	L	M	M	H	H	L	H	H	M	-	M	L
CO3	L4	H	M	L	M	M	H	H	M	H	H	M	-	M	M
CO4	L4	M	H	L	M	M	H	M	H	H	H	M	-	M	M
CO5	L2	H	M	L	M	M	H	H	M	H	H	M	-	M	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3
CD3	Seminars	CO2, CO3,CO5
CD4	Self- learning advice using internets	CO1, CO2, CO3,CO5
CD5	Industrial visit	CO2

BBA 403 Legal Aspects of Business

Course objectives:

This course enables the students:

1. To explain the concept of contract, performance of contract and breach of contract.
2. To understand the provisions of special contracts and The sale of goods Act.
3. To develop understanding of partnership business.

Course Contents

Unit I The Indian Contract Act 1872-I

Meaning & Nature of contract, Types of Agreement, Difference between agreement and contract, Essentials of a valid contract- offer, Acceptance, capacity to contract, Free consent, consideration, Possibility of performance, Writing and Registration etc.

Unit II The Indian Contract Act 1872- II

Agreements expressly declared void, Quasi Contracts, Performance of contract, Discharge of contract & Remedies for breach of contract

Unit III Special Contract

Contract of Bailment- Rights & duties of bailor & Bailee, Contract of Pledge. Rights & duties of Pawner & Pawnee, Contracts of Agency- Formation & Termination of Agency.

Unit IV The Sale of Goods Act 1930

Definition of Sale & Goods, Essentials of valid contract of Sale of Goods, Conditions & warranties, passing of property, Rule of caveat emptor & its exceptions, Rights of unpaid seller, Remedies for breach of contract.

Unit V The Indian Partnership Act 1932

Meaning & Nature of partnership, Types of Partners, Rights & Duties of Partners, Registration of Partnership firm & Dissolution of Partnership firm.

Text Books:

1. Dr. Avtaar Singh Eastern Book Company
2. Dr. N.D. Kapoor Central Law Publication

Suggested Readings:

1. R. L. Naulakha Regulatory Framework of Indian Business RBD
2. P. C. Tulsian Business LAW Tata McGraw

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Understand the meaning and nature of contract and various essentials of contract.
CO2	Understand Discharge of contract and remedies for breach of contract.
CO3	Analyze and differentiate between bailment, Pledge and Agency.
CO4	Understand the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties
CO5	Interpret critical issues of partnership business and can recognize rights and duties of partners.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	L	M	-	L	L	-	-	-	-	M	L	-	M	H
CO2	L2	L	M	-	L	M	-	-	-	-	M	M	-	L	H
CO3	L4	L	M	-	L	M	-	-	-	-	M	L	-	H	L
CO4	L2	L	M	-	L	M	-	-	-	-	M	M	-	M	L
CO5	L4	L	M	-	L	L	-	-	-	-	M	H	-	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3CO4,CO5
CD2	Tutorials/Assignments	CO2,CO3
CD3	Seminars	CO4
CD4	Self- learning advice using internets	CO5
CD5	Industrial visit	CO4

BBA 404: Human Resource Management

Course Objectives

1. To equip the students with knowledge, skills and competencies required to manage people.
2. To acquaint the students with various functions and processes related to human resource management.
3. To provide conceptual framework required for human resource planning and development.

Course Contents

Unit I Introduction

Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs. HRM. Role of HRM in strategic management.

Unit II Human Resource Planning

HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction.

Unit III Training

Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness;

Unit IV Performance Appraisal and Internal Mobility

Objectives, importance and methods of performance appraisal and Employee counseling; limitations of performance appraisal methods, 360 degree appraisal technique; Promotion and Transfer of Employees.

Unit V Compensation and Maintenance

Compensation: job evaluation – concept, process and significance; components of employee remuneration; overview of employee welfare, health and safety, social security.

Text Books:

1. Aswathappa, K.; **Human Resource and Personnel Management** Tata McGraw Hill Publishing Company.
2. D'Cenzo, David A & Stephen P. Robbin, **Personnel Human Resource Management**, Prentice Hall of India.

Suggested Readings:

1. Chhabra, T. N; **Human Resource Management**; Dhanpati Rai and Co. Pvt. Ltd New Delhi.
2. Dr. Gupta, C. B.; **Human Resource Management**, Sultan Chand and Sons, New Dehli.

Course Outcomes

CO	Statement
	After completion of the course the students will be able to:
CO1	Understands theoretical concepts and framework required for effective Human Resource Management and Explain an overview on various functions and processes of human resource management
CO2	Understand theoretical concepts of Human Resource planning and identify the human resource needs of an organization and plan accordingly for procurement of Human Resource.
CO3	Define & Discuss Training needs for employees and apply suitable training methods to fulfil those needs.
CO4	Discuss & Use various Performance appraisal and Employ counselling techniques in organization for development of employees.
CO5	Explain various components of employee remuneration and list employee welfare, social security, health and safety measures.

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	-	M	-	H	H	-	H	H	-	M	-	-	M	M
CO2	L2	-	M	-	H	H	-	H	H	-	M	-	-	M	M
CO3	L2	-	M	-	H	H	-	H	H	-	M	-	-	M	M
CO4	L3	-	M	-	H	H	-	H	H	-	M	-	-	M	M
CO5	L2	-	M	-	H	H	-	H	H	-	M	-	-	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3,CO4,CO5
CD3	Seminars	CO3
CD4	Self- learning advice using internets	CO1
CD5	Industrial visit	

BBA 405: Strategic Management

Course Objectives:

1. To understand the basic concept and nature of strategic decision making.
2. To analyze different types of strategies and integration of strategic plans with business plans.
3. To familiarize among students the concept of strategic analysis, its alternative strategies and implementation concepts

Course Contents

Unit I Introduction to Business Strategy

Business Policy, Definition of strategy, Levels of strategy, Types of planning systems, Nature of strategic decision making, Issues in strategic decision making, Approaches to strategic decision making, Process of strategic management.

Unit II Top Management Perspective

Business definition, Dimensions of business: Vision, Mission, Objectives, Goals, Procedures and Programmes. SWOT Analysis.

Unit III Analysing Business Environment

Environmental Appraisal: Concept of environment, Characteristics of environment, Components of external environment PESTEL Profile and its application on strategy formulation. Organizational Appraisal: Assessment of internal strengths and weaknesses, Preparation of strategic advantages profile, Matching PESTEL with SAP.

Unit IV Identifying Alternative strategies & Strategic Implementation

Stability, Growth (Expansion, Diversification, Vertical Integration, Merger, Takeover and Joint Venture Strategies), Retrenchment (Turnaround, Divestment and Liquidation Strategies) .Strategic Choice:, BCG Matrix, G E nine cell Matrix, Evaluation and Control, Functional, Structural and Behavioral implementation, Techniques of strategic evaluation and control.

Unit V Corporate Governance in Practice

role and importance of corporate governance in modern business, Corporate Misconduct & Misgovernance: Reasons for Corporate Misconduct, Whistle Blower's Protection, Factors Responsible for obstructing effective Corporate Governance Practices; Future of Corporate Governance in India

Text Books:

1. Johnson Gerry and Scholes Kevan, **Exploring Corporate Strategy Forth Edition**, Prentice Hall of India.
2. John A Pearce-II, Richard B, Robinson Jr. **Strategic Management, Strategy Formulation and Implementation**

Suggested Readings:

1. Ramaswami Namakumari Strategic Management
2. Hunger Wheelen Strategic Management

Course Outcomes:

CO	Statements
	After the completion of this course, students will be able to:
CO1	Understand the basic concept of business strategy
CO2	Illustrate the strategic requirements and correlation between business plans with strategic plans
CO3	Identify and evaluate different alternative strategies for effective decision making
CO4	Analyze strategy implementation alternatives for effective decision making
CO5	Understand the internal and external environment of business

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	M	L	H	H	H	M	M	H	M	M	-	M	M
CO2	L3	M	M	L	H	H	H	M	H	H	M	M	-	M	M
CO3	L5	H	M	L	H	H	H	M	M	H	M	M	-	H	H
CO4	L4	H	M	L	H	H	H	H	M	H	M	M	-	H	H
CO5	L2	M	L	L	H	H	H	M	M	M	M	M	-	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO5
CD3	Seminars	CO1,CO3,CO5
CD4	Self- learning advice using internets	CO1,CO2,CO3
CD5	Industrial visit	CO3

BBA 406A: Quantitative Techniques for Management

Course objectives:

This course enables the students:

1. To give understanding of Linear equations and Linear Programming.
2. To develop the understanding of specially structured Programming like transportation and Assignment.
3. To describe the basic concept of Decision making under uncertainty and in a competitive situation.

Course Contents

Unit I Introduction to Quantitative Techniques

Concept Model Building for Business Decisions. Role and Scope Models in Business and Industry. Matrix Algebra Determinations, Solving Linear Equation by using Matrix Correlation and Regression

Unit II Linear Programming

Formulation and graphical solution, Simplex Method, Duality

Unit III Specially Structured Programming

Transportation, Assignment problems

Unit IV Theory of Games

Types of games, two person zero sum games, Mixed strategy, Method of solution.

Unit V Decision Theory

Decision tree-Applications, Decision making-under uncertainty, under risk and in a competitive situation

Text Books:

- N.D. Vohra, Quantitative Techniques for Management, Tata McGraw Hill New Dehli
- Khandelwal Gupta and Gupta , Quantitative Techniques JPH

Reference Books:

1. PaneerSelvam, Quantitative Techniques Prantice Hall New Dehli
2. Kothari C.R. Quantitative Techniques Vikas Publication

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Recognize the source of a quantifiable problem, solve the issues involved and produce an appropriate action plan.
CO2	Solve the equations related to Linear programming
CO3	Observe and compute the specially structured programming of transportation and assignment problems.
CO4	Recognise and analyse strategic situations and represent them as games
CO5	Analyze the decision making problems under uncertainty and competitive situations.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L3	M	-	L	L	L	-	-	-	M	L	L	L	-	-
CO2	L3	H	-	L	L	L	-	-	-	H	-	-	L	-	-
CO3	L3	M	-	L	M	L	-	-	-	H	-	-	L	-	-
CO4	L4	H	-	L	M	L	-	-	-	H	L	-	L	M	M
CO5	L4	H	-	L	M	M		-	-	H	L	-	L	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3, CO4, CO5
CD3	Seminars	-
CD4	Self- learning advice using internets	CO1, CO2, CO3, CO4, CO5
CD5	Industrial visit	

BBA 406 B: E-Commerce

Course Objectives:

1. To make a student familiar with the mechanism of conducting business transactions through electronic media. & understand the e-commerce scenario in India.
2. To provide adequate knowledge and understanding about E-Commerce practices to the students
3. To expose students to technology in online commercial operations

Course Contents:

Unit I: Introduction

Concept of Electronic Commerce: features, and functions of e-commerce, e-commerce practices/s traditional practices, scope and limitations of e-commerce, e-commerce security. Fundamental of e-commerce: Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, procurement and just-in-time delivery.

Unit II: Models of E-Commerce

E-commerce Models – Store-front Model, Brick and Mortar Model, Build to Order Merchant Model. Service Provider Model, Subscription based Model, Broker Model, Advertiser Model, Virtual Mall Model and Infomediary Model
Infrastructure: Internet and its role in e-commerce, procedure of registering Internet domain, tools and services of Internet.

Unit III: Infrastructure of E-Commerce

E-Payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.
E-Ticketing: Online booking systems, Security of e-commerce: Setting up Internet security, maintaining secure information, encryption, digital signature and other security measures.

Unit IV: Areas of Application

E-Marketing: Marketplace v/s Market space, impact of e-commerce on market, marketing issues in e-marketing, direct marketing, one-to-one marketing.
E-Finance: Areas of e-financing, e-banking, traditional vs./ e-banking, trading v/s e-trading, importance and advantages of e-trading, operational aspects of E-trading.

Unit V: Contemporary Issues

Digital economy: Major characteristics, economic rules, impact on trading and Intermediaries, impact on business processes and functional areas in banking, Financial and Insurance organizations.
E-Commerce in India: State of e-commerce in India, problems and opportunities in e-commerce in India, legal issues, future of e-commerce. Emerging trends of M-Commerce -Infrastructure of M-Commerce and Comparison between E-Commerce and M-Commerce

Text Book:

1. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
2. Daniel Amor, E Business R(Evolution), Pearson Edude

Reference Books: .

1. David Whiteley, E-Commerce: Strategy, Technologies and Applications Tata McGraw Hill.
2. P. T. Joseph, E-Commerce: A managerial Perspectives, Tata McGraw Hill.

Course Outcome:

CO	Statement
	After completion of this course, students will be able to :
CO1	List the features , functions and common practices of e-Commerce
CO2	Decide the advantages and disadvantages of various e-Commerce models
CO3	List the infrastructure requirements of e-Commerce
CO4	Decide areas of application of e-Commerce
CO5	Identify the contemporary issues arising in the field of E-Commerce

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L3	H	M	-	-	H	-	-	-	H	M	L	H	H	H
CO2	L5	H	M	H	-	H	-	-	-	H	M	L	H	H	H
CO3	L3	H	L	-	-	H	-	-	-	H	M	L	M	H	H
CO4	L5	H	M	H	H	H	-	-	-	H	M	L	H	H	H
CO5	L2	H	M	-	-	H	-	-	-	H	L	L	L	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3.CO4,CO5
CD3	Seminars	CO4
CD4	Self- learning advice using internets	CO1,CO2,CO3,CO4
CD5	Industrial visit	CO3

BBA 407: ANANDAM

Objectives:

1. To instil the joy of giving in young people, turning them into responsible citizens to build up a better society.
2. To inculcate the habit of service in students across the University.
3. A compulsory course of 2 credits per semester to be included in each program of University.
4. Students to be expected to engage in individual and group acts of service and goodness.

Action Plan:

Students will be expected to

- Do at least one act of individual service each day
- Record this act of service in a dedicated Register / Personal Diary
- Share this Register / Personal Diary day in the Anandam Class scheduled per week. The class interaction will include Personal Diary check, Showing of Community based motivation videos, Community based presentations by students, Role playing etc.
- Undertake one group service project for 64 hours every semester (outside college hours)
- Upload the report on the group project on the Anandam platform
- Participate in a sharing and presentation on the group service in the discussion sessions held once in week
- there will be some suggested projects and organizations that students can work with. Students can also suggest their own projects which others can join

Each student will finish the year with a portfolio of giving. This will include their Register / Personal Diaries and their reports on group service projects.

Semester – V

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 501	Small Business Promotion	Core	100	30	70	3	1	-	4
BBA 502	Digital Marketing	Core	100	30	70	3	-	-	3
BBA 503	Entrepreneurship Development	Core	100	30	70	3	1	-	4
BBA 504	Indian Ethos & Business Ethics	Core	100	30	70	2	-	-	2
BBA 505 A	Elements of Taxes	Elective	100	30	70	3	-	-	3
BBA 505 B	Corporate Law	Elective	100	30	70	3	-	-	3
BBA 506	Summer Internship Project	Core	100	50	50	-	-	-	4
BBA 507	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			700	250	450				22

BBA 501: Small Business Promotions

Course Objective:

1. To equip students with the domain knowledge for small scale enterprises and promotional framework for small business with reference to Domestic and Overseas Market.

Course Contents:

Unit I: Small Business Organization:

Entrepreneurial Career: Meaning and Importance. Small Scale Industries Registration: Benefits, Subsidies, Incentives and Export Prospects. Methodology of Small Business Promotion.

Unit II: Market Survey & Opportunity:

Business planning: Start up strategies for Small Business. Evaluation of an existing business. Acquisition Vs New Venture decisions. Legal framework for Buyouts. Governmental Promotions and Incentives for Business start – ups.

Unit III: Identification of a feasible location:

Location Management for New ventures: Marketing research for site selection. Locating a manufacturing plant. Site criteria used by the high – Technology companies. Role of Industrial Parks.

Unit IV: Intellectual Property Rights and the Entrepreneurship:

Patents: Meaning, Types and Importance of Intellectual Property Rights. Intellectual Property Rights: Application process, Registration and grant for Patents. Copyrights and Trademarks: Support systems. District Industry centers.

Unit V: Small Enterprise in International Business:

Theories of International Trade. Export Plan. Export Financing. Export Incentives. Export Procedure & Documentation.

Text Books :

1. Colin Barrow (1993); The Essence of Small Business; Prentice Hall.
2. David H. Holt (1992); Entrepreneurship: New Venture Creation; Prentice Hall.

Suggested Books

1. Colin Barrow (1993); The Essence of Small Business; Prentice Hall.
2. C.B. Gupta & N.P. Srinivasan (1992); Entrepreneurship Development; Sultan Chand & Sons.
3. David H. Holt (1992); Entrepreneurship: New Venture Creation; Prentice Hall.
4. K.C. Nanda (1999); Credit and Banking; Response Books.
5. Jaiswal B. & Kamal Y. (2020); Export Import Procedure and Documentation; *NRBC*.

Course Outcome:

CO	Statement
	After completion of this course, students will be able to :
CO1	Understand the organization of organization of Small Businesses
CO2	Determine the business plan
CO3	Determine the steps in the location selection of small businesses
CO4	Understand the IPR involved in small businesses
CO5	Determine the steps/procedures in making businesses international

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L1	H	L	L	H	H	L	L	L	H	H	H	M	M	H
CO2	L3	H	M	L	H	H	L	L	L	H	H	H	M	M	H
CO3	L3	H	L	L	H	H	L	L	L	H	H	H	M	M	H
CO4	L2	H	L	L	H	H	L	L	L	H	H	H	M	M	H
CO5	L2	H	L	L	H	H	L	L	L	H	H	H	M	M	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3.CO4,CO5
CD3	Seminars	CO4, CO5
CD4	Self- learning advice using internets	CO1,CO2,CO3,CO4
CD5	Industrial visit	CO5

BBA 502: Digital Marketing

Course Objectives

This course enables students:

1. To provide the skills and knowledge necessary in planning digital marketing campaigns within organizations.
2. To focus on integrating social media into the communications strategy and integrated communications mix.
3. To provide the basics of content creation and management for social media including blogs, podcasts, and posts.

Course Contents

Unit-I Introduction to Digital Marketing

Overview of Digital Marketing, Digital Marketing Plan and Planning Process, Digital Marketing Environment, Ethical and legal issues in Digital Marketing – Trust, Ethics, Privacy, Patents, Copyrights, Data ownership, etc

Unit-II Digital Marketing Research

Digital Market Research, Marketing database and Data Warehouses, Consumer online Behaviour

Unit-III Digital STP Strategies

Segmentation, Targeting, Differentiation and Positioning Strategies for digital marketing,

Unit-IV Digital Marketing Mix

Product, Pricing, Payment and Distribution strategies for online selling, Communication tools, Internet advertising, Public Relations, web sites, online events, Direct marketing – e-mail, viral marketing, text messaging, Search Ads, Interpreting the Results of Search Ads, Search Engine Optimization

Unit-V Social Media Marketing

Introduction to Social Media, Elements of Social Media, Types of social media, Social media strategies,

Text Books:

1. Digital Marketing (PB) Paperback – 2015 by Ahuja V (Author) – Oxford University Press, New Delhi
2. Social Media Marketing : A Strategic Approach - Author: Krista Neher , Donald Barker , Melissa Barker , Nicholas Bormann - Cengage Learning

Reference Books:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (English) 0003 Edition (Paperback) - Author: Ryan Damian Ryan – Kogan Page publishers
2. E-Marketing – Judy Strauss and Raymond Frost – PHI
3. Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media- Author: Evans-Pearson India
4. Social Media Marketing (English) 1st Edition(Paperback) - Author: Michael R. Solomon, Tracy Tuten - Pearson Education
5. Social Media Marketing - Paul Martin and Thomas Ericson - Global vision
6. Social Media Marketing - Shiv Singh and Stephanie Diamond - Wiley India

Course Outcome:

CO	Statement
	After completion of this course, students will be able to:
CO1	Develop an overview of Digital Marketing, Digital Marketing Plan
CO2	Understand the Digital Market Research and Consumer online Behaviour
CO3	Understand the Digital STP Strategies
CO4	Develop keen understanding of Digital Marketing Mix
CO5	Understand the elements of social media, types of social media

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	L3	M	L	-	-	M	M	H	-	-	H	-	-	-	-
CO2	L2	H	L	-	-	M	H	-	-	M	M	M	-	-	-
CO3	L3	H	L	-	-	H	H	-	-	-	H	H	-	-	-
CO4	L3	H	L	H	H	H	M	-	-	H	H	H	-	M	-
CO5	L2	H	L	-	L	H	M	M	-	-	H	-	-	-	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO2,CO3
CD3	Seminars	CO1,CO2
CD4	Self- learning advice using internets	CO1,CO3,CO5
CD5	Industrial visit	CO3,CO4

BBA 503: Entrepreneurship Development

Course Objectives:

1. To simulate the real life activities of entrepreneurs in the startup age of a new venture.
2. To provide the skills to start and build enterprise, implement it successfully
3. To inculcate skills to manage the transition of a start up to a full fledged business entity.

Course Contents

Unit I Entrepreneur & Opportunity Recognition

Entrepreneur, characteristics, functions, types, Entrepreneurship - meaning - Role of Entrepreneurs in Economic Development, Self – assessment, Motivations to start a business, The Entrepreneur Personality, (Mental Sequences in Idea Development, Go/No-Go Decisions,) Preliminary Screening Questions, Alternative Competitive Entry Wedges.

Unit II Writing Business Plan

Feasibility study, Product selection - Form of Ownership - Licensing etc, projection Identification - Meaning, Significance - contents and formulation of a project report - planning commission guidelines, Developing business plan, Business plan appraisal

Unit III Start-Up Factors

Entry barriers and firm positioning, Comparison of a large and small start up, (Technology absorption), Institutional support to entrepreneurship Development (networking with Industries and Institutions)

Unit IV Stages of Growth in Entrepreneurial Ventures

Stages of growth model, Business crisis, Barriers to small firm, growth Factors in continued entrepreneurship in small firms, International entrepreneurship

Unit V Setting up a Small Business Enterprise

Meaning and definition of small scale industries; role of small scale industries, Institution supporting small business enterprises. Importance and functions of Financial Management , Production Management and HR Management in SSI's ,Women & minority entrepreneurs

Text Books:

1. Dollinger Marc J, **Entrepreneurship: Strategies and Resources**, III Ed., 1995, Irwin Press
2. Hisrich Robert D and Peters Michael P, **Entrepreneurship**, V Ed., TMH New Delhi
3. Management of small scale industry, Himalaya publication house

Suggested Readings:

1. Kuratko Donald F and Hodgetts Richard M. **Entrepreneurship: A Contemporary Approach**HarcourtCollege Publisher.
2. Zimmerer and Scarborough, **Entrepreneurship and New Venture Formation**. Prentice Hall
3. Timmons Jeffry A, **New Venture Creation: Entrepreneurship for the Twenty First Century**, Irwin

Course Outcome:

CO	Statement
	After completion of this course, students will be able to :
O1	List the characteristics of an entrepreneur, entrepreneur as well their role in the economic development of the country.
CO2	Design business plan
CO3	Determine the entry barriers to the industry
CO4	Identify stages of growth in entrepreneurial ventures
CO5	Identify Importance and functions of Financial Management , Production Management and HR Management in SSIs

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L3	H	L	-	-	H	-	-	H	H	M	L	L	H	H
CO2	L6	H	H	-	H	H	H	-	H	H	H	M	L	H	H
CO3	L5	H	L	-	H	H	-	H	H	H	H	H	H	H	H
CO4	L2	H	L	-	H	H	-	H	H	H	H	H	H	H	H
CO5	L2	H	H	-	H	H	-	H	H	H	H	H	H	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3.CO4,CO5
CD3	Seminars	CO2,CO3,CO4
CD4	Self- learning advice using internets	CO1,CO2,CO3,CO4
CD5	Industrial visit	CO5

BBA-504: India Ethos & Business Ethics

Course objectives:

1. To understand the elements of ethics and the importance of ethical decision making in business and society.
2. To explore the models that supports ethical decision-making.
3. To know the concept of corporate social responsibility and its role in business.

Course Content:

Unit I Indian Ethos

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature, Holistic Approach for Managers in Decision Making - Indian work ethos

Unit II Indian Value System

Indian Values in management, Guna Theory (SRT i.e. Sat, Raj & Tam Model), theory of Sanskaras, Life Goals or Purusharthas, Four Ashrams, Varna and Caste system, Doctrine of Karma

Unit III Indian Ethical Theories and Management

Nature and Scope of Ethics, Psychological Basis of Ethics, Indian Ethical Theories -(a) Kautilya (b) Manu; Management lessons from Bhagvad Gita, Panchtantra; Management of stress, Philosophy of Yoga and meditation and its modern relevance.

Unit IV Introduction to Ethics

Ethics: Nature, scope and purpose of ethics; Type of Business Ethics, Values - concepts, Relevance of values; Importance of Ethics & Values; Factors influencing business ethics, Ethical decision making process, Utilitarianism

Unit V Ethical issues

Consumerism, unethical issues in sales, marketing, finance and technology; Competitive strategy, value systems, Work ethics; modern business ethics and dilemmas; Environmental Ethics – concerns & issues

Text Books:

1. Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press
2. Business Ethics: Fernando, Pearson Publication

Reference Books:

1. Business Ethics: CSV Murthy, Himalaya Publishing House.
2. Business Ethics and Professional Values: AB Rao, Excel Books

Course Outcomes:

CO	Statements
	After the completion of this course, students will be able to:
CO1	Understand the concept of Indian ethos and and different ethicsal dimensions for managerial Decision making
CO2	Comprehansion of the Indian value system-Jeevan Mulya
CO3	Understand the management ideas fromPanchratnas , Kautilya'sArthshastra & analyse the relevance of Bhagwad Gita in the overall development of organisation.
CO4	Understand the basic framework of business ethics & professional ethics used in the organisation.
CO5	Apply the knowledge of ethics in management in everyday life to make a balance between personal & professional life.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	M	L	H	H	H	M	M	H	M	M	-	M	M
CO2	L2	M	M	L	H	H	H	M	H	H	M	M	-	M	M
CO3	L4	H	M	L	H	H	H	M	M	H	M	M	-	H	H
CO4	L2	H	M	L	H	H	H	H	M	H	M	M	-	H	H
CO5	L3	M	L	L	H	H	H	M	M	M	M	M	-	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2,CO4
CD3	Seminars	CO2,CO3,CO5
CD4	Self- learning advice using internets	CO2,CO3,CO5
CD5	Industrial visit	CO2,CO3,CO5

BBA 505 A: Elements of Taxes

Course objectives:

This course enables the students:

1. To acquaint the students with basic principles underlying the provisions of direct tax laws
2. To develop a broad understanding of tax practices.
3. To provide students with a working knowledge of the fundamental tax principles and rules that applies by individuals.

Course Contents

Unit I Introduction and Income from Salary

Introduction of Income Tax. Important definitions under the Income Tax Act. Residential status. Computation of Income from salary

Unit II Income from House Property and Business or Profession

Computation of Annual Value of House and taxable income of House Property. Provisions relating to depreciation, Allowable and not allowable expenses and deductions. Presumptive income & expenses. Computation of taxable income from Business or Profession.

Unit III Income from Capital Gain & Other Sources

Meaning of capital assets & transfer of capital assets, short term and long term capital gain. Exemption under capital gain. Income from other sources.

Unit IV Deemed incomes & Deductions u/s 80

Clubbing of income. Deemed incomes, Exempted Incomes, Set off and Carry Forward of Losses. Deductions from gross total Income u/s 80. Deduction available to individual. HUF and firms.

Unit V Assessment of Individuals

Computation of taxable income of Individual, adjustment of agricultural income, tax rates, marginal relief.& tax liability

Text Books:

1. Income Tax Law & Practice- N. Hariharan (Tata McGraw hill publications)
2. Ahuja Girish and Ravi Gupta -- Systematic Approach to Income Tax (Bharat Law House, Delhi)

Suggested Readings:

1. Singhania, Vinod K. and Monica Singhania -- Students' Guide to Income Tax (Taxmann Publications Pvt. Ltd., New Delhi)
2. Agarwal, Shah, Jain, Managal, Sharma – Income Tax (RBD, Jaipur)
3. Patel, Choudhary – Income Tax (Choudhary Prakashan)

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Calculate income from salary
CO2	Analyze and compute income from house property and Business & Profession.
CO3	Understand exemptions of capital gains and incomes of other sources.
CO4	Calculate the incomes to be clubbed in the incomes of transferor.
CO5	Calculate taxable income and tax liability of assessee.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L4	L	-	-	L	L	-	-	-	M	L	L	-	L	M
CO2	L5	L	-	-	L	L	-	-	-	H	M	L	-	L	M
CO3	L4	L	-	-	L	M	-	-	-	M	M	L	-	M	L
CO4	L2	L	-	-	L	L	-	-	-	H	M	L	-	H	H
CO5	L4	L	-	-	L	L	-	-	-	M	L	L	-	M	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO2,CO4
CD3	Seminars	CO5
CD4	Self- learning advice using internets	CO2
CD5	Industrial visit	CO5

BBA 505 B: Corporate Law

Course objectives:

This course enables the students:

1. To understand the management and working of directors in companies.
2. To know the procedure of conducting various meeting of shareholders and directors.
3. To know the prevention of oppression and mismanagement in companies and restructuring of companies.

Course contents

Unit I The Company: Its Meaning and Nature

General Meaning, Definition, Features and Characteristics of a Company, Lifting the Corporate veil, Classification or types of companies

Unit II Formation, Registration and Incorporation of company

Promoters: Position, duties and liabilities, Formation of a Company, Mode and consequences of incorporation, Various stages of formation of company.

Unit III Documentation of Company

Memorandum of Association, Articles of association, contents and importance. Doctrine of ultra virus, Doctrine of constructive notice and Doctrine of indoor management. Prospectus-contents and liabilities for misstatement in prospectus.

Unit IV Management of companies

Directors- meaning, legal position, kinds, powers and duties. Managing Director.

Meetings- Importance and types of company meetings. Rules regarding annual general meeting and Extra ordinary general meeting.

Unit V Winding up of companies

Dissolution and winding up of companies. Reasons and consequences of winding up. Modes of winding up- compulsory and voluntary winding up.

Text books

1. AvtarSingh : Indian Company Law
2. Shah S. M :Lectures on Company Law

Reference Books

1. Palmer: Company Law
2. Rammaiya: Guide to Companies Act
3. Gower: Principles of Modern Company Law

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Understand the meaning and nature of company
CO2	Discuss the procedure of formation of companies.
CO3	Understand various important documents of company.
CO4	Analyze the working of management of companies.
CO5	Evaluating various methods and reasons of winding up of companies.

Course Delivery methods

CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L4	L	-	-	L	H	-	-	-	-	L	M	-	M	L
CO2	L5	L	-	-	M	M	-	-	-	-	M	M	-	M	L
CO3	L4	-	-	-	L	L	-	-	-	-	L	M	-	M	M
CO4	L2	-	-	-	M	M	-	-	-	-	M	M	-	H	M
CO5	L4	L	-	-	L	L	-	-	-	-	L	M	-	H	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3,CO3,CO4,CO5
CD2	Tutorials/Assignments	CO1,CO2
CD3	Seminars	CO5
CD4	Self- learning advice using internets	CO2,CO3
CD5	Industrial visit	CO4

BBA 506: Summer Internship Project

Course Objectives:

Summer Internship Project is expected provide students with an opportunity to apply their class room learning to a real life business situation. The students are required to submit a final report in the specific format detailing their learning in the organisation in addition to appraising their academic mentor of the weekly progress.

Course Description

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Dean/Director within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members. The final evaluation would be based on project report, presentation and viva voice.

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Prepare comprehensive report based on literature survey
CO2	Use theoretical concept in real life situation.
CO3	Solve problems through simulation or through practical work
CO4	Show results from the work comprehensively through presentation
CO5	Demonstrate his/her work in a conference or publish the work in a peer reviewed journal

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L4	L	-	-	L	L	-	-	-	M	L	L	-	L	M
CO2	L5	L	-	-	L	L	-	-	-	H	M	L	-	L	M
CO3	L4	L	-	-	L	M	-	-	-	M	M	L	-	M	L
CO4	L2	L	-	-	L	L	-	-	-	H	M	L	-	H	H
CO5	L4	L	-	-	L	L	-	-	-	M	L	L	-	M	H

H- High, M- Moderate, L- Low, '-' for No correlation

BBA 507: ANANDAM

Objectives:

1. To instil the joy of giving in young people, turning them into responsible citizens to build up a better society.
2. To inculcate the habit of service in students across the University.
3. A compulsory course of 2 credits per semester to be included in each program of University.
4. Students to be expected to engage in individual and group acts of service and goodness.

Action Plan:

Students will be expected to

- Do at least one act of individual service each day
- Record this act of service in a dedicated Register / Personal Diary
- Share this Register / Personal Diary day in the Anandam Class scheduled per week. The class interaction will include Personal Diary check, Showing of Community based motivation videos, Community based presentations by students, Role playing etc.
- Undertake one group service project for 64 hours every semester (outside college hours)
- Upload the report on the group project on the Anandam platform
- Participate in a sharing and presentation on the group service in the discussion sessions held once in week
- there will be some suggested projects and organizations that students can work with. Students can also suggest their own projects which others can join

Each student will finish the year with a portfolio of giving. This will include their Register / Personal Diaries and their reports on group service projects.

Semester - VI

Code No.	Paper	Type	Total Marks	Internal Marks	External Marks	L	P	T	Credits
BBA 601	Rural Marketing	Core	100	30	70	3	-	1	4
BBA 602	Project Planning and Control	Core	100	30	70	3	-	1	4
BBA 603	Professional Skills	SEC	100	30	50+20	1	1	-	2
BBA 604	Financial Institutions and Markets	Core	100	30	70	3	-	-	3
BBA 605	Research Project	Core	100	50	50	3	1	-	4
BBA 606 A	Industrial Law	Elective	100	30	70	3	-	-	3
BBA 606 B	Cost & Management Audit	Elective	100	30	70	3	-	-	3
BBA 607	ANANDAM	AECC	100	50	50	1	1	-	2
Total(with Any one Elective)			700	250	450				22

BBA 601: Rural Marketing

Course Objectives

This course enables the students:

1. To understand the nature and significance of Rural marketing and its process.
2. To understand the lifestyle and behavior of rural people for successful decision making.
3. To explain the factors affecting various product, price, place, promotion decision in rural areas.

Course Contents

Unit I Rural Marketing: A Conceptual Framework.

Introduction, Meaning of Rural, Rural Marketing, Rural marketing vs. urban Marketing, Nature and characteristics of the Rural Market, Segmentation of Rural market.

Unit II Understanding Rural consumer

Rural Consumer Behavior, needs and wants of Rural consumer, Factors which affects demand of Rural consumer, Lifestyle of Rural consumer, Opportunities and challenges of Rural marketing

Unit III Rural Marketing Mix and Social Responsibility

Marketing mix, Rural Marketing Mix, Additional Ps of Rural Marketing, 4 As of Rural Marketing Mix, Corporate social Responsibility in Rural Market

Unit IV Strategies for Rural Market

Product Strategy, Pricing Strategy, Distribution Strategy, Communication Strategy

Unit V Financial Services

Need for Credit, Sources of Credit: Kisan Credit Card, Micro finance, Chit funds, Rural and Cooperative bank and their role

Text Books:

1. BalramDogra and KarminderGhuman**Rural Marketing**, McGraw Hill
2. Krishnamacharyulu**Rural Marketing Text & Cases**, Pearson Education

Suggested Readings:

1. Awadesh and Pandey**Rural Marketing Indian Perspective**, New Age International Pvt Ltd
2. Rajagopal, **Rural Marketing: Development Policy, Planning**
3. Singh Sukhpal, **Rural Marketing Management** (Delhi: Vikas, 2001)

Course Outcomes

CO	Statement
	After the completion of this course, students will be able to:
CO1	Discuss conceptual framework of rural marketing for proper segmentation of rural markets.
CO2	Explain the rural environment factors and Define appropriate strategies for rural marketing.
CO3	Define & Discuss suitable CSR Activities for proper development of rural areas.
CO4	Use suitable Product, Price, Promotion and Distribution strategies for rural markets.
CO5	Describe role of rural & cooperative banks and Importance of Micro finance Schemes in rural development.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	M	L	-	H	H	M	M	L	-	M	-	-	L	L
CO2	L2	M	L	-	H	H	M	M	L	-	M	-	M	L	L
CO3	L2	M	L	-	H	H	M	M	L	-	M	-	-	L	L
CO4	L3	M	L	-	H	H	M	M	L	L	M	-	-	L	L
CO5	L2	M	L	-	H	H	M	M	L	-	M	-	-	L	L

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2.CO3,CO4, CO5
CD2	Tutorials/Assignments	CO1,CO2,CO3,CO4,CO5
CD3	Seminars	CO2
CD4	Self- learning advice using internets	CO1
CD5	Industrial visit	CO2

BBA 602: Project Planning and Control

Course Objectives:

1. Define the roles of the project manager, functional manager, and executives in a project management environment
2. To provide a valuable insight to students in the area to understand formulation of corporate investment strategies, prepare feasibility reports and projects.
3. To understand the financial appraisal of project and become aware of the scheduling and execution of projects

Course Contents

Unit I Introduction and Preparation for Project Management Success

Definition, Functions, Evolution of Project Management, Classification of Projects, Defining the roles of the project manager and the team, Project Life Cycle, Project Contracting

Unit II Project Feasibility Study

Market, Demand and Technical Analysis, Financial analysis evaluation of project proposals

Unit III Project Planning

Planning fundamentals, creating a Work breakdown structure and other tools of planning, Work Packages Project Organization Structure & Responsibilities, Responsibility Matrix PERT and CPM

Unit IV Executing and evaluating the Project

Risk Concept & Identification Project Management Information System, Project Evaluation & Reporting, Closing the Contract.

Unit V Leading the Project Team

Developing Project Teams, Managing Conflict, Communicating effectively, Making Team Decisions, Managing change, Managing Performance

Text Books:

1. Larry Richman, Project Management, Excel Books
2. Bhavesh M. Patel, Project Management: strategic financial planning, evaluation and control

Suggested Readings:

1. Chandra Prasanna, Projects: Planning, analysis , selection, implementation and review, TMH
2. Gopalakrishnan P. and Ramamoorthy V.E., Textbook of Project Management

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Understand basics of project life cycle and differentiate between various projects.
CO2	Define the goals and objective of a project and analyse a projects feasibility from technical, market and financial perspective.
CO3	Understand complex projects using appropriate planning tools.
CO4	Review and evaluate a project and decide whether to carry the project or not.
CO5	Demonstrate team work effectively with diverse task groups.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	L	L	-	L	-	-	L	M	M	M	M	L	L	L
CO2	L1	L	L	-	L	L	-	M	L	H	M	M	M	L	L
CO3	L2	H	L	-	L	-	-	L	M	H	M	M	M	M	M
CO4	L5	H	L	L	L	-	-	L	H	H	M	L	H	H	H
CO5	L3	M	H	L	L	L	L	L	H	M	M	M	L	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3, CO4, CO5
CD3	Seminars	CO3, CO4
CD4	Self- learning advice using internets	CO1, CO2, CO3, CO4, CO5
CD5	Industrial visit	CO3, CO4, CO5

BBA 603: Professional Skills

Objectives:

1. To acquire career skills and fully pursue to partake in a successful career path
2. To prepare good resume, prepare for interviews and group discussions
3. To explore desired career opportunities in the employment market in consideration of an individual SWOT.
4. Understand the significance of Team Skills and help them in acquiring them
5. To help them design, develop and adapt to situations as an individual and as a team.

Course Contents

Unit I: Resume Skills & Interview Skills

Resume Skills : Preparation and Presentation, Introduction of resume and its importance, Difference between a CV, Resume and Bio data, Essential components of a good resume, Resume skills : common errors, Common errors people generally make in preparing their resume, Prepare a good resume of her/his considering all essential components

Interview Skills : Preparation and Presentation, Meaning and types of interview (F2F, telephonic, video, etc.), Dress Code, Background Research, Do's and Don'ts, Situation, Task, Approach and Response (STAR Approach) for facing an interview, Interview procedure (opening, listening skills, closure, etc.), Important questions generally asked in a job interview (open and closed ended questions), Interview Skills : Simulation, Observation of exemplary interviews, Comment critically on simulated interviews, Interview Skills : Common Errors, Discuss the common errors generally candidates make in interview, Demonstrate an ideal interview

Unit II: Group Discussion Skills & Exploring career opportunities

Meaning and methods of Group Discussion, Procedure of Group Discussion, Group Discussion- Simulation, Group Discussion - Common Errors, Knowing yourself – personal characteristics

Knowledge about the world of work, requirements of jobs including self-employment, Sources of career information, Preparing for a career based on their potentials and availability of opportunities

Unit III: Presentation Skills, Trust and Collaboration

Types of presentations, Internal and external presentation, Knowing the purpose, Knowing the audience, Opening and closing a presentation, Using presentation tools, Handling questions, Presentation to heterogenic group, Ways to improve presentation skills over time, Explain the importance of trust in creating a collaborative team, Agree to Disagree and Disagree to Agree – Spirit of Team work, Understanding fear of being judged and strategies to overcome fear

Unit IV: Listening as a Team Skill & Brainstorming

Advantages of Effective Listening, Listening as a team member and team leader. Use of active listening strategies to encourage sharing of ideas (full and undivided attention, no interruptions, no prethink, use empathy, listen to tone and voice modulation, recapitulate points, etc.), Use of group and individual brainstorming techniques to promote idea generation., Learning and showcasing the principles of documentation of team session outcomes

Unit V: Social and Cultural Etiquette & Internal Communication

Need for etiquette (impression, image, earn respect, appreciation, etc), Aspects of social and cultural/corporate etiquette in promoting teamwork, Importance of time, place, propriety and adaptability to diverse cultures, Use of various channels of transmitting information including digital and physical, to team members.

Course Outcomes:

CO	Statement
	After the completion of this course, students will be able to:
CO1	Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax and Participate in a simulated interview
CO2	Actively participate in group discussions towards gainful employment, Capture a self - interview simulation video regarding the job role concerned and Enlist the common errors generally made by candidates in an interview.
CO3	Perform appropriately and effectively in group discussions and Explore sources (online/offline) of career opportunities
CO4	Use common technology messaging tools that are used in enterprises for flow of information and transition from command and control to informal communication during online/offline team session & Actively use and operate online team communication tools Webinar, Skype, Zoom, Google hangout etc
CO5	Appreciate and demonstrate Team Skills & Generate, share and maximise new ideas with the concept of brainstorming and the documentation of key critical ideas/thoughts articulated and action points to be implemented with timelines in a team discussion (as MOM) in identified applicable templates

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L6	L	H	L	M	L	H	H	M	-	H	M	-	L	L
CO2	L3	L	H	L	M	L	H	H	M	-	H	M	-	L	L
CO3	L3	L	H	L	M	L	H	H	M	-	H	M	-	L	M
CO4	L3	L	H	L	M	L	H	H	M	-	H	M	-	L	M
CO5	L3	L	H	L	M	L	H	H	M	-	H	M	-	L	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3, CO4, CO5
CD2	Tutorials/Assignments	CO1, CO2, CO3, CO4, CO5
CD3	Seminars	CO3, CO4
CD4	Self- learning advice using internets	CO1, CO2, CO3, CO4, CO5
CD5	Industrial visit	CO3, CO4, CO5

BBA 604: Financial Institutions and Markets

Course Objectives:

This course enables the students:

1. To impart knowledge about Indian financial system and Indian financial market and its assets.
2. To develop knowledge of Money market, its players, instruments and its regulation in Indian financial system
3. To develop knowledge of Capital market, its players, instruments and its regulation in Indian financial system

Course Contents:

Unit I: Financial System

Financial System: Meaning and Significance-Functions of the financial system-Financial concepts-Financial Assets- Financial markets- Classification-Financial instruments. An overview of Indian financial system.Weakness of Indian Financial System. Linkages Between Economy and Financial Markets.

Unit II: Money Market

Money market: Definition-Features-Objectives-Features of a developed money market-Importance of Money market-Composition of Money market-Operations and Participants- Money market Instruments- Call Money Markets, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market.Features of Indian money market-Recent developments.

Unit III: Capital Market

Capital Markets: Introduction to Primary and Secondary markets, New issue market-meaning-functions-methods floating new issue- intermediaries in the new issue market. Recent trends in new issue market. Stock Exchanges :Functions& Structure of stock exchanges- BSE-NSE . Listing of securities-Advantages of listing.

Unit IV: Financial Institute

Financial Institutions – meaning, purpose, IDBI – establishment, purpose, working, limitations and sources of finances. IFCI – establishment, purpose, working, schemes, sources, limitation, authorities etc. Investment institution structure – Insurance companies – purpose, working types, LIC & GIC, establishment, purpose, working, schemes, sources of funds and utilization, public sector, mutual funds.

Unit V: Regulatory Institutions

Regulatory Institutions – RBI – Role and Functions. The Securities and Exchange Board of India-objectives-function-powers- SEBI guidelines for primary and secondary market.

Text Books:

1. Kohn, Meir: *Financial Institutions and Markets*, Tata McGraw Hill.
2. Bhole L.M: *Financial Institutions and Markets*, Tata McGraw Hill.

Suggested Readings:

1. Machiraju.R.H: *Indian Financial System*, Vikas Publishing House.
2. Khan M.Y: *Indian Financial System*, Tata McGraw Hill.

Course Outcomes:

CO	Statement
CO1	Develop an understanding of the functioning of the financial system in India, its constituents namely, the institutions, markets, instruments, services and intermediaries.
CO2	Develop a critical, analytical and integrative thinking while understanding the functioning of Money Markets
CO3	Develop a critical, analytical and integrative thinking while understanding the functioning of Capital Markets Primary and Secondary included)
CO4	Develop a critical, analytical and integrative thinking while understanding the functioning of important Financial Institutions in India
CO5	Develop a critical, analytical and integrative thinking of the role played by the regulators in the smooth functioning of the markets.

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	-	-	M	H	-	-	-	H	H	H	-	H	M
CO2	L4	H	-	-	M	H	-	--		H	H	H	--	H	M
CO3	L4	H	-	-	M	H	-	-	-	H	H	H	-	H	M
CO4	L4	H	-	-	M	H	-	-	-	H	H	H	-	M	M
CO5	L4	H	-	-	M	H	M	-	-	H	H	H	-	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3 , CO4, CO5
CD2	Tutorials/Assignments	CO1,CO2, CO3, CO4, CO5
CD3	Seminars	CO4
CD4	Self- learning advice using internets	CO1, CO2, CO3 , CO4, CO5
CD5	Industrial visit	CO3

BBA 605: Research Project

Project is expected provide students with an opportunity to apply their class room learning and exploring new avenues. As part of the curriculum, students are required to take up project work in their specificInterest area for the successful completion of the BBA Program. This project will be assessed by the experts. The students should submit 2 sets of hard bound copy of project report to the University. The Project shall Carry 100 marks.

Course Outcomes:

CO	Statement
	After completion of this course, students will be able to:
CO1	Prepare comprehensive report based on literature survey
CO2	Use theoretical concept in real life situation.
CO3	Solve problems through simulation or through practical work
CO4	Show results from the work comprehensively through presentation
CO5	Demonstrate his/her work in a conference or publish the work in a peer reviewed journal

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L4	L	-	-	L	L	-	-	-	M	L	L	-	L	M
CO2	L5	L	-	-	L	L	-	-	-	H	M	L	-	L	M
CO3	L4	L	-	-	L	M	-	-	-	M	M	L	-	M	L
CO4	L2	L	-	-	L	L	-	-	-	H	M	L	-	H	H
CO5	L4	L	-	-	L	L	-	-	-	M	L	L	-	M	H

H- High, M- Moderate, L- Low, '-' for No correlation

BBA 606 A: Industrial Law

Course Objectives:

1. To Understand and focus on wage policies, compensation for accidents caused during the course of employment.
2. To understand working conditions of employees and various aspect of management of labor relation and dispute settlement bodies and techniques.

Course Contents

Unit I The Factories Act, 1948

History of Factory legislation: Objects & Reasons, Scope and applicability, Definitions of some important terms. The Inspecting Staff: Health, Safety, Welfare, Working hours for Adults, Employment of young persons, Annual Leave with wages, Penalties & Procedure

Unit II The Minimum Wages Act, 1948

Concept of Wages, Particularly minimum fair and living wages, Aims and Objects of the Minimum Wages Act, Application, fixation and revision of minimum rates of wages, Adjudication of claims relating to Minimum wages and Miscellaneous provisions

Unit III The Trade Union Act, 1926

Trade Union Movement in India-Aims & Object- Extent and Commencement of the Trade Union Act, 1926. Definition and Nature of Trade Union, Registration of Trade Unions: Rights and Liabilities of Registered Trade Unions, Recognition to Trade Unions, Dissolution

Unit IV Workmen's Compensation Act, 1923

Definition of dependant, workman, partial disablement and total disablement Employer's liability for compensation, Employer's Liability when contract or is engaged, Amount & Distribution of compensation

Unit V Industrial Dispute Act, 1948

Definition, Various modes of Settlement of disputes, Object and Reasons, Voluntary Arbitration & Compulsory Adjudication Strike and Lock-outs, Lay-off and Retrenchment, Unfair Labour Practice

Text Books:

1. Statutory Material - Trade Union Act, 1926, Industrial Employment (Standing Orders) Act, 1946 and Industrial Dispute Act, 1947
2. S.C. Srivastava, Industrial Relations and Labour Law, Vikas Publishing House, New Delhi

Suggested Readings:

1. O.P. Malhotra, Industrial Disputes Act, Vol. I & II
2. Indian Law Institute – Cases and Materials on Labour Law and Labour Relation

Course Outcomes:

CO	Statement
CO1	Summarize the statute for management and functioning of a manufacturing facility in India
CO2	Apply aspects of employment law to real workplace situations
CO3	Develop ability to critically analyze and manage union related strategies
CO4	Critically evaluate statute regarding compensation and emerging trends
CO5	Consider the ethical, equity and sustainability implications of current and emerging labour regulations regarding dispute resolution

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO 1	PSO 2
CO1	L2	L	L	M	H	H	L	L	L	L	M	-	M	H	H
CO2	L3	-	L	H	M	L	L	L	L	M	M	M	H	H	H
CO3	L5	M	M	H	H	H	M	M	M	H	H	M	H	H	H
CO4	L5	M	M	M	H	M	H	-	H	H	H	M	H	H	H
CO5	L4	M	M	M	H	H	H	M	H	H	M	L	L	H	H

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1,CO2,CO3
CD2	Tutorials/Assignments	CO2,CO3
CD3	AV aids	CO2, CO4
CD4	Self- learning advice using internets	CO4,CO2,CO3
CD5	Laboratory Practice	CO5

BBA 606 B: Cost & Management Audit

Course objectives:

This course enables the students:

1. To give understanding of cost audit and procedure of valuation and verification of inventories,
2. To give information about professional ethics and code of conduct of cost auditor.
3. To provide students with a working knowledge of Management Audit and its policies.

Course Contents

Unit I Introduction of cost Audit

Meaning & objects of cost Audit, Role & importance of cost Audit in capacity utilization, Better Labor Management, Verification & Valuation of inventories, Inter firm comparison ,Export promotion etc, Difference between Cost Audit & financial audit, Advantages of cost audit , Efficiency audit.

Unit II Cost auditor

Qualifications & Disqualifications and Qualities of cost auditor, Rights & Duties of cost auditor, Relationship between cost & Liabilities, Auditor , Financial Auditor & Statutory Auditor , Professional ethics & code of conduct of Auditor.

Unit III Cost Audit

Preparation & verification of cost records .Uses of statistical sampling Method for Audit ,Cost audit, Programme Form & contents of cost Audit Report

Unit IV Introduction of Management Audit

Meaning , Nature , Scope & Concept of Management Audit ,Recruiting & Training of Audit Staff, Difference between Management Audit & Financial Audit ,Purpose & Goal of Management Audit, Key features of Management Audit

Unit V Review of Policies

Review of Internal Control , Review of Purchasing Control , Review of selling & Distribution Policies, Corporate Social Audit – Social Cost & Social Benefits

Text Books:

1. Ramnathan , Cost & management Audit
2. Cona W.L., Mgmt& Cost Audit.

Course Outcomes:

CO	Statement
CO1	Describe the procedure involved in cost audit of inventories.
CO2	Understand & Recognize the ethical values and code of conduct of cost auditor.
CO3	Preparation of Cost Audit Report
CO4	Describe the procedure involved in Management audit of inventories.
CO5	Review of Various Policies

Course Delivery methods	
CD1	Lecture by use of boards/LCD projectors/OHP projectors
CD2	Tutorials/Assignments
CD3	Seminars
CD4	Self- learning advice using internets
CD5	Industrial visit

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Bloom's Levels	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO 1	PSO 2
CO1	L2	H	-	-	L	M	-	-	-	H	H	H	L	L	M
CO2	L2	H	-	-	L	M	H	-	-	H	H	H	-	L	M
CO3	L6	H	-	-	M	M	-	-	-	H	H	H	-	M	L
CO4	L2	H	-	-	L	M	-	-	-	H	H	H	L	L	L
CO5	L2	H	-	--	L	M	-	-	-	H	H	H	L	M	M

H- High, M- Moderate, L- Low, '-' for No correlation

Mapping between CO and CD

CD	Course Delivery methods	Course Outcomes
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1, CO2, CO3
CD2	Tutorials/Assignments	CO1, CO2, CO3
CD3	Seminars	CO2, CO3, CO4, CO5
CD4	Self- learning advice using internets	CO1, CO2, CO3
CD5	Industrial visit	CO1

BBA 607: ANANDAM

Objectives:

1. To instil the joy of giving in young people, turning them into responsible citizens to build up a better society.
2. To inculcate the habit of service in students across the University.
3. A compulsory course of 2 credits per semester to be included in each program of University.
4. Students to be expected to engage in individual and group acts of service and goodness.

Action Plan:

Students will be expected to

- Do at least one act of individual service each day
- Record this act of service in a dedicated Register / Personal Diary
- Share this Register / Personal Diary day in the Anandam Class scheduled per week. The class interaction will include Personal Diary check, Showing of Community based motivation videos, Community based presentations by students, Role playing etc.
- Undertake one group service project for 64 hours every semester (outside college hours)
- Upload the report on the group project on the Anandam platform
- Participate in a sharing and presentation on the group service in the discussion sessions held once in week
- there will be some suggested projects and organizations that students can work with. Students can also suggest their own projects which others can join

Each student will finish the year with a portfolio of giving. This will include their Register / Personal Diaries and their reports on group service projects.

11. **TEACHING-LEARNING PROCESS/ METHODOLOGY (TLM):**

The teaching-learning process should be aimed at systematic exposition of basic concepts so as to acquire knowledge of Business Administration in a canonical manner. In this context, applications of Business Administration and linkage with the theory constitute a vital aspect of the teaching-learning process. The course offers many modes of learning and assessment methods. Students have great freedom of choice of course which they can study. The various components of teaching learning process are summarized in the following heads.

1. **Class room Lectures:** The most common method of imparting knowledge is through lectures. There are diverse modes of delivering lectures such as through blackboard, power point presentation, OHP Projector and other technology aided means. A judicious mix of these means is a key aspect of teaching-learning process.
2. **Tutorials/ Assignment:** To reinforce learning, to monitor progress, and to provide a regular pattern of study, tutorials and Assignments are essential requirements. During these tutorials, difficulties faced by the students in understanding the lectures, are dealt with. Tutorials are also aimed at solving problems associated with the concepts discussed during the lectures.
3. **Choice based learning/Open elective:** LOCF in this undergraduate programme provides great flexibility both in terms of variety of courses and range of references in each course.
4. **Field based learning:** Students may enhance their knowledge through field based learning while understanding the practical importance.
5. **Textbooks learning:** A large number of books are included in the list of references of each course for enrichment and enhancement of knowledge.
6. **E-learning:** Learner may also access electronic resources and educational websites for better understanding and updating the concepts.
7. **Self-study materials:** Self-study material provided by the teachers is an integral part of learning. It helps in bridging the gaps in the classroom teaching. It also provides scope for teachers to give additional information beyond classroom learning.
8. **Assignment/Problem solving:** Assignments at regular intervals involving applications of theory are necessary to assimilate basic concepts of courses. Hence, it is incumbent on the part of a learner to complete open-ended projects assigned by the teacher.
9. **Internships:** The teaching-learning process needs to be further supported by other activities devoted to subject-specific and interdisciplinary skills, summer and winter internships. During these internships it is expected that a learner will interact with experts and write a report on a topic provided to the learner.
10. **Institute visits:** Institute visit by a learner is also a part of learning process. During such visits a learner has access to knowledge by attending academic activities such as seminars, colloquia, library consultation and discussion with faculty members. These activities provide guidance and direction for further study.
11. **Industrial visits:** Industrial visits offer an opportunity to observe applications of scientific concepts. These visits also give an opportunity to realize the power of mathematical ideas and their translation in problem solving.

12. **Training programmes/ Seminars:** Training programmes organized by various agencies/institutes provide an opportunity to learn various dimensions of courses.

12. ASSESSMENT AND OUTCOME MEASUREMENT METHODS (AOMM):

A range of assessment methods which are appropriate to test the understanding of various concepts of courses will be used. Various learning outcomes will be assessed using time-bound examinations, problem solving, assignments and viva-voce examination. For various courses in this programme, the following assessment methods shall be adopted:

- i. Scheduled/unscheduled tests
- ii. Problem solving sessions aligned with classroom lectures
- iii. Practical assignments
- iv. Regular chamber consultation with faculty members
- v. Class Tests and semester end comprehensive examination

Examination and Evaluation:

- I. The medium of instructions and examination shall be English.
- II. Candidates shall be examined according to the scheme of examination and syllabus as approved by the BOS and Academic Council from time to time.
- III. To pass each semester examination, a candidate must obtain at least 40% marks in each written paper, practical work semester examination.
- IV. Each theory paper for the respective semester examination shall be set and evaluation of the answer books shall be done as per the University rules.
- V. The assessment of External Evaluation i.e. End Term Semester Examination will be made out of 70 (Seventy) marks in theory Papers and Internal Evaluation of 30 (Thirty) marks.

Criterion for awarding Grading System:

Criterion for Awarding SGPA and CGPA: The criterion for awarding the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) for B.B.A. programme shall be as follows:

- a) The criterion for passing in a subject is that a student should secure minimum 40% marks in individual paper.
- b) A student obtaining less than pass marks as specified above, in each subject (sum of internal and End-Term examinations) he will be declared fail in that subject and will have to re-appear in a End-Term examination of the course in subsequent odd / even semester end term examination, subject to maximum permissible period of n+4 semestersto complete the course.
- c) The University has adopted Absolute Grading System for converting marks into grades. The formula of 10- point grading system for conversion of marks obtained into Letter Grades and converting Letter Grades to Grade Point is given below:

Table: Marks, Letter Grades and Grade Points

Marks	Letter Grade	Grade Points
91-100	O (Outstanding)	10
81-90	A+(Excellent)	9
71-80	A(Very Good)	8
61-70	B+(Good)	7
51-60	B(Above Average)	6
46-50	C(Average)	5
40-45	P (Pass)*	4
0-39	F(Fail)	0
-	AB (Absent)	0

***Pass Mark: 40% in individual paper**

- d) While converting the marks into Letter Grade, the rounding off marks must be considered.
- e) A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- f) For noncredit courses "Satisfactory" or Unsatisfactory" shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.

Computation of SGPA and CGPA:

The university has adopted UGC recommended procedure for computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

- a) The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the papers/ courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA (Si)} = \Sigma (Ci \times Gi) / \Sigma Ci$$

Where Ci is the number of credits of the ith course and Gi is the grade point scored by the student in the ith course. The university shall issue Semester Grade Card to the student.

- b) The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \Sigma (Ci \times Si) / \Sigma Ci$$

Where Si is the SGPA of the ith semester and Ci is the total number of credits in that semester.

- c) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Illustration of Computation of SGPA and CGPA and Format for Transcripts:

- a) Computation of SGPA and CGPA

Illustration for SGPA

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit x Grade)
Course/Paper 1	3	A	8	3x8=24
Course/Paper 2	4	B+	7	4x7=28
Course/Paper 3	3	B	6	3x6=18
Course/Paper 4	3	O	10	3x10=30
Course/Paper 5	3	C	5	3x5=15
Course/Paper 6	4	B	6	4x6=24
	20			139

Thus, SGPA= 139/20= 6.95

b) Illustration for CGPA

Semester-1	Semester-2	Semester-3	Semester-4	Semester-5	Semester-6
Credit: 20 SGPA:6.9	Credit: 22 SGPA:7.8	Credit: 25 SGPA:5.6	Credit: 26 SGPA:6.0	Credit: 26 SGPA:6.3	Credit: 25 SGPA:8.0

$$\text{Thus, CGPA} = \frac{20 \times 6.9 + 22 \times 7.8 + 25 \times 5.6 + 26 \times 6.0 + 26 \times 6.3 + 25 \times 8.0}{144} = 6.73$$

13. TEACHERS TRAINING (TT):

Learning Outcomes Based Curriculum Framework (LOCF) Quality initiative of UGC based on Outcome Based Education (OBE) is being implemented by the University Grants Commission to enhance the Quality of Higher Education and that of Higher Education Learners and Teachers. Therefore, university arrange following activities for teachers training:

1. Workshops for LOCF implementation.
2. Seminar for LOCF implementation.
3. FDP on LOCF.
4. Outcome based higher education and understanding the learning objectives, learning outcomes, new approaches in the area of outcome measurement, preparing future ready teachers and students.
5. Developing a battery of quality speakers/educators to become resource persons to play role for Training of Trainers (TOT).

14. KEY WORDS:

LOCF, CBCS, Course Learning Outcomes, Employability, Graduate Attributes Communication Skills, Critical Thinking, and Descriptors.

.....*****.....

Annexure - I

POs	Action Verb(s) in POs	Bloom's level(s) for POs
PO1	Define	L1
	Analyze	L4
	Device	L6
PO2	Interpret	L4
PO3	Use/ Apply	L3
PO4	Demonstrate	L3
PO5	Demonstrate	L3
PO6	Apply	L3
PO7	Understand	L2
	Demonstrate	L3
PO8	Apply	L3
PO9	Demonstrate	L3
	Understand	L2
	Apply	L3
PO10	Recognize	L2
PO11	Demonstrate	L3
PO12	Develop	L6
	Define	L1