

B.B.A. (International Business)

Syllabus

AFFILIATED COLLEGES

Program Code: ***

2020 – 2021 onwards



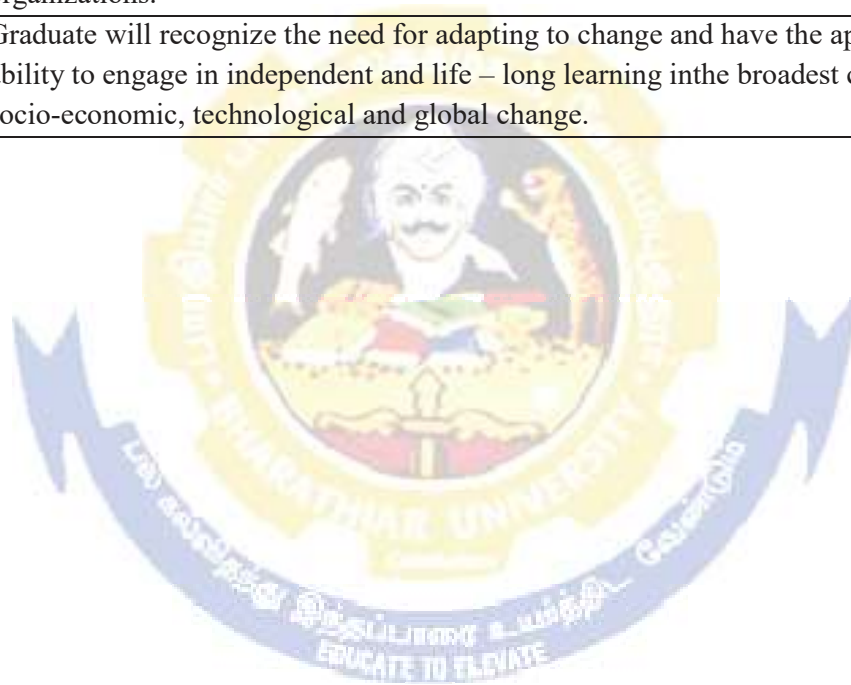
BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 982)

Coimbatore - 641 046, Tamil Nadu, India

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions.
PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, M.Phil, Ph.D as well as research.
PEO4	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.



PROGRAMME OUTCOMES

PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
PO5	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
PO6	Analyse the sampling techniques of collecting primary and secondary data and tools and techniques of data.
PO7	Understand the methods of collecting primary and secondary data. construction of scaling techniques and Determine the steps involved in design of questionnaire. Analyse and preparation of project report for the Functional areas of research.
PO8	Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0 Understand the SERQUAL of the various service industries.
PO9	Analyse the various aspect of business research in the area of marketing, human resource and Finance.
PO10	Analyse the various financial and accounting concept including Balance sheet , trial balance, etc.,

PROGRAM SPECIFIC OUTCOMES

PSO 1 :	Understand of the corporate world
PSO 2 :	Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
PSO 3 :	Determine conceptual and analytical abilities required for effective decision making.
PSO 4 :	Understand the dynamic and complex working environment of Business.
PSO 5 :	Understand the problems faced by the business sector in the Current scenario.
PSO 6 :	Analyse the ups and downs of the stock market.
PSO 7 :	Understand the rapid changes of financial services include banking and insurance sectors.
PSO 8 :	Understand the micro and macro marketing environment.
PSO 9 :	Understand the international trade procedure and documentation.
PSO 10 :	Understand the Forms of business organization.
PSO 11 :	Understand the business correspondence and communication.
PSO 12 :	Determine the organizational behaviour and its conflict.

BHARATHIAR UNIVERSITY, COIMBATORE-641 046

B.B.A. (International Business) Curriculum (Affiliated Colleges)

(For the students admitted from the academic year 2020-2021 onwards)

Part	Study Components	Course Title	Ins. hrs /	Examinations				Credits
				Dur.H	CIA	Marks	Total	
SEMESTER –I								
I	Language-I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I – Principles of Management		5	3	25	75	100	4
III	Core II – Basics of Business and Business Environment		5	3	20	55	75	3
III	Allied Paper I - Mathematics and Statistics for Management		6	3	25	75	100	4
IV	Environmental Studies #		2	3	-	50	50	2
SEMESTER –II								
I	Language-II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Organizational Behaviour		5	3	20	55	75	3
III	Core IV – Economics for Executives		5	3	25	75	100	4
III	Allied Paper II –Quantitative Techniques for Management		6	3	25	75	100	4
IV	Value Education – Human Rights #		2	3	-	50	50	2
	Swachh Bharat – Summer internship *							
SEMESTER –III								
III	Core V –Financial Accounting		5	3	25	75	100	4
III	Core VI– Production and Materials Management		5	3	25	75	100	4
III	Core VII –Marketing Management		5	3	25	75	100	4
III	Core VIII – PC Software (MS Office) - Practical		5	3	30	45	75	3
III	Allied : III– Business Law		5	3	25	75	100	4
IV	Skill based Subject-1 : Communication Skills I ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective–I: Yoga for Human Excellence # / Women’s Rights # # Constitution of India #		2	3	50		50	2
SEMESTER –IV								
III	Core IX – Human Resource Management		5	3	25	75	100	4
III	Core X – Financial Management		5	3	25	75	100	4
III	Core XI – World Resources		5	3	25	75	100	4
III	Core XII – Financial Accounting Package -Tally (Practical only)		5	3	30	45	75	3
III	Allied IV– Taxation Law and Practice		5	3	25	75	100	4
IV	Skill based Subject-2 : Communication Skills II ^		3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil #(or) Non-major elective -II : General Awareness #		2	3	50		50	2

SEMESTER –V							
III	Core XIII – Cost & Management Accounting	6	3	25	75	100	4
III	Core XIV – Research Methods for Management	5	3	25	75	100	4
III	Core XV – International Marketing Management	5	3	25	75	100	4
III	Core XVI – International Strategic Management	6	3	25	75	100	4
III	Skill Enhancer: Institutional Training [^]	-	-	10	40	50	2
III	Elective–I :	5	3	25	75	100	4
IV	Skill based Subject-3 : Campus to Corporate [^]	3	3	30	45	75	3
SEMESTER –VI							
III	Core XVII – Entrepreneurship and Small Business Management	6	3	25	75	100	4
III	Core XVIII - Foreign Exchange Management	6	3	25	75	100	4
III	Core XIX- Foreign Trade Procedure and Documentation	5	3	25	75	100	4
III	Elective –II :	5	3	25	75	100	4
III	Elective –III :	5	3	25	75	100	4
IV	Skill based Subject-4 :Soft Skills for Business [^]	3	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
Total		-	-	-	-	3500	140





**First
Semester**

Course code	PRINCIPLES OF MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core -I			5	-	-	4
Pre-requisite	+2 Commerce		Syllabus Version		First	
Course Objectives:						
To inculcate the students with the Knowledge and Understanding of the principles of management and to enable the students to gain valuable insight into the working of business. The course will review the evolution of management thoughts, functions and practices through the focus on Indian experiences, approaches and cases.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examine and explain the management evolution and how it will affect future managers.					K1
2	Estimate the conceptual framework of planning and decision-making in day to day life.					K2
3	Explain the various managerial functions to achieve the goals and objectives of the organization.					K1
4	Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.					K4
5	Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	FUNCTIONS OF MANAGEMENT				12 --hours	
Overview of Management: Definition –Nature and scope of management-Importance - skills of managers–Levels of Management-Functional areas of management- Evolution of Management thoughts: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker's -Management: a science or an art?.						
Unit:2	PLANNING				11 --hours	
Planning: Definition -Nature and purpose – Planning process – Importance of planning – types of plan-Decision making - Definition –steps and process and various types of decisions.						
Unit: 3	ORGANIZING				12 --hours	
Organizing: Definition -Types of organization – Organizational structure –Span of control – use of staff units and committees. Delegation: Delegation and Centralization. Centralization and Decentralization – Staffing : Definition- Sources of recruitment – Selection-Definition - process Training-Definition-Types.						

Unit:4	DIRECTING	12 --hours
Directing: Definition -Nature and purpose of Directing.- Principles – Motivation - Definition - Theories of Motivation (Maslow’s, McGregor, ERG Theory, Herzberg two factor theory)– Leadership: Definition-Styles – Communication: Definition - Importance of Communication – Methods of Communication – Types – Barriers.		
Unit:5	CONTROLLING	11 --hours
Controlling: Meaning and importance of controlling – control process – Budgetary and non-Budgetary Control Techniques – Requisites of an effective control system – Relationship between planning and controlling – Need for co-ordination.		
Unit:6	Contemporary Issues	02-hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 --hours
Text Book(s)		
1	Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition, 2007.	
2	Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition, 2005	
Reference Books		
1	Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management -A global perspective, Prentice hall, 2005	
2	P.C.Tripathi & P.N.Reddy, Principles of Managements -Tata Mc.Graw Hill -New Delhi, 2012	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	NOC:Principles of Management – IITKGP - NPTEL	
Course Designed By: Dr. P.KOMARASAMY ,pkskv@rediffmail.com		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO2	M	S	M	S	S	S	M	S	S	S
CO3	S	S	M	M	S	S	M	M	M	S
CO4	S	M	S	S	S	M	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	BASICS OF BUSINESS & BUSINESS ENVIRONMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core –II			5			4
Pre-requisite	+2 Commerce		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
1. To outline how an entity operates in a business environment						
2. To analyze the various economic conditions and effects of government policy on business performance						
3. To explain the legal framework that regulates the business and industry						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on the gamut of business activities					K2
2	Explain the intricacies in starting a business and knowing the suited business form					K2
3	Design a business model in order to analyze its sustainability					K3
4	Comprehend the environmental factors that are conducive /detrimental to the respective businesses					K4
5	Have a simple and basic comprehension of the international scenario with regard to borderless business world					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO BUSINESS				11--hours	
Business Basics: Nature and Purpose of Business – Characteristics of Business – Comparison among Business, Profession and Employment – Various types of Industry – Compare Industry with commerce – Forms of business Organisation – Sole traders, partnership, Joint Hindu family firm- Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.						
Unit:2	BUSINESS AND ECONOMIC SYSTEM				11--hours	
Business and Economic System – Capitalism, Socialism, Communism and mixed economy – Different sectors of the economy and Role of businesses in it – Different stakeholders of business firm – factors of production – Business model Meaning & example – Business Risks & their causes – Steps in Starting a Business – Qualities of Entrepreneur.						
Unit:3	BUSINESS SERVICES				12--hours	
Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing – Traditional Business to new era – Business – Benefits of switching over to electronic mode – Cautions to be taken.						

Unit:4	BUSINESS ENVIRONMENT AND ANALYSIS	12--hours
Business Environment: Concept, characteristics of environment. Environmental Analysis – Need&diagnosis,Businessenvironment–potentialcompetitors,Rivalry– externalenvironmentEconomic, political & legal environment, technological and socio cultural environment, Internationalenvironment.		
Unit:5	IMPACTS OF LPG	12--hours
Liberalisation - Meaning - Privatization - Benefits & pitfall - Globalization – Meaning & rationale for Globalization – Role of WTO & GATT – Trading blocks in Globalization – Impact of GlobalizationonIndia.–Business&Society- SocialResponsibilitiesofbusinesstowardsdifferent groups.		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60--hours
Text Book(s)		
1	Nikita Sanghvi, Business Environment and Entrepreneurship, CS-FOUNDATION Taxmann; 2015ISBN-13: 978-9350716236	
2	Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi	
Reference Books		
1	William A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 9781285193946) Foundations of Business, (5th Edition) Cengage Learning Higher Education	
2	Del, Global Business Foundation Skill Students Handbook Cambridge University Press ISBN-13: 978-8175967830	
3	Laura Dias, Amit Shah, Introduction to Business, McGraw Hill Education (India) Private Limited 2012 ISBN-13: 978-1121085084	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.coursera.org/courses?query=business%20fundamentals	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	M	S
CO2	M	S	M	M	S	M	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	S	M

*S-Strong; M-Medium; L-Low

Course code	MATHEMATICS AND STATISTICS FOR MANAGEMENT for BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Allied - I		6	-	-	4
Pre-requisite	+2 Business Maths	Syllabus Version		First	
Course Objectives:					
To make the students to understand the process of solving mathematics and interpret the final results and to train the students to apply the mathematical and statistical tools and techniques while solving business problems in their career. The course will also serve as a prerequisite for post graduate and specialized studies and research.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Solve systems of linear equations by use of the matrix				K3
2	Be able to find the nature (maximum and minimum) of a turning point				K5
3	Outline the meaning of marginal revenue and marginal cost and their relevance for firm's profitability.				K1
4	Understand and compute the sampling distributions, sampling distributions of means and variances (S ²) and the t- and F-distributions				K1
5	Summarize a regression analysis, and compute and interpret the coefficient of correlation.				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	MATRICES	14 --hours			
Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication Inversion of square matrices of not more than 3rd order- solving system of simultaneous linearequations.					
Unit:2	SET THEORY AND MATRICES	14 --hours			
Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only)					
Unit:3	STATISTICAL METHODS	15 --hours			
Meaning and Definitions of Statistics - Scope and Limitations. Collections of data –primary data and secondary data - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution. Measures of Central tendency - Arithmetic Mean, Median and Mode.					
Unit:4	MEASURES OF VARIATION	14 --hours			

Measures of Variation : Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.		
Unit:5	ANALYSIS OF TIME SERIES AND INDEX NUMBER	13--hours
Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices.		
Unit:6	CONTEMPORARY ISSUES	02 –h ours
Expert lectures, online seminars – webinars		
Questions in theory and problems carry 20% and 80% marks respectively Problems need to be simple keeping students' non-mathematical background		
	Total Lecture hours	72 --hours
Text Book(s)		
1	S.P. Gupta (S.P.): “Statistical Methods”, Sultan Chand & Sons, 34th Edition,2007	
2	Richard Levin & David Rubin, “Statistics for management”, Prentice Hall, 2008	
Reference Books		
1	Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Method	
2	P.R.Vittal, “Business Mathematics”, Margham publications 2nd edition,2003.	
3	S.P.Rajagopalan and R.Sattanathan,business statistics and Operation Research,Tata Mcgraw-Hell publishing company Ltd.,2nd edition,2009.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf	
2	http://www.cognella.com/pdf/Step-by-Step-Business-Math-and-statistics_sneak_preview.pdf	
Course Designed By: Dr. P.KOMARASAMY , pkskv@rediffmail.com		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low



**Second
Semester**

Course code	ORGANISATIONAL BEHAVIOUR For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core II		5	-	-	3
Pre-requisite	Nil	Syllabus Version		First	
Course Objectives:					
The main objectives of this course are to make the students to understand Organizational psychology & personality of people and gain knowledge on belief, values and human motivation, leadership, theories of leadership, counseling, idea generation for problem solving and innovation. And students are prepared to deal with groups and for conflict identification and resolution.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Analyze the individual and group behavior; and understand the implications of organizational behaviour on the process of management				K4
2	Identify various theories of motivation from the past and to evaluate motivational strategies used in a variety of organizational settings				K5
3	Enhance productivity of the organization by ensuring required job satisfaction and employee attitude.				K3
4	Understand the supervisory effects on performance and to train supervisors by understanding different supervision styles.				K2
5	Evaluate the appropriateness of various leadership styles and counseling methods				K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	Organisational psychology				12 --hours
Importance and scope of organisational psychology – Individual differences - Intelligence tests Measurement of intelligence - Personality tests - nature, types and uses.					
Unit:2	Perception				12 --hours
Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.					
Unit:3	Job satisfaction				11 --hours
Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.					
Unit:4	Group dynamics				12 --hours
Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.					
Unit:5	Leadership and counseling				11 --hours

Leadership-types-theories–Trait,ManagerialGrid,Fiedder‘scontingency.Counseling–meaning - Importance of counselor - types of counseling - merits of counseling		
Unit:6	CONTEMPORARY ISSUES	02 –hours
Expert lectures, online seminars – webinars		
Text Book(s)		
1	L.M. Prasad – OrganisationalBehaviour. Latest edition	
Reference books		
1	Keith Davis - Human Behaviour at Work	
2	Ghos - Industrial Psychology	
3	Fred Luthans – OrganisationalBehaviour	
Online Content		
	NOC:OrganizationalBehaviour - NPTEL	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	ECONOMICS FOR EXECUTIVES For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core - IV	Core		6	-	-	4
Pre-requisite	+2 Economics		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to make the students to understand the objectives of business firms, Demand analysis and Elasticity of demand, BEP Analysis and further to make them familiarize about types of competitions and price administration and enhance their knowledge about Government and Business.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Apply the objectives of business firms, demand analysis and elasticity of demand in daily life and in their career.					K6
2	Identify the effective applications of factors of production and BEP Analysis					K3
3	Understand the determination of the Price, Market structure and competition.					K2
4	Analyze various theories of wages, Interest and profit in Business field.					K4
5	Evaluate the performance of the Government sector in India.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	DEMAND ANALYSIS				12 Hours	
Objectives of business firms – Profit Maximization – Social responsibilities – Demand analysis – Law of Demand - Elasticity of demand.						
Unit:2	BEP ANALYSIS				12 Hours	
Production function - Factors of production - Law of diminishing returns and Law of variable proportions. Cost and Revenue Curves – Break-even-point (BEP) analysis.						
Unit:3	MARKET STRUCTURE				11 Hours	
Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.						
Unit:4	ECONOMIC THEORIES				12 Hours	
Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity Preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.						
Unit:5	GOVERNMENT AND BUSINESS				11 Hours	
Government and Business - Performance of public enterprises in India - Price policy in public utilities, Public sector – Goals – Types and classification – Evolution and objectives of public sector in India.						
Unit:6	CONTEMPORARY ISSUES				02-hours	
Expert lectures, online seminars – webinars						

	Total Lecture hours	60 --hours
Text Book(s)		
1	Sankaran - Business Economics	
Reference books		
1	Markar et al - Business Economics	
2	Sundaram K.P & Sundaram – Business Economics	
Online Content		
	NOC:Managerial Economics - NPTEL	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low



Course code	QUANTITATIVE TECHNIQUES FOR MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Allied - II			5			4
Pre-requisite	MATHEMATICS AND STATISTICS FOR MANAGEMENT		Syllabus Version		First	
Course Objectives:						
The main objective of this course is to make the students to gain knowledge about various concepts of Operations Research and to identify and develop operational research models from the verbal description of the real system and train them to apply the operations research tools that are needed to solve optimization problems.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define and formulate linear programming problems and evaluate their applications					K1
2	To understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method					K1
3	To comprehend the concept of a Transportation Model and develop the initial solution and optimality checking of the solution					K2
4	To apply the strategies of game theory and to make better decisions while solving business problems					K3
5	Use critical path analysis and programming evaluation and review techniques for timely project scheduling and completion.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO OPERATION RESEARCH				11 --hours	
Introduction to Operations Research – Meaning – Scope – Applications - Limitations. Linear programming-Mathematical Formulation- Application in management decision making (Graphical method only).						
Unit:2	TRANSPORTATION AND ASSIGNMENT PROBLEMS				12 --hours	
Transportation problems: Introduction- Finding Initial Basic Feasible solutions- moving towards optimality (non degenerate only) – Maximization in transportation problem- Unbalanced transportation problem. Assignment problem: Introduction – Hungarian Assignment method – Maximization in Assignment problem – Unbalanced Assignment problem.						
Unit:3	GAME THEORY				12 --hours	
Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without						

saddle point. Graphical solution - mx2 and 2xn games. Solving games by Dominance Property.		
Unit:4	NETWORK ANALYSIS	11 --hours
CPM–Principles–Constructionofnetwork- Critical path –Forwardpass– Backwardpasscomputations–PERT – Time scale analysis - probability of completion of project – types of floats.		
Unit:5	REPLACEMENT THEORY	12 --hours
Theory of Replacement – Introduction - Replacement models –Replacement of items that deteriorates gradually (value of money does not change with time)		
Unit:6	CONTEMPORARY ISSUES	02-hours
Expert lectures, online seminars – webinars		
Note: Theory and problem shall be distributed as 20% and 80% respectively.		
	Total Lecture hours	60 --hours
Text Book(s)		
1	P. K. Gupta, Man Mohan, Kanti Swarup: “Operations Research”, Sultan Chand, 2008.	
2	J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited, fifth edition.2013	
Reference Books		
1	Kanti Swarup, P.K.Gupta and Man Mohan – Operations Research	
2	Sundaresan V, Ganapathy K.S, Ganesan K, Resource Management Technique- Lakshmi Publications, 2003.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://nptel.ac.in/courses/111/105/111105077/	
2	https://nptel.ac.in/content/syllabus_pdf/111105077.pdf	
Course Designed By: Dr. P.KOMARASAMY , pkskv@rediffmail.com		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	M	S	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low



**Third
Semester**

Course code	FINANCIAL ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core V			5	-	-	4
Pre-requisite	+ 2 Accounting		Syllabus Version	First		
Course Objectives:						
This course is to enable the students to acquire knowledge of accounting concepts, principles and practices which will provide insight for the students to apply in the business administration in order to manage and be effective in decision making in the functional areas like financial and accounting transactions.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions.					K1
2	Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book.					K2
3	Summarises the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions.					K5
4	Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation.					K3
5	Classify the sections of accounting statements from incomplete data					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Accounting Fundamentals				12 hours	
Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information, Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions.						
Unit:2	Preparation of Journal, Ledger and Trial Balance And & Accounting Errors				12 hours	
Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation. Accounting Errors: Meaning and Types of errors, Rectification of errors						
Unit:3	Bank Reconciliation statement and Methods of Depreciation				12 hours	
Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS, Depreciation – meaning, methods of charging depreciation, problems						
Unit:4	Preparation of Final Accounts				11 hours	
Final Accounts – Meaning, need & objectives, types – Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, Need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entry. Problems						

Unit:5	Preparation of Final accounts of Joint stock Companies (As per the Format of the Indian Companies Act)	11 hours
Preparation of statement of profit and loss – balance sheet – schedules – Indian Accounting standards (up to IAS - 8)		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Note: (Theory and problems may be in the ratio of 20% and 80%respectively)		
	Total Lecture hours	60 hours
Text Book(s)		
1	T.S.reddy&A.murthy-Financial Accounting, Margham Publications.-6th edition,2012	
2	Dr.S.N.Mageswari- Financial Accounting, Vikas Publishing house.-jan2012	
Reference Books		
1	Shukla & Grewal's Financial Accounting · M C Shukla , T S Grewal & S C Gupta. S. Chand Publishing.	
2	Financial Accounting V-dorling Kindersley-1st edition,2010	
3	Jain &Narang-kalyani Financial Accounting publishers;12th edition.2014.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	MOOC : https://www.mooc-list.com/course/introduction-financial-accounting-coursera	
2	Financial Accounting: Indian Institute of Technology Bombay and NPTEL via Swayam	
Course Designed By: Dr. P.KOMARASAMY , pkskv@rediffmail.com		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	M	S	S	M	S	M
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	PRODUCTION AND MATERIALS MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)			L	T	P	C
Core VI				5	-	-	4
Pre-requisite	Principles of Management			Syllabus Version	First		
Course Objectives:							
The main objectives of this course are to: The production and materials management provides an introduction to process of production management, production planning and control, effective material handling, materials management and maintenance management, helps to understand the import purchase procedures, storekeeping, Total Quality Management, Quality Control and procedure for getting an ISO.							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Enumerate the production processes and production planning and control.						K1
2	Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related costs						K1
3	Describe the material management, domestic and import purchase procedures and vendor rating and development.						K2
4	Outline management issues in receiving, stores, traffic and transportation, warehousing and physical distribution						K4,
5	Discuss about the quality control, Total Quality Management, Bench marking and ISO						K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	PRODUCTION MANAGEMENT					12-- hours	
Production Management - Functions - Scope - Plant location - Factors - Site location – Plant layout - Principles - Process - Product layout. Production Planning and control - Principles - Meaning - Routing - Scheduling - Dispatching - Control..							
Unit:2	MATERIALS HANDLING & MAINTENANCE					12-- hours	
Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study – Time study - Motion study.							
Unit:3	MATERIALS MANAGEMENT					12-- hours	
Organisation of Materials Management - Fundamental Principles - Structure – Integrated materials management. Purchasing – procedure - principles - import substitution and import purchase procedure. Vendor rating - Vendor development .							
Unit:4	INVENTORY CONTROL					11-- hours	
Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis. Store keeping - Objectives - Functions - Store							

keeper – Duties – Responsibilities, Location of store - Stores Ledger - Bin card.		
Unit:5	QUALITY CONTROL AND ISO IMPLEMENTATION	11-- hours
Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements – Benefits. Bench marking: Meaning - objectives – advantages. ISO: Features - Advantages - Procedure for obtaining ISO.		
Unit:6	Contemporary Issues	2 –hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 - hours
Text Book(s)		
1	P Saravanavel and S Sumathi “ Production and materials Management”, MarghamPublications, 2013	
2	Chitale, A.K. and Gupta, R.C. “Materials Management - Text and Cases” Prentice Hall of India Private Limited, New Delhi, 2006.	
Reference Books		
1	DATTA. A.K . “Materials Management, Procedures, Text and Cases”: Prentice Hall of India Pvt. Ltd., New Delhi, 2nd Edition, 2006	
2	M.M. Varma, 2012. Materials Management. Jain Book Agency Publishers, 4 th Edition.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Mooc : https://www.mooc-list.com/course/microeconomics-principles-coursera	
Course Designed By: Dr. P.KOMARASAMY , pkskv@rediffmail.com		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	M
CO3	M	S	S	S	M	S	S	S	S	S
CO3	S	M	M	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	M	S	S	M	M	M	S

*S-Strong; M-Medium; L-Low

Course code	MARKETING MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core VII			5	-	-	4
Pre-requisite	Principles of Management		Syllabus Version		First	
Course Objectives:						
1. To introduce the role and importance of marketing in business world. 2. To develop marketing skills and career. 3. To understand the channel, methods of marketing and its impact in organisation 4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration. 5. To provide knowledge and demonstrate e-marketing forms and benefits in marketing						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recognize the significance of marketing and its role in economic development					K1
2	Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour					K2,
3	To apply marketing concepts, pricing for the development of marketing function.					K3
4	Analyze and perform the functions of marketing in organisation.					K3
5	Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction to Marketing				12-- hours	
Marketing: Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations and Marketing Environment						
Unit:2	Consumer buying behavior				12-- hours	
Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models						
Unit:3	Product concepts				12-- hours	
The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC) - Product mix –product item and product line - modification & elimination - packing - Developing new Products- strategies.						
Unit:4	Pricing Concepts				11-- hours	
Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing- Physical distribution - Management of physical distribution - marketing risks						
Unit:5	Market segmentation				11-- hours	
Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning,						

Target market strategies, Market Positioning- Meaning, Positioning Strategies, Value Proposition		
Unit:6	Contemporary Issues	2 –hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60 - hours
Text Book(s)		
1	Marketing Management - Philip Kotler - Pearson Education/PHI, 2003.	
2	Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.	
Reference Books		
1	Marketing Management - Ramasamy & Namakumari - Macmillan India, 2002.	
2	Case and Simulations in Marketing - Ramphal and Gupta - Golgotia, Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Mooc : https://www.mooc-list.com/course/microeconomics-principles-coursera	
Course Designed By: Dr. P.KOMARASAMY , pkskv@rediffmail.com		

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	M	M	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	S	S	S

S -Strong M-Medium; L-Low

Course code	BUSINESS LAW ForBBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Allied - III			5			4
Pre-requisite	Nil		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. To provide the brief idea about the frame work of Indian Business Laws						
2. To enable the students to acquire knowledge of legal aspects of business						
3. To promote the understanding of various legislations relating to business						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on business law in the global context.					K1
2	Knowing the relevant legal terms in business					K2
3	Construct the relationship of ethics and law in business					K3
4	Applying basic principles of law to business and business transactions					K4
5	Implementing current law, rules, and regulations related to settling business disputes					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	LAW OF CONTRACT				12-- hours	
Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts – Expressand implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts -Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract.						
Unit:2	CONSIDERATION IN LAW				11-- hours	
Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact. Legality of Object - Unlawful and illegal agreements - Effects of illegality - Wagering Agreements.						
Unit:3	AGREEMENT AND SALE				11-- hours	
Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract. Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment.						
Unit:4	SALES CONTRACTS				12-- hours	
Capacity to buy and sell - Subject matter of contract of sale - Effect of destruction of goods - Documents of title to goods - conditions and warranties - Rules of Caveat - Emptor - Exceptions- Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale -Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.						

Unit:5	CONTRACT OF AGENCY							12-- hours		
Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.										
Unit:6	Contemporary Issues							2 hours		
Expert lectures, online seminars – webinars										
Total Lecture hours							60-- hours			
Text Book(s)										
1	N.D. Kapoor - Elements of Mercantile Law									
2	Pillai & Bhagavathi- Business Law									
Reference Books										
1	M.C. Shukla - A Manual of Mercantile Law									
2	Pandia R. H. - Mercantile Law									
3	K.P.Kandasami - Banking Law & Practice									
Online Content										
https://onlinecourses.swayam2.ac.in/cec20_hs23/preview										
Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	PC software (MS OFFICE) – PRACTICAL	L	T	P	C
Core - VII		-	-	3	3
Pre-requisite	Basic Computer Knowledge	Syllabus Version		First	
Course Objectives:					
Office tools course would enable the students in crafting professional word documents, excel spreadsheets, PowerPoint presentations using the Microsoft suite of office tools. To familiarize the students in preparation of documents and presentations with office automation tools					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.				K1
2	Create scientific and technical documents incorporating equations, images, tables, and bibliographies.				K2
3	Develop technical and scientific presentations which use charts and visual aids to share data.				K3
4	Build spreadsheets to perform calculations, display data, conduct analysis, and explore.				K4
5	Design and construct databases to store, extract, and analyze scientific and real-world data.				K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	WORD	15-- hours			
<p>Introduction to Word Processing - features, creating, saving and opening documents in Word. Overview of word menu options - word basic tool bar.</p> <p>Editing and Formatting: Paragraph formats, aligning text and paragraph, borders and shading - headers and footers</p> <p>Insert options: - insert picture – smart art – superscript & subscript – mathematical formulas – special characters – columns</p> <p>Tables - creating table - graphics – importing graphics – clipart - insert picture.</p> <p>Mail Merge: mail merge concept - merging data source and main document.</p> <p>Design: Cover page of a book – Business cards, Index page.</p>					
Unit:2	POWER POINT	15-- hours			
<p>Introduction to Power Point basics – terminology - getting started with power point window – menus and tool bars- creating presentations - using auto content wizard - using blank presentation option - using design template option.</p> <p>Working with slides -make new slide, move, copy, delete, duplicate, lay outing of slide- applying transition and animation effects.</p> <p>Editing and formatting text: alignment, editing, inserting, deleting, selecting, formatting of text, bullets, footer, paragraph formatting.</p>					
Unit:3	EXCEL	15-- hours			

Worksheet basics- Features of MS Excel – spread sheet / worksheet, workbook creating worksheet, entering data into worksheet- parts of MS excel window - toolbars and menus, keyboard shortcuts - Entering and editing data in worksheet – cell range – formatting – auto fill –formulas and its advantages. Charts – graphs.		
Unit:4	ACCESS	13-- hours
Introduction to Databases- Why use a Relational Database, concept of primary key relationship- Creating and Working with a Database -Creating a New Database-Creating a Table-Modifying a Table-Creating a Query-Sorting a Query-Creating a Form with the Form Wizard-Creating a Report with the Report Wizard-Creating Mailing Labels with the Label Wizard-Converting an Access Database		
Unit:5	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	Peter Weverka- MS office for dummies, Wiley & Sons	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.swayam2.ac.in/cec20_cs05/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low



**Fourth
Semester**

Course code	HUMAN RESOURCE MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core - IX			5	-	-	4
Pre-requisite	Principles of Management		Syllabus Version	First		
Course Objectives:						
1. To provide the students with knowledge on concepts, theories, scope and development of Human Resource Management practice at both National and global level. 2. To understand human relation skills of drafting a Job Description, Job Specification, Job Design. 3. To produce information regarding the effectiveness of recruiting methods, selection procedures and make appropriate staffing decisions. 4. To develop a training program using a useful framework for evaluating training needs, designing a training program, and evaluating training results and evaluate a company's implementation of a performance-based pay system. 5. To gain knowledge HRM and its significance in business.						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	Analyze the process of Job analysis and its importance as a foundation of human resource management practice.					K3
2	Understand the Human resource planning					K4
3	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.					K3
4	Understand the importance of career planning and succession planning					K4
5	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit – 1	Concept of Human Resource Management				12 Hours	
Human Resource Management - meaning, nature, scope and objective – Functions of HRM - The Role & status of HR manager - Organisation of HR department – Strategic HRM						
Unit – 2	Human Resource Planning				12 hours	
Human Resource Planning – Job Analysis – Importance & benefits - Job analysis process – Job description – Role analysis - Job specification						
Unit – 3	Recruitment and Selection				12 hours	
Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment – Alternative to Recruitment – Definition and Importance of Selection, Stages involved in Selection Process – Types of Selection Tests and Types of Interviews						
Unit – 4	Training and development				12 hours	
Meaning and benefits of Induction, Content of an Induction Program – Training and Development.– Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion						

Unit - 5	Career Planning & Development	12 hours
Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees – Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining – Indiscipline, Settlement Machinery of Industrial Conflicts.		
Unit -6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	Subba Rao. P, Personnel and Human Resource Management (Text and cases) Himalaya Publishing House 2010	
2	C.B. Gupta Human resource Management Sultan Chand & sons 2011	
Reference Books		
1	Rao, S. (2014). - Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.	
2	VSP. Rao - Human Resource Management	
3	B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	NOC:Principles of Human Resource Management - NPTEL	
Course Designed By:		

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO2	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low

Course code	FINANCIAL MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core - X			5	-	-	4
Pre-requisite	Financial Accounting		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To acquire the knowledge of Financial Management. 2. To learn different concepts of Financing Decisions. 3. To enable awareness on the Capital Structure in which Financial Management operate. 4. To develop an understanding of tools on Working Capital Management. 5. To provide knowledge using concepts, methods & procedures involved in Budgeting. 						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	Use business finance terms and concepts while communicating.					K3
2	Explain the financial concepts used in making financial management decision.					K4
3	Use effective methods to promote respect and relationship for financial deals.					K3
4	Utilize information to maximize and manage finance.					K4
5	Demonstrate a basic understanding of Budgeting.					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	FINANCE FUNCTIONS					12 Hours
Finance Functions: Definition and Scope of Finance Functions - Objectives of Financial Management - Profit Maximization and Wealth Maximization. Sources of Finance - Short term - Bank sources – Long term - Shares – Debentures - Preferred Stock – Debt.						
Unit:2	INVESTMENT AND FINANCING DECISIONS					12 Hours
Investment Decisions: Long-term and Short-term – capital budgeting and appraisal techniques – Payback -ARR – NPV – IRR –Profitability Index. Financing Decisions: Cost of Capital - Cost of Specific Sources of Capital - Equity -Preferred Stock Debt - Reserves - Weighted Average Cost of Capital, Operating Leverage and Financial Leverage.						
Unit:3	CAPITAL STRUCTURE theory					11 Hours
Capital Structure Planning – EBIT-EPS analysis – MM Theory of Capital structure -						
Unit:4	Dividend Decisions					11 Hours
Dividend and Dividend policy: Meaning - Sources available for Dividends - Dividend Policy - Determinants of Dividend Policy – Models: Gordon						
Unit:5	WORKING CAPITAL MANAGEMENT					12 Hours
Working Capital Management: Working Capital Management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of Cash Management. Receivables Management: Objectives - Credit policies. (Theory carries 80% Marks, Problems carry 20% Marks)						
Unit 6:	Contemporary Issues					2 Hours
Expert lectures, online seminars – webinars						

Total Lecture hours: 60 hours	
Text Book(s)	
1	I. M. Pandey - Financial Management
2	P.V. Kulkarni - Financial Management
Reference Books	
1	S.N. Maheswari - Management Accounting
2	Khan and Jain - Financial Management
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	NOC:Financial Management For Managers - NPTEL
Course Designed By:	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low



Course code	WORLD RESOURCES for BBA (IB)		L	T	P	C
Core - XI			5	-	-	4
Pre-requisite	Nil		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To provide the brief idea about the frame work of world geography To enable the students to acquire knowledge of world resources To promote the understanding of various major industrial regions of the world 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on geography of resources in the global context.					K1
2	Knowing the world geography					K2
3	Construct the skills on Aircraft and Electronic Industries					K3
4	Applying knowledge on effective utilization of various resources					K4
5	Implementing current knowledge to interlink between resources and trade.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	GEOGRAPHY OF RESOURCES				12-- hours	
Geography of resources : Introduction to world geography – Definition, Importance – Scope – continents – Classifications – World and oceans.						
Unit:2	ZONES AND RESOURCES				11-- hours	
Climatic zones – Time zones – Resources – Conservation of resources – Interlink between Resources and Trade.						
Unit:3	AGRICULTURAL RESOURCES				11-- hours	
Agricultural resources ; types of agriculture – Geographical distribution of rice, Wheat, Tea, Coffee, Cotton & Sugarcane, animal resources, dairy farming, fishing world fishing grounds.						
Unit:4	MINERAL RESOURCES				12-- hours	
Mineral resources: Types, distribution of iron ore, bauxite, copper, Gold and manganese – Power resources : Production of coal, petroleum, natural gas, hydal and nuclear power.						
Unit:5	INDUSTRIAL RESOURCES				12-- hours	
Industrial resources: Locational factors – Distribution of Iron and Steel, Engineering, Ship building, Automobile, Textile & Clothing, paper and pulp industries, leather, major industrial regions of the world – Aircraft and Electronic Industries.						
Unit:6	Contemporary Issues				2 hours	
Expert lectures, online seminars – webinars						
Total Lecture hours					60-- hours	
Text Book(s)						
1	Economic and commercial geography - K.K.Khana& V.K. Gupta					

2	Geography of resources - Dr.B.S. Negikedanath&Ramnath
Reference Books	
1	An appraisal of resources - S.K. Sadhukhan
2	Economic geography - J.W. Alexander
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/cec20_hs10/preview

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low



Course code	FINANCIAL ACCOUNTING PACKAGE TALLY ERP 9 - PRACTICAL		L	T	P	C
Core/Elective/Supportive	Core XI		5	-	3	3
Pre-requisite	Financial Accounting		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To acquire the knowledge of Financial Management. 2. To learn different concepts of Financing Decisions. 3. To enable awareness on the Capital Structure in which Financial Management operate. 4. To develop an understanding of tools on Working Capital Management. 5. To provide knowledge using concepts, methods & procedures involved in Budgeting. 						
Expected Course Outcomes:						
On the successful completion of the course, students will be able to:						
1	Understand basic Accounting concepts and principles					K3
2	Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally					K4
3	Understand Advanced Accounting and Inventory in Tally. ERP 9					K3
4	Have an understanding of Advanced Accounting and Inventory in Tally.ERP 9					K4
5	Understand basic concepts and practical application of VAT, CST, TDS and Service Tax					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				9 Hours	
Introduction to TALLY ERP 9- Salient features – Accounting Features – Enhancements – Hardware Requirement- Components of TALLY ERP 9 – Creation and Alteration of Company.						
Unit:2	Stock Groups				8 Hours	
Introduction to Stock Groups- Stock Categories – Stock Items- Godowns – Units of Measurement.						
Unit:3	Groups				8 Hours	
Introduction to Groups – Ledgers – Voucher Type – Purchase Orders- Sales Orders – Invoices.						
Unit:4	Reports				9 Hours	
Reports in TALLY ERP 9 –Working with Balance Sheet- Profit & Loss Account- Stock Summary Report – Ratio Analysis – Trial Balance – Day Book. Introduction to Payroll – Employee Categories – Employee Groups – Employees- Attendance Production types- Pay Heads- Payroll Vouchers Entry/ Transactions – Payroll reports.						

Unit:5	Service Tax	9 Hours
Introduction to Service Tax – Tax Collected at Source- Tax Deducted at Source- Value Added Tax –Goods and Service Tax- Activating GST for your company- Deactivating VAT, Excise and Service Tax Features – Creating Tax Ledger-Expense Ledger- Party Ledger.		
Unit 6: Contemporary Issues		2 Hours
Expert lectures, online seminars – webinars		
Total Lecture hours: 45 Hours		
Text Book(s)		
1	Tally Education Pvt. Ltd., Official Guide to Financial Accounting Using Tally.ERP 9 with GST	
2	Soumya Ranjan Behera, Learn Tally.ERP 9 with GST, BK Publications Private Ltd, Bhubaneswar, 2017	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.swayam2.ac.in/cec19_cm03/preview	
Course Designed By:		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low

Course code	TAXATION LAW AND PRACTICE For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Allied - IV			5	-	-	4
Pre-requisite	Business Law		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes. 2. Students will acquire knowledge on Calculation of Tax Procedures. 3. Provide students with knowledge on tax Procedures and Tax Authorities. 4. To provide knowledge on the administration of Indirect taxes and constitutional framework of GST 5. Acquire knowledge on the procedural compliance of tax. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through legislation, for both individuals and business entities.					K2
2	Analyze, generate and transmit solutions to complex problems in relation to taxation matters.					K5
3	To efficiently compute tax for Business and Profession and knowledge on tax authorities.					K3
4	To efficiently handle indirect taxes and GST.					K3
5	To be a potential person on the procedural compliance of tax.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	DIRECT TAXES					12 Hours
Direct Taxes at a Glance: Basic concepts of Income Tax — General Principles of Taxation, Distinction between direct and Indirect taxes — Important definitions under Income Tax Act, 1961— Residential Status & Basis of Charge – Income exempted from income tax – Heads of Income.						
Unit:2	COMPUTATION OF INCOME					11 Hours
Computation of Income under Salary and House Property. (Problems to be included).						
Unit:3	INCOME TAX AUTHORITIES					11 Hours
Computation of Income under Profits and Gains of Business or Profession (Problems to be included). Income tax Authorities – Duties and their Powers.						
Unit:4	INDIRECT TAXES					12 Hours
Indirect taxes – Goods and Service Tax – Concept of Indirect Taxes at a glance: Background; Constitutional powers of taxation; Indirect taxes in India – An overview; Pre-GST tax structure and deficiencies; Administration of Indirect Taxation in India; Existing tax structure — Basics of Goods and Services Tax _GST': Basics concept and overview of GST; Constitutional Framework of GST; GST Model – CGST / IGST / SGST / UTGST.						

Unit:5	PROCEDURAL COMPLIANCE	12 Hours
Basic concepts of Time and Value of Taxable Supply; Basics concept of Place of Taxable Supply — Input Tax Credit & Computation of GST Liability- Overview — Procedural Compliance under GST: Registration; Tax Invoice, Debit & Credit Note, Account and Record, Electronic way Bill; Return, Payment of Tax, Refund Procedures; Audit — Basic overview on Integrated Goods and Service Tax (IGST) — GST Council – Guiding principle of the GST Council – Functions of the GST Council.		
Note: Theory and problems shall be distributed at 60% & 40% respectively.		
Contemporary Issues		
Expert lectures, online seminars – webinars		2 Hours
Total Lecture Hours: 60 Hours		
Text Book(s)		
1	Bhagwati Prasad - Income Tax Law & Practice	
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Practical Approach to Direct & Indirect Taxes	
3	DingarePagare - Business Taxation	
4	Balasubramanian - Business Taxation	
Reference Books		
1	V. S. Datey – Indirect Taxes - Law and Practice (Taxmann's)	
2	Dr. Girish Ahuja and Dr. Ravi Gupta – Systematic Approach to Taxation	
3	S.R. Myneni – Principles of Taxation & Tax Law Part 1	
Online Content		
https://onlinecourses.swayam2.ac.in/ugc19_hs27/preview		
Course Designed By: Dr. V. Savitha		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S – Strong; M-Medium; L-Low



**Fifth
Semester**

Course code	COST AND MANAGEMENT ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core - XIII			6			4
Pre-requisite	Financial Accounting		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to: This course is to enable the students to acquire knowledge of cost and management accounting which will provide understanding for the students and apply in the business organization in order to effectively demonstrate in managerial decisions in functional areas like finance and costing.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understanding the concept of cost accounting, Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts.				K1	
2	Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues.				K2	
3	Measure the financial statements through comparative and common size by using various financial ratios.				K5	
4	Simplify the fund flow and cash flow statements by calculating funds and cash from operations.				K4	
5	Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit.				K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	INTRODUCTION TO COST ACCOUNTING			12-- hours		
Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost - cost concepts and costs classification. (Theory and Problems).						
Unit:2	COST SHEETS & STORES CONTROL			12-- hours		
Preparation of cost sheet-stores control- EOQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost- remuneration and incentives. (Problems and theory questions)						
Unit:3	FINANCIAL STATEMENT ANALYSIS			12-- hours		
Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison. (Theory and Problems)						
Unit:4	FUND FLOW & CASH FLOW STATEMENT			11-- hours		
Fund flow analysis-cash flow analysis (problems only)						
Unit:5	MARGINAL COSTING AND STANDARD COSTING			11-- hours		
Standard costing-variance analysis-material and labour variances Marginal Costing-cost						

volume profit analysis. (Theory and Problems), Budgetary Controls		
Unit:6	CONTEMPORARY ISSUES	02 -hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Lts.	
2	Jain S.P and Narang, 2016. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi, 5 th Edition.	
Reference Books		
1	Saxena and Vashisth : Cost and Management Accounting, Sultan Chand and Sons, New Delhi, 2008.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Mooc: https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-andanalysis-coursera	
2	E Books: https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf	
Course Designed By: Dr. P.KOMARASAMY , pkskv@rediffmail.com		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	S	S	M	M	S	S	S
CO3	M	S	M	S	S	M	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	M	S	S	S	S	M	S	S

*S-Strong; M-Medium; L-Low

Course code	RESEARCH METHODOLOGY FOR MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core - XIV			5	-	-	4
Pre-requisite	Quantitative Techniques for Management		Syllabus Revision		First	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Introduce the basic concepts of research and apply the fundamentals of sampling and scaling techniques along with methods of data collection. 2. Learn the process of analyzing the collected data, interpretation, report writing and application of computers in research and documentation. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand fundamental concepts of research, types and research process.				K2	
2	Summarize the sampling design and scaling techniques.				K2	
3	Construct a method for data collection and able to edit, code, classify and tabulate the collected data.				K3	
4	Analyze the collected data to prove or disprove the hypothesis.				K4	
5	Interpret the data and prepare a research report.				K5	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction to Research Methodology				11 hours	
Research - Definition - Significance - Criteria of Good Research - Types - Research Process - Selecting the Research Problem - Techniques Involved in Defining a Problem - Research Design : Features of a Good Design - Important Concepts Relating to Research Design - Different Research Designs.						
Unit:2	Sampling and Scaling				12 hours	
Sampling Design - Steps - Types - Sampling Errors and Non-Sampling Errors - Factors Influencing the Size of the Sample - Scaling - Classification of Measurement Scales - Scaling Techniques.						
Unit:3	Data Collection and Preparation				12 hours	
Collection of Primary Data : Observation Method - Interview Method - Questionnaire Method - Schedule Method - Some other Methods of Data Collection - Collection of Secondary Data - Case Study Method - Data Preparation : Editing - Coding - Classification - Tabulation - Graphical Representation.						
Unit:4	Processing and Analyzing of Data				12 hours	
Hypothesis - Basic Concepts Concerning Testing of Hypothesis - Procedure for Hypothesis Testing - Z Test - T Test - Chi-Square Test - ANOVA - Application of SPSS (Simple Problems Only).						
Unit:5	Interpretation and Report Writing				11 hours	
Interpretation : Techniques - Precautions - Report Writing - Steps in Writing Report - Layout						

of the Research Report –Typesof Reports - Mechanics of Writing a Research Report - Precautions for Writing Research Reports.		
Unit:6	CONTEMPORARY ISSUES	02 -hours
Expert lectures, online seminars – webinars		
Total Lecture Hours		60 Hours
Text Book(s)		
1	<i>C.R.Kothari, Gaurav Garg.</i> 2019. Research Methodology (Methods & Techniques). New Age International Publishers, New Delhi. 4th Edition.	
2	<i>S.P.Gupta.</i> 2017. Statistical Methods. Sultan Chand & Sons, New Delhi. 44 th Edition.	
Reference Books		
1	Boyd and Westfall : Marketing Research	
2	Gown M.C. : Marketing Research	
3	Green Paul and Tall : Marketing Research	
Online Content		
https://onlinecourses.swayam2.ac.in/cec20_hs17/preview		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code		INTERNATIONAL MARKETING MANAGEMENT FOR BBA(IB)	L	T	P	C
Core XV			5	-	-	4
Pre-requisite		Marketing Management	Syllabus Version	First		
Course Objectives:						
1. To introduce the role and importance of international marketing in business world. 2. To develop marketing skills and career at global level. 3. To understand the channel, methods of marketing and its impact in international organization 4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration. 5. To provide knowledge on global advertising and benefits in marketing						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recognize the significance of marketing and its role in global economic development					K1
2	Recognize how market strategy works, market segmentation and product mix have impact on buying behavior of international consumers					K2
3	To apply marketing concepts, pricing for the development of marketing function.					K3
4	Analyze and perform the functions of marketing in organization at international.					K3
5	Demonstrate the critical thinking skills and analyze e-marketing in the International context.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION					11-- hours
International Marketing – Basic concepts – orientation- importance – Problems – International Vs domestic marketing global marketing – evolution of global marketing						
Unit:2						11-- hours
Analyzing marketing opportunities – the marketing process – product planning. Analysing consumer markets and buyer behaviour – influencing buyer behaviour – the buying decision process – stages of the buying decision process.						
Unit:3						12-- hours
Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations						
Unit:4						12-- hours
Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy – the product and the product mix-product						

line decisions – brand decisions – packaging and labelling.		
Unit:5		12-- hours
Developing pricing strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	60-- hours
Text Book(s)		
1	International Marketing – Philio R Cateora	
2	International Marketing Management – Dr.Varma&Aggrawal.	
Reference Books		
1	Marketing Management – Philip Kotler (Eleventh edition)	
2	Global Marketing Management – Warren J Keegam	
3	Export Marketing – Jacob Cherian&B.Parab.	
4	Global Marketing Management – Masaaki Kotabe& Krishnan Helsen (II-Edition)	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.nptel.ac.in/noc20_mg25/preview	

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	M	S	S	M
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	63D	INTERNATIONAL STRATEGIC MANAGEMENT FOR (BBA(IB))	L	T	P	C
Core XVI			6	-	-	4
Pre- requisite	Strategic Management		Syllabus Revision		First	
Course Objectives:						
The main objectives of this course are:						
<ol style="list-style-type: none"> 1. To give a basic understanding on International and National Strategic Management. 2. To examine the Corporate Strategies, Analyze Industry and Competition. 3. To analyze the process in Corporate Portfolio. 4. To acquire knowledge on Strategic Implementation and Organization Structure. 5. To understand the strategic evaluation and control process. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn the fundamentals of International and National Strategic Management.					K2
2	Examine the Corporate Strategies, Analyze Industry and Competition..					K4
3	To analyze evaluate the process of Corporate Portfolio.					K4
4	Integrate and apply knowledge on Formulation and Implementation of Strategy.					K3
5	Evaluate challenges faced in Implementing Strategies					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTERNATIONAL AND DOMESTIC STRATEGIC MANAGEMENT					
International Strategic Management – Distinguishing Characteristics of International Strategic Management - Difference between International Strategic Management and Domestic Strategic Management.						
Unit:2	ANALYZING INDUSTRY AND COMPETITION					
Corporate Strategies – Mission – Vision – Analyzing Industry and Competition – Internal Appraisal of the firm – Competitive Advantage – Core Competence – Internal Analysis – Turnaround.						
Unit:3	PORTFOLIO ANALYSIS					
Portfolio Analysis – Process of Strategic Choice - Focusing in Strategic Alternatives – GAP Analysis – Selection Factors – Corporate Portfolio Analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT Analysis.						
Unit:4	CONCEPT OF STRATEGY IMPLEMENTATION					
Strategy Implementation – Concept of Strategy Implementation – Steps in Strategy Implementation – Factors causing unsuccessful Implementation of Strategy – Organization Structure for Strategy Implementation – Forms of Organization Structure - Relating Structure to Strategy.						
Unit:5	STRATEGY EVALUATION AND CONTROL					
Strategy evaluation and control – Requirements for effective evaluation – Strategic control – Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.						

Contemporary Issues	
Expert lectures, online seminars – webinars	
Text Book(s)	
1	International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Mumbai.
2	Strategic Management, Francis Cherunilam, Himalaya Publishing House, Mumbai.
Reference Books	
1	Strategic Planning Formulation of Corporate Strategy, Text & Cases, The Indian Context, V.S. Ramaswamy, S. Namakumari, Macmillan India Ltd., New Delhi.
2	Strategic Management, LM Prasad, Sultan Chand & Sons., New Delhi.
3.	Corporate Strategic Management, R.M. Srivastava & Divya Nigam, Pragati Prakashan, Meerut.
4.	Business Policy & Strategic Management, V. K. Agarwal, A. K. Banerjee, K. Nair, Pragati Prakashan, Meerut.
Online Content	
https://onlinecourses.swayam2.ac.in/imb20_mg33/preview	
Course Designed By: Dr. V. Savitha	

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	M	S	S	M
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



**Sixth
Semester**

Course code	ENTREPRENEURSHIP AND PROJECT MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core - XVII			6	-	-	4
Pre-requisite	Nil		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> To energise the students to acquire the knowledge of Entrepreneurship, Entrepreneurial Development Programmes, Project management, Institutional support to entrepreneurial development. To make the students aware of the importance of entrepreneurship opportunities available in the society and to acquaint them with the challenges faced by the entrepreneur 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.					K1
2	Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes.					K2
3	Project management is a powerful discipline in the core areas of project life cycle and to know about the roles and responsibilities of a project manager.					K3
4	Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.					K5
5	Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs.					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	CONCEPT OF ENTREPRENEURSHIP				12 -- hours	
Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Entrepreneurial Motivation – Need for Achievement Theory – Risk-taking Behaviour – Innovation and Entrepreneur – Role of entrepreneurship in economic development.						
Unit:2	POLICY & INSTITUTIONAL ECO SYSTEM FOR ENTREPRENEURSHIP				11 -- hours	
Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.						
Unit:3	BUSINESS PLAN				12 -- hours	
Introduction to Small Business: Evolution & Development– Meaning – concepts – categories – characteristics of small business – role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation						

Unit:4	PROJECT IMPLEMENTATION	11 -- hours
Business Plan – Outline – components – Marketing strategy for small business – Market Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing plan – Marketing Assistance through governmental channels – Risk Analysis – Break even analysis		
Unit:5	ENTREPRENEURIAL FINANCE	12 -- hours
Start-up costs – The financial Plan – Source of finance for new ventures – small business – Institutional finance supporting SSIs – Bounties to SSIs – Venture Capital – basic start-up problems..		
Unit:6	Contemporary Issues	2- hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	60 -- hours
Text Book(s)		
1	Khan M.A - Entrepreneurship Development Programmes in India, Delhi, Kanishka Publishing House.	
2	Gupta C.B, and Srinivasan N.P, 1992, Entrepreneurship Development, New Delhi, Sultan Chand and Sons.	
Reference Books		
1	Mishra D.N., 1990, Entrepreneurship, Entrepreneur Development and Planning in India, Allahabad, Chugh Publishers.	
2	Mead, D.C. & Liedholm, C. The dynamics of micro and small enterprises in developing countries. (1998).	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf	
2	https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera	
Course Designed By: Dr. P.KOMARASAMY , pkskv@rediffmail.com		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	FOREIGN EXCHANGE MANAGEMENT For BBA (IB)	L	T	P	C
Core - XVIII		6	-	-	4
Pre-requisite	Financial Management	Syllabus Version		First	
Course Objectives:					
To give students a basic understanding of foreign exchange market and their currencies To impart the students with the nature, scope and trends in foreign exchange transactions. To get a broad picture of functions, role and impact of foreign trade policies in globalized					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	To impart fundamentals of foreign exchange markets				K1
2	To understand the foreign exchange transactions				K2
3	To acquaint the students with the trade practices, procedures and documentation of foreign exchange				K2
4	To various aspects relating to risks and techniques in Foreign exchange practices				K2
5	To analyze the foreign trade performance by examining the determinants of pre and post shipments				K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION	11-- hours			
Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.					
Unit:2		11-- hours			
Foreign exchange transactions-spot, forward and swap transactions- exchange quotations foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.					
Unit:3		12-- hours			
Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Interbank deals - cover deals- trading.					
Unit:4		12-- hours			
Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.					
Unit:5		12-- hours			
Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.					
Unit:6	CONTEMPORARY ISSUES	2 hours			
Expert lectures, online seminars – webinars					

	Total Lecture hours	60-- hours
Text Book(s)		
1	Foreign exchange & Risk Management: C. Jeevanandam	
2	International Financial: PrakashG.Apte	
Reference Books		
1	International Financial Management: V.K. Bhalla	
2	International Financial Management: V. Sharan	
3	International Financial Management: Eun / Resnick	
4	Global Financial Markets: Ian H. Giddy.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.nptel.ac.in/noc20_mg10/preview	

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	M	S	S	M
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course code	FOREIGN TRADE PROCEDURE & DOCUMENTATION FOR BBA(IB)		L	T	P	C
Core - XIX			5	-	-	4
Pre- requisite	Nil		Syllabus Revision	First		
Course Objectives:						
The main objectives of this course are to: To familiarize students with foreign trade policy and the institutions for export promotion. To apprise them of the documentation procedures and its sanctity in International Business						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To understand export licensing procedures and support from the Indian Government for promotion of Exports					K2
2	To evaluate and integrate export promotion schemes					K6
3	To critically evaluate import licensing procedures and documentation					K5
4	To understand and apply customs formalities in clearance of goods					K3
5	Understand the concepts in trade documentation in international business with respect to foreign trade					K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Foreign trade policy					12 Hours
Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes.						
Unit:2	Export promotion					12 Hours
EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ’s – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.						
Unit:3	Import licensing procedure and schemes					11 Hours
Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.						
Unit:4	Methods of payment					11 Hours
General provisions for Imports – Financing Import – Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods –Foreign						

Currency Accounts in India and Abroad permitted currencies and methods of payment- Customs formalities for clearance of Imports goods- Shipment of goods.										
Unit:5										
Export – Import documentation									12 Hours	
Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.										
Unit:6										
CONTEMPORARY ISSUES									2 hours	
Expert lectures, online seminars – webinars										
Total Lecture Hours: 60 Hours										
Reference books										
1	Foreign trade policy procedures and documents – M.I. Mahajan									
2	100% Export oriented units special economic zones award procedure – S.M. Bhat Nagar									
3	Import – M.I. Mahajan									
4	Import Management – Nand Kishore sharmas									
5	Import do it yourself – M.L. Mahajan									
6	Export Management - Dr. Verma and Aggarwal									
7	A guide on Export policy procedures and documentation – M.L. Mahajan									
Online Content										
http://niryatbandhu.iift.ac.in/exim/										
Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	M	S	S	M	S	M	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



Elective Courses

Course code	INTELLECTUAL PROPERTY RIGHTS FOR BBA, BBA CA ,BBA RM AND BBA IB		L	T	P	C
Elective- I (A)			5	-	-	4
Pre-requisite	Business Law		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
<ul style="list-style-type: none"> • To aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries. • To disseminate knowledge on patents, patent regime in India and abroad and registration aspects • To disseminate knowledge on copyrights and its related rights and registration aspects • To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects • To aware about current trends in IPR and Govt. steps in fostering IPR 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works					K2
2	During their research career, information in patent documents provide useful insight on novelty of their idea from state-of-the art search. This provide further way for developing their idea or innovations					K2
3	Pave the way for the students to catch up Intellectual Property(IP) as an career option R&D IP Counsel, Government Jobs – Patent Examiner, Private Jobs, Patent agent and Trademark agent, and Entrepreneur					K3
4	Develop knowledge on trademarks and registration aspects					K4
5	Have a simple and basic comprehension of the Indian scenario with regard to IPR act					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	OVERVIEW OF INTELLECTUAL PROPERTY				11-- hours	
Introduction and the need for intellectual property right – IPR in India – Genesis and Development IPR in abroad Some important examples of IPR – Different Classifications – Important Principles Of IP Management – Commercialization of Intellectual Property Rights by Licensing – Intellectual Property Rights in the Cyber World.						
Unit:2	PATENTS				11-- hours	
Introduction – Classification –Importance – Types Of Patent Applications In India – Patentable Invention – Inventions Not Patentable.						
Unit:3	TRADE MARKS				12-- hours	
Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines						

For Registration of Trade Mark – Kinds of TM – Protection – Non Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs – Procedure for obtaining Design Protection.		
Unit:4	COPY RIGHT	12-- hours
Introduction to Copyright – Conceptual Basis – Copy Right And Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.		
Unit:5	Geographical Indications and Plant Varieties & Farmers Right	12-- hours
GEOGRAPHICAL INDICATIONS: Concept of Appellations of Origin, Indication of Source and Geographical Indication – What is a geographical indication? How is a geographical indication protected? Why protect geographical indications? Classical examples and its case study NEW PLANT VARIETIES: Protection of Plant Varieties and Farmers' Rights, Authority and Registry – Why protect new varieties of plants? How can new plants be protected? What protection does the breeder get? How long do the breeder's rights last? How extensive is plant variety protection?		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	60-- hours
Text Book(s)		
1	INTELLECTUAL PROPERTY RIGHTS Text and Cases:DR.R. Radhakrishnan, DR.S.Balasubramanian	
Reference Books		
1	INTELLECTUAL PROPERTY PATENTS, TRADE MARKS,ANDCOPY RIGHTS - RichardStim	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://nptel.ac.in/courses/110/105/110105139/	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	CUSTOMER RELATIONSHIP MANAGEMENT FOR BBA ,BBA IB AND BBA RM			L	T	P	C
Elective- I (D)				5	-	-	4
Pre-requisite	Marketing Management			Syllabus Revison		First	
Course Objectives: : To enable the students to learn the basics of Customer Relationship Management							
Objectives: On successful completion of the course the students should have: 1. Understood Relationship Marketing 2. Learnt Sales Force Automation 3. Learnt Database Marketing							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the Basics of Relationship Marketing					K2	
2	Understand CRM					K2	
3	Understand Sales Force Automation					K2	
4	Understand Value chain					K2	
5	Understand Marketing Database					K2	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Basics of Relationship Marketing					12 Hours	
Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle							
Unit:2	Introduction to CRM					12 Hours	
CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM							
Unit:3	Sales Force Automation					11 Hours	
Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India							
Unit:4	Value chain and Vendor selection					11 Hours	
Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection							
Unit:5	Marketing Database					12 Hours	
Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.							
Contemporary Issues						2 Hours	
Expert lectures, online seminars – webinars							
Total Lecture Hours: 60 hours							
Reference Books							
1	S. Shajahan – Relationship Marketing – McGraw Hill, 1997						
2.	Paul Green Berg – CRM – Tata McGraw Hill, 2002 Philip Kotler marketing management						
Online content							
https://onlinecourses.swayam2.ac.in/imb19_mg10/preview							

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low



Course code	INTRODUCTION TO INDUSTRY 4.0 FOR BBA, BBA CA, BBA RM AND BBA IB			L	T	P	C
Elective- I (E)				5			4
Pre-requisite	Nil			Syllabus Version	First		
Course Objectives:							
At the end of completing this course, students will have knowledge on Industry 4.0, need for digital transformation and the following Industry 4.0 tools:							
<ol style="list-style-type: none"> 1. Artificial Intelligence 2. Big Data and DataAnalytics 3. Internet ofThings 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand the drivers and enablers of Industry 4.0						K2
2	Appreciate the smartness in Smart Factories, Smart cities, smart products and smart services						K2
3	Able to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world						K3
4	Appreciate the power of Cloud Computing in a networked economy						K4
5	Understand the opportunities, challenges brought about by Industry 4.0 and how organisations and individuals should prepare to reap the benefits						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	Industry 4.0			11-- hours			
Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality							
Unit:2	Artificial Intelligence			11-- hours			
Artificial Intelligence : Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI							
Unit:3	Big Data and IoT			12-- hours			
Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack : Big Data in Data Science - Big Data in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases							
Big Data in Social Causes - Big Data for Industry -Big Data Roles and Skills -Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT -							

Technologies for IoT - Developing IoT Applications - Applications of IoT - Security inIoT		
Unit:4	Applications and Tools of Industry 4.0	12-- hours
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportations and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics		
Unit:5	Jobs 2030	12-- hours
Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	P. Kaliraj,T.Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0,2020	
Reference Books		
1	Alasdair Gilchrist, Industry 4.0: The Industrial Internet of Things, APRESS	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.nptel.ac.in/noc20_cs69/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	INDUSTRIAL RELATIONS AND LABOUR LAW FOR BBA BBA CA BBA IB & BBA RM		L	T	P	C
Elective- II (B)			5	-	-	4
Pre-requisite	Human Resource Mangement		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To impart knowledge on industrial relation, determines of industrial relation and industrial relation scenario in India 2. To enable the students to acquire knowledge of trade unions, legislation related to trade union and IR management 3. To promote the understanding of various Industrial Disputes Act, The Payment of Wages Act and Factories Act 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Develop an understanding on industrial relation determinates of IR and IR scenario in India.					K1
2	Develop skill in negotiation with unions and conflict resolution.					K2
3	Handle grievances.					K3
4	Develop skill in collective bargaining.					K4
5	Know the application of Industrial dispute Act 1947 and The Employee's State Insurance Act, 1948.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO INDUSTRIAL RELATIONS			12-- hours		
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.						
Unit:2	COLLECTIVE BARGAINING AND WORKER'S PARTICIPATION			12-- hours		
Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.						
Unit:3	FACTORIES ACT AND THE WORKMAN'S COMPENSATION ACT			11-- hours		
Factories Act 1948 - The Workman's Compensation Act, 1923.						
Unit:4	THE INDUSTRIAL DISPUTES ACT AND THE TRADE UNION ACT			11-- hours		
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.						

Unit:5	THE PAYMENT OF WAGES ACT AND THE EMPLOYEE'S STATE INSURANCE ACT	12-- hours
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948		
Unit:6	Contemporary Issues	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	P.C.Tripathi - Personnel Management & Industrial Relation	
2	B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws –Vijay Nicole Imprints	
3	N.D Kapoor – Industrial Law.	
Reference Books		
1	R.Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation - Aditya Publishers.	
2	Srivastava - Industrial Relations and Labour Laws, vikas 4th Edition, 2008.	
3	P.Subbarao - Essentials of Human Resource Management and Industrial Relations – Himalaya Publishers	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.swayam2.ac.in/nou20_mg02/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	M	S	S	S	S
CO3	S	M	S	S	S	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	S	S	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	M

*S-Strong; M-Medium; L-Low

Course code	CONSUMER BEHAVIOUR FOR BBA, BBA IB AND BBA RM		L	T	P	C
Elective- II (D)			5	-	-	4
Pre-requisite	Marketing Management		Syllabus Version		First	
Course Objectives:						
1. Present material relating to the topics both verbally and in written form. 2. By completing this course, students will: Appreciate the challenges facing in consumer behaviour; 3. Appreciate the various variables contributing to consumer behaviour 4. Recognise the approaches towards consumer satisfaction. 5. Define and illustrate the main components of consumer behaviour theory.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify the major influences in consumer behaviour					K2
2	Distinguish between different consumer behaviour influences and their relationships					K2
3	Establish the relevance of consumer behaviour theories and concepts to marketing decisions					K3
4	Implement appropriate combinations of theories and concepts					K4
5	Recognise social and ethical implications of marketing actions on consumer behaviour					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION				11-- hours	
Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.						
Unit:2	CONSUMER RESEARCH				11-- hours	
Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception						
Unit:3	CONSUMER LEARNING				12-- hours	
Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change						
Unit:4	SOCIAL CLASS CONSUMER BEHAVIOUR				12-- hours	
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.						

Unit:5	CONSUMER DECISION MAKING	12-- hours
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice -Hall of India, Sixth Edition, 1998.	
Reference Books		
1	Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2002	
2	Barry Berman and Joel R Evans — Retail Management — A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006	
3	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.nptel.ac.in/noc20_mg14/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	BIG DATA ANALYTICS FOR BBA ,BBA CA ,BBA IB AND BBA RM		L	T	P	C
Elective- II (E)			5	-	-	4
Pre-requisite	Quantitative techniques for Management		Syllabus Version	First		
Course Objectives:						
The main goal of this course is to help students learn, understand, and practice big data analytics and machine learning approaches, which include the study of modern computing big data technologies and scaling up machine learning techniques focusing on industry applications. Mainly the course objectives are: conceptualization and summarization of bigdata and machine learning, trivial data versus big data, big data computing technologies, machine learning techniques, and scaling up machine learning approaches.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify and distinguish big data analytics applications					K2
2	Describe big data analytics tools					K2
3	Explain big data analytics techniques					K3
4	Present cases involving big data analytics in solving practical problems					K4
5	Conduct big data analytics using system tools and Suggest appropriate solutions to big data analytics problems					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION			11-- hours		
Introduction – Data – Information – Data Terminologies – Database – Data Mining – Data Warehouse – Data Evolution Roadmap – Big Data – Definition – Type of Data - Numeric – Categorical – Graphical – High Dimensional Data — Data Classification – Hot Data – Cold Data – Warm Data – Thick Data – Thin Data - Classification of digital Data: Structured, Semi-Structured and Un-Structured- Data Sources - Time Series – Transactional Data – Biological Data – Spatial Data – Social Network Data						
Unit:2	DATA SCIENCE			11-- hours		
Data Science-A Discipline – Data Science vs Statistics, Data Science vs Mathematics, Data Science vs Programming Language, Data Science vs Database, Data Science vs Machine Learning. Data Analytics - – Relation: Data Science, Analytics, Big Data Analytics. Data Science Components: Data Engineering, Data Analytics-Methods and Algorithm, Data Visualization						
Unit:3	BIG DATA			12-- hours		
Digital Data-an Imprint: Evolution of Big Data – What is Big Data – Sources of Big Data. Characteristics of Big Data 6Vs – Big Data Myths - Data Discovery-Traditional Approach, Big Data Technology: Big Data Technology Process – Big Data Exploration - Data Augmentation – Operational Analysis – 360 View of Customers – Security and Intelligence						

Unit:4	BIG DATA TECHNOLOGY	12-- hours
Big Data Technology Potentials – AI – Machine Learning – Cloud Computing – Mobile Communication – IoT – Big Data in Industry 4.0- Big Data Platforms – HADOOP – SPARK – No SQL Databases - Types - Big Data Challenges		
Unit:5	BIG DATA USE CASES	12-- hours
Big Data Roles Data Scientist , Data Architect, Data Analyst – Skills – Case Study : Big Data – Customer Insights – Behavioural Analysis – Big Data Industry Applications - Marketing – Retails – Insurance – Risk and Security – Health care		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	Minelli, M. (2013), Big Data, Big Analytics, New Delhi: Wiley India.	
Reference Books		
1	V. Bhuvaneshwari, T. Devi, “Big Data Analytics: Scitech Publisher ,2018	
2	Han Hu, Yonggang Wen, Tat-Seng, Chua, XuelongLi,“Toward Scalable Systemsfor Big Data Analytics: A Technology Tutorial”, IEEE,2014.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.nptel.ac.in/noc20_cs92/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

*S-Strong; M-Medium; L-Low

Course code	E-COMMERCE FOR BBA, BBA CA ,BBA IB AND BBA RM			L	T	P	C
Elective- III (A)				5	-	-	4
Pre-requisite	Nil			Syllabus Revision	First		
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> To know about e-commerce models and its practical applications To understand customer buying behaviour in e-commerce and ways to retain them through effective web advertising. To know the role of Government in securing the rights of customers 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	To Understand e-commerce models -its benefits and limitations						K2
2	To use of market research tools in analyzing customer buying behavior						K3
3	To analyse the web advertising modes						K4
4	To understand the application of B2B e-commerce model						K2
5	To critically evaluate public policy on privacy and security						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create							
Unit:1	INTRODUCTION TO E-COMMERCE						11 Hours
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of EC – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.							
Unit:2	MARKET RESEARCH						12 Hours
Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.							
Unit:3	WEB ADVERTISING						12 Hours
Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet							
Unit:4	B2B EC MODEL						12 Hours
Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model–							

Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.		
Unit:5	PUBLIC POLICY	11 Hours
Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture Hours: 60 Hours		
Text Books:		
1	Kalakotta, Elements of E Commerce	
Reference books		
1	Efraim Turbun, Jae Lee, David King, H. Michael Chung —Electronic Commerce – A Managerial Perspective , Pearson Education Asia – 2000.	
Online Content		
https://onlinecourses.swyam2.ac.in/cec19_cm01/preview		

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO3	S	S	M	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	M	S

*S-Strong; M-Medium; L-Low

Course code	FINANCIAL SERVICES For BBA/BBA(CA)/BBA(IB)		L	T	P	C
Elective- III (C)			5	-	-	4
Pre-requisite	Financial Management		Syllabus Version		First	
Course Objectives:						
On successful completion of the course the students should have: To learn the various financial services provided by NBFCs. To understand the modes of raising capital from domestic and foreign market. To evaluate feasibility of projects on hire purchase and leasing. To study and understand mutual funds, venture capital, merges and appreciation along with other financial services.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify and distinguish big data analytics applications					K2
2	Describe big data analytics tools					K2
3	Explain big data analytics techniques					K3
4	Present cases involving big data analytics in solving practical problems					K4
5	Conduct big data analytics using system tools and Suggest appropriate solutions to big data analytics problems					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1						
					11-- hours	
Financial Services –Introduction, Fee Based and Fund Based Financial Services, NBFC's in India-types						
Unit:2						
					11-- hours	
Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases						
Unit:3						
					12-- hours	
Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.						
Unit:4						
					12-- hours	
Other financial services. Venture Capital - Factoring - credit rating - Depositories.						
Unit:5						
					12-- hours	
Merchant Banking - Functions – Pre Issues and Post Issue Management - SEBI guidelines on merchant banking in India.- FinTech and recent developments in India						
Unit:6						
CONTEMPORARY ISSUES					2 hours	
Expert lectures, online seminars – webinars						

	Total Lecture hours	60-- hours
Text Book(s)		
1	M.Y.Khan, Indian Financial Systems.	
2	K.Sriram, Hand Book of Leasing Hire Purchase & Factoring.	
Reference Books		
1	R.M.Srivastava, Indian Financial System.	
2	Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T.SundarRajan, Merchant Banking.	
3	R.M.Srivastava, Indian Financial System.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.swayam2.ac.in/cec20_mg10/preview	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	M
CO3	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



Course code	GLOBAL BUSINESS MANAGEMENT FOR BBA ,BBA IB AND BBA RM		L	T	P	C
Elective- III (C)			5	-	-	4
Pre-requisite	Basics of Business and Business Environment		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
1. To understand the fundamental concepts of international trade						
2. Enhance the students to know about various export documents						
3. Assist the students in proper utilisation and evaluation of the export financing						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the fundamental concepts pattern of international trade.					K1
2	Developing knowledge on Indian institutional assistance for export promotion.					K2
3	Knowing export procedures and incentives.					K3
4	Develop skill in obtaining export finance.					K4
5	Evaluating international agencies.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO INTERNATIONAL TRADE			12-- hours		
Need and relevance-international trade – current pattern of India’s foreign trade and world trade-India’s trade-trends-composition-volume and direction-traditional and nontraditional products-brief background of import trade-future.						
Unit:2	EXPORT PROMOTION AND POLICY			12-- hours		
Indian institutional assistance for export promotion – export policy – features – policy measures – infrastructure set up and aids – expert promotion council – commodity boards – board of trade – trade development authority – FIFO, IIFT, Export inspection council, STC, Export houses.						
Unit:3	EXPORT PROCEDURE AND DOCUMENTS			11-- hours		
Export procedures-offer and receipt of confirmed orders – production – shipping and banking procedure – negotiation-documents for export trade –export incentives.						
Unit:4	EXPORT FINANCING			12-- hours		
Export financing – procedure for pre-shipment finance-post shipment finance-terms of payment in international trade-letter of credit-features and types-medium and long term loans. ECGC-functions and policies.						
Unit:5	AGENCIES OF INTENATIONAL TRADE			11-- hours		
International agencies and agreement – IMF-World Bank – functions and features – WTO features-import policy features.						
Unit:6	Contemporary Issues			2 hours		
Expert lectures, online seminars – webinars						
	Total Lecture hours			60-- hours		
Text Book(s)						

1	TAS Balagopal - Export Management
2	P.Boominathan - Global business Management-Thakur Publishers
3	D C Kapoor- Export Management, Vikas Publishing House Pvt Ltd

Reference Books

1	S K Varghese - Foreign Exchange and Financing of Foreign Trade
2	Y R Ullal - Export Management
3	Francis Cherunilam - International Trade and Export Management

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]

1	https://onlinecourses.swayam2.ac.in/cec20_mg12/preview
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Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO3	M	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	S	S	S	M

*S-Strong; M-Medium; L-Low



Course code	ARTIFICIAL INTELLIGENCE FOR BBA, BBA CA, BBA RM AND BBA IB		L	T	P	C
Elective- III (E)			5	-	-	4
Pre-requisite	Basic Computer Knowledge		Syllabus Version	First		
Course Objectives:						
<p>This course will give an opportunity to gain expertise in one of the most fascinating and fastest growing areas of Computer Science through classroom program that covers fascinating and compelling topics related to human intelligence and its applications in industry, defense, healthcare, agriculture and many other areas. This course will give the students a rigorous, advanced and professional graduate-level foundation in Artificial Intelligence.</p>						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Define the concept and pros & cons of franchisee option					K1
2	Identify legal formalities & process of franchisee					K1
3	Develop relationship between Franchisor & franchisee; Resolve the conflict between franchisor & franchisee.					K2
4	Develop Franchisee marketing plan					K2
5	Analyze the way to enter into International Market entry strategies					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Introduction				11-- hours	
Introduction to Artificial Intelligence, Foundations and History of Artificial Intelligence, Applications of Artificial Intelligence, Intelligent Agents, Structure of Intelligent Agents. Computer vision, Natural Language Possessing.						
Unit:2	Introduction to Search				11-- hours	
Searching for solutions, Uniformed search strategies, Informed search strategies, Local search algorithms and optimistic problems, Adversarial Search, Search for games, Alpha – Beta pruning.						
Unit:3	Knowledge Representation & Reasoning				12-- hours	
Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.						
Unit:4	Machine Learning				12-- hours	
Supervised and unsupervised learning, Decision trees, Statistical learning models, Learning with complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.						

Unit:5	Pattern Recognition	12-- hours
Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principle Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbour (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
Total Lecture hours		60-- hours
Text Book(s)		
1	Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Norvig, Pearson Education.	
2	Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill	
Reference Books		
1	Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education	
2	Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.swayam2.ac.in/cec20_cs10/preview	

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	M	S	M	S	S	M	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

*S-Strong; M-Medium; L-Low



**Skill Based
Subjects**

Bachelor of Business Administration (BBA) All streams
Skill Based Subjects I – IV from III to VI semester
Curriculum Framework

Need for the course

In order to effectively deploy the graduates for productive purposes of the society at large, it is imperative that the learners should equip themselves with effective communication skills. The lack of which could be a serious concern to all concerned. Developing explicitly this skill-set will definitely help in all other aspects such as learning the subjects, getting employment, excelling in higher studies. The need of the hour, therefore, is ensure adequate communicative power to empower the youth in all their spheres. The newly introduced subjects are communicative skill-set builders. Only with the whole-hearted support of the teaching fraternity, these practices-driven and exercises-oriented subjects can achieve the stated objectives.

Course framework

Sem	Subject Titles	Skill Components to be addressed
III	Communication Skills I	Listening and Speaking skill development
IV	Communication Skills II	Reading and Writing skill development
V	Campus to Corporate	Etiquettes; Attire-related niceties; quantitative aptitude building; and e-communicative skills
VI	Soft Skills for Business	Presentation, negotiation, team-working skills; Resume preparation; and facing interviews &GDs.

Course Objectives

- To give the learners extensive practices to develop the LSRW (Listening and Speaking; Reading and Writing) skill-set
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

Learning Outcomes

- To hone their speaking and writing skills by reinforcing their listening and reading skills and habituating them
- To assist in developing their personality
 - To help the students in developing their communication skills through effective use of English To augment the areas such as business correspondence, presentation, group discussion, and interviews
- To focus on to a chosen career path.

Course Content: Skill based paper - I Semester III

Course code	COMMUNICATION SKILLS - I For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
	Skill Based Subject - 1		1	-	2	3
Pre-requisite	English		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Enable the students to clearly communicate with others. 2. Understand the nuances of communication. 3. Improve the vocabulary so as to make an effective communication. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the core contents of any communication					K1
2	Understand the nuances of communication					K2
3	Able to understand and speak well in any situation					K3
4	Demonstrate a good command in responding to any queries					K4
5	Achieve the desired result of a good communication					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Listening				8 -- hours	
Communication, purpose and importance of communication, different parts of communication, Listening, the purpose and importance of listening, attention to the speaker, making a gist of the speech - Exercises						
Unit:2	Listening to audio and video				9-- hours	
Listening to songs, poems, speech, lectures – Monologue and dialogue, queries and doubts, intervention techniques - Exercises						
Unit:3	Verbal and non-verbal communication				8-- hours	
Problems in listening, language issues, mother tongue slangs – non-verbal communication, body language - Exercises						
Unit:4	Speech				9-- hours	
Different types, conversation, dialogue, discussion, presentation, lecture, public addressing, voice, voice modulations, language slang, its importance - Exercises						
Unit:5	Meeting				9-- hours	
Business meets, speech content, conciseness, clarity and flow of communication, correctness, feedback and validation - Exercises						
Unit:6	CONTEMPORARY ISSUES				2- hours	
IELTS and other language tests						
Total Lecture hours					45-- hours	

Text Book(s)	
1	Asha Kaul – Effective communication, PHI, 2 nd Edition, 2015
2	Kumar Kul Bhushan, R S Salaria, Effective Communication Skills, Khanna Publishers, 2018
Reference Books	
1	Al Switzer, Joseph Grenny and ron McMillan, McGraw Hill Education, 2 nd Edition, 2012
2	Allan Pease and Barbara Pease, The definitive book of Body Language, Manjul Publishing House Pvt Limited, 2005
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://learnenglish.britishcouncil.org/skills
2	
Course Designed By:	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



Course Content: Skill based paper - II Semester IV

Course code	COMMUNICATION SKILLS II For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
	Skill Based Subject - 2		1	-	2	3
Pre-requisite	English		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. Enable the students to clearly communicate with others in writing.						
2. Understand the core content of communication.						
3. Improve the vocabulary so as to make an effective communication.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the core contents of any communication					K1
2	Understand the importance of good written communication					K2
3	Able to draft and write any type of documents					K3
4	Demonstrate a good command in responding to any queries					K4
5	Achieve the desired result of a good communication					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Reading				8 -- hours	
Reading, purpose and importance of reading, different types of print communications, Understanding the core content, making an abstract of the reading - Exercises						
Unit:2	Written documents				9-- hours	
Newspapers, story books, letters, instruction manuals – rule books, bye-laws, differences between different types of print communication - Exercises						
Unit:3	Writing				8-- hours	
Basics of functional grammar, drafting a document, different forms of documents, letter writing, report writing – Resume writing - Exercises						
Unit:4	Business Communication				9-- hours	
Meeting agenda, minutes, business correspondence, advertisements, investor meets, press report- Exercises						
Unit:5	Publications				9-- hours	
Company profile, notice, product manual, user manual, standard operating procedure, writing articles for magazines and journals, research reports, annual reports - Exercises						
Unit:6	CONTEMPORARY ISSUES				2- hours	
Legal documents and tax returns, preparation and validation						
Total Lecture hours					45-- hours	
Text Book(s)						
1	Jindagi Kumari, Communication Skills: Towards better writing, New Age International					

	(P) Ltd. Publishers, 1 st Edition 2019.
2	Gangal J K, A Practical course for developing writing skills in English, PHI Learning Pvt Ltd, 2011
Reference Books	
1	Mallika Nawal, Business Communication, Cengage Learning, 2 nd Edition, 2019
2	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://www.cambridgeenglish.org/learning-english/free-resources/write-and-improve/
2	
Course Designed By:	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



Course Content: Skill based paper –IIISemesterV

Course code	CAMPUS TO CORPORATE For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
	Skill Based Subject - 3		1	-	2	3
Pre-requisite	Communication Skill I and Communication Skill II		Syllabus Version	First		
Course Objectives:						
The main objectives of this course are to:						
1. Enable the students to present him as an employable candidate						
2. Understand industry requirement.						
3. Improve the business etiquette and attire.						
4. Develop aptitude and logical abilities						
5. Set up a right attitude						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the industry expectations				K1	
2	Understand the importance of etiquette in organizational culture				K2	
3	Able to develop a confidence level and facing interviews				K3	
4	Demonstrate a good command in responding to any queries				K4	
5	Achieve the desired result thro proper evaluation of competencies and be creative				K5, K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Organisational Culture				8 -- hours	
Culture, Cultural traits, personality and behaviour, socialization - Exercises						
Unit:2	Business etiquette and netiquette				9-- hours	
Etiquette, business attire, requirements, confidence building, pleasing mannerisms, greetings and salutations, netiquette – Exercises						
Unit:3	Building aptitude skills Quantitative aptitude				8-- hours	
Quantitative aptitude, percentage, ratio and proportion, partnership, profit and loss, simple and compound interest, average, time and distance, permutation and combination, probability - Exercises						
Unit:4	Verbal ability				9-- hours	
Sentence improvement, reading comprehension, sentence rearrangement, cloze test, analogy, synonyms, grammar, noun and pronoun - Exercises						
Unit:5	Logical ability				9-- hours	
Coding and decoding, data sequence, calendars, blood relations, statements and arguments, syllogism, alphabet test – Exercises						
Unit:6	CONTEMPORARY ISSUES				2- hours	
International business culture, cultural variations and cultural adaptability, multi-cultural environment.						

		Total Lecture hours	45-- hours
Text Book(s)			
1	Ramachandran K.K., and K.K. Karthik, Pearson Education, 2016		
2	Gangadhar Joshi, Campus to Corporate – Your road map to employability, Sage publications, 2015		
Reference Books			
1	Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher Education, 2012		
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]			
1	https://services.india.gov.in/service/detail/career-information--assessment-tests		
2			
Course Designed By:			

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low

Course Content: Skill based paper-IV Semester VI

Course code	SOFT SKILLS FOR BUSINESS For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
	Skill Based Subject - 4		1	-	2	3
Pre-requisite	Communication Skill I and Communication Skill II		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. Enable the students to understand the importance of soft-skills.						
2. Acquire different soft skills to be an employable person.						
3. Improving the competitive edge and increasing the chances of recruitment and selection.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Remember the various organizational entry level skill requirements					K1
2	Understand the need for different skill requirement at different occasions					K2
3	Able to appropriately respond to the situation during recruitment and selection					K3
4	Demonstrate a good command in work environment					K4
5	Achieve the desired result of a good employability					K5, K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Emotional Intelligence				8 -- hours	
Emotional intelligence, emotional quotient, ability to understand, use manage own emotions, positive ways to relieve stress, empathy and resolving conflict – Exercises						
Unit:2	Team Spirit and Growth				9-- hours	
Team spirit, growth mindset, high performing teams, trust and mind alignment, focus, target achievement and time compliance.						
Unit:3	Openness to Feedback				8-- hours	
Feedback, accepting negative feedback, improving self-awareness, criticism-types and overcoming the shortfalls						
Unit:4	Adaptability				9-- hours	
Adaptability, meaning and nature, change in thought process, willingness to take risk, encouraging others towards open mindedness, continuous learning						
Unit:5	Work Ethics				9-- hours	
Wok ethics skills, reliability, dedication, discipline, productivity, cooperation, integrity, responsibility, professionalism.						
Unit:6	CONTEMPORARY ISSUES				2- hours	
Interaction with executives, success stories of professional and business people.						
Total Lecture hours					45-- hours	

Text Book(s)	
1	Meenakshi Raman, Shalini Upadhyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1 st Edition 2017
Reference Books	
1	Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher Education, 2012
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://learnenglish.britishcouncil.org/skills
Course Designed By:	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	S	M	S	S
CO3	S	M	S	M	S	S	M	S	M	S
CO4	S	S	S	M	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	S	S

*S-Strong; M-Medium; L-Low



INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal and External evaluation for 50 marks (2 Credits) for ALL streams of BBA.

Aims:The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

Process:Colleges may institute MoU/ collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

Reporting Proforma:the profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital &

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome:Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for a max of 10 marks and report the same to the university. Metrics to be evaluated and its weightage are:

- Compliance of the procedure (permission seeking, informing in advance, weekly reporting and ITR submission) **5 marks**
- Structure and neatness of ITR **5 marks**

Evaluation Method:

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester.

Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.

ITR shall also be evaluated jointly internal with an external examiner during the viva- voce examination.

The total mark of 40 for the skill enhancing core subjects shall be divided between internal and external evaluations and it is 15 and 25 marks respectively.

