

# KANNUR UNIVERSITY

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

Semester	Course Title*	Credit	Total Credits
<b>I</b>	English Common Course I	4	<b>22</b>
	English Common Course II	3	
	Additional Common Course I (Language)	4	
	Core Course I. Principles and Practices of Management	3	
	Complementary Elective Course 1 Statistics for business decisions	4	
	Complementary Elective Course 2 Managerial Economics	4	
<b>II</b>	English Common Course III	4	<b>21</b>
	English Common Course IV	3	
	Additional Common Course II (Language)	4	
	Core Course 2 Business Environment	2	
	Core Course 3 Entrepreneurship Development	4	
	Complementary Elective Course 3 Quantitative Technique for Business Decisions	4	
<b>III</b>	Skill Enhancement Course I Numerical skills	4	<b>20</b>
	Ability Enhancement Course I Personality development and communication skills	4	
	Core Course 4 Financial Accounting	4	
	Core Course 5 Marketing Management	4	
	Complementary Elective Course 4 Legal Aspects Business	4	
<b>IV</b>	Core Course 6 Human Resource Management	4	<b>21</b>
	Core Course 7 Financial Management	4	
	Core Course 8 Operations management	4	
	Core Course 9 Industrial Visit and Report	1	
	Skill Enhancement Course II-IT Tools for business	4	
	Ability Enhancement Course II-Environmental studies	4	
<b>V</b>	Core Course 10 Business Research Methods	4	<b>18</b>
	Core Course 11 Accounting for management	4	
	Core Course 12-Elective I	4	
	Core course 13-Elective II	4	
	Generic Elective Course	2	
<b>VI</b>	Core Course 14 Organization Behavior	4	<b>18</b>
	Core Course 15 Banking Theory and Practice	4	
	Core Course 16 Project Report and viva voce	2	
	Core Course 17 Elective III	4	
	Core Course 18 Elective IV	4	
<b>Total</b>			<b>120</b>

**CORE COURSE I : PRINCIPLES AND PRACTICES OF MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
<b>I</b>	<b>1B01BBA</b>	<b>3</b>	<b>3</b>	<b>3</b>

**COURSE OUTCOME**

CO 1: Acquaint with the basics of management.

CO2: Understand the process and functions of management.

CO3: Familiarize the students with the current management practices.

Co4: Develops administrative skills

**Module I: Management:** Definition, Nature, Purpose, Scope, Features, levels and functions- Evolution of Management Thoughts- classical, neo classical and modern, Contributions made by Taylor, Fayol , and Maslow.

**(20 Hrs)**

**Module II: Planning and organising:** Planning-Meaning, Nature, characteristics, types, steps in Planning - Decision making Process – types of Decisions. Organising - Meaning, Principles, Delegation of Authority- centralisation and decentralisation-meaning and differences

**(20 Hrs)**

**Module III: Staffing and directing:** Staffing- meaning, process. Directing – Meaning, Nature, Principles, Importance, Elements .Controlling- meaning, process-,control techniques- Need for co-ordination.

**(20 Hrs)**

**Module IV: Trends in Management -**

Work life balance-meaning, components (self management, time management, stress management).BPO – KPO – meaning, importance and differences

**(12 Hrs)**

### **COMMON COURSE I Communicative English**

Name of the Course	Communicative English
Course Code	1A01 ENG
Semester Assigned	1
Number of Credits	4
Contact Hours per Week	5
Total Contact Hours	90
Prescribed Textbook	<i>Equip: English for Undergraduates</i> by Cambridge University Press

#### **Course Outcomes**

1. Understand and apply the rubrics of English grammar
2. Recognize and apply the basic patterns in English vocabulary
3. Read and elicit data, information, inferences and interpretations based on a given material in English
4. Develop the ability to speak in English in real life situations
5. Elicit necessary information after listening to an audio material in English
6. Compose academic and non-academic writings including letters, paragraphs and essay on a given topic and CV's for specific purposes

#### **Content Specifications**

##### **Module 1 (Grammar and Usage)- 2 Hours/Week**

##### **Grammar**

Articles, Modals, Tenses, Voices, Subject- Verb Agreement, Direct & Reported Speech,

##### **Usage**

Question Tags, Types of Words, Phrasal Verbs and Idiomatic Expressions.

##### **Module 2 (Listening and Speaking) -2 Hours/Week**

##### **Listening**

What is Communication? Phonemes in English, Syllables and Word Stress, Listening to News Bulletins, Listening to Instructions and Directions, Listening to Lectures, Listening to Speeches

##### **Speaking**

Greetings and Introductions, Small Conversations, Talking on Telephone, Making Requests, Making Enquiries, Making Suggestions, Expressing Gratitude, Complaining.

##### **Module 3 (Reading and Writing)- 1 Hour/Week**

##### **Reading**

Reading Official Letters and Profiles, Reading Advertisements, Reading News Reports, Reading Charts, Reading Online Content.

##### **Writing**

Writing Paragraphs, Taking and Making Notes, Essay and Academic Writing, Writing Letters, Writing Resumes.

## COMMON COURSE 2. Readings on Kerala

Name of the Course	Readings on Kerala
Course Code	1A02 ENG
Semester Assigned	1
Number of Credits	3
Contact Hours per Week	4
Total Contact Hours	72
Prescribed Textbook	<i>Multiple Modernity: Readings on Kerala</i> published by Hornbill Publications

### Course Outcomes

1. Understand the basic facts and patterns regarding the cultural evolution of Kerala through articles, poems, stories, life writings and historical narratives.
2. Acquaint with the life and works of the illustrious leaders of Kerala Renaissance and the major events.
3. Assimilate the notion of Kerala as an emerging society and critically examine the salient features of its evolution.
4. Understand the evolution and contemporary state of the concept of “gender” with reference to Kerala
5. Understand the form and content of Kerala’s struggle against “casteism” and for “secularism”
6. Develop an awareness about the ecological problems and issues in Kerala

### Content Specifications

#### Module 1- (2 Hrs/Week)

1. “Conversation”: SreeNarayana Guru
2. “Curing Caste”: Sahodaran Ayyappan
3. Excerpts from “Eri”: Pradeepan Pambirikkunnu
4. Excerpts from Kelu: N. Sasidharan, E.P. Rajagopalan
5. Excerpts from “Parting from the Path of Life”: Cherukad Govinda Pisharodi

#### Module 2- (2 Hrs/Week)

1. “Not an Alphabet in Sight”: Poykayil Appachan
2. “Kuttippuram Palam”: Idasseri
3. “Courageous Act”: Anasuya Menon
4. “Vaikom Satyagraha”: K. N.Panikkar
5. “The Voice”: Suresh Menon

**COMMON COURSE I:**  
**സാഹിത്യരൂപങ്ങൾ**  
**(പഠനമണിക്കൂർ 90)**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1A07 -1MAL	5	4	3

**COURSE OUTCOME**

- CO1. മലയാളഭാഷയുടെയും സാഹിത്യത്തിന്റെയും വികാസപരിണാമത്തിൽ വിവിധ സാഹിത്യജനുസ്സുകൾ ചെലുത്തിയ സ്വാധീനത്തെക്കുറിച്ചുള്ള അവബോധം രൂപപ്പെടുത്തുക.
- CO2 സാഹിത്യസാദനത്തിനും സാഹിത്യപാഠങ്ങളുടെ വിശകലനത്തിനും വിദ്യാർത്ഥികളെ പ്രാപ്തരാക്കുക.
- CO3. നാടകം/സിനിമ തുടങ്ങിയ കലാരൂപങ്ങളുടെ ആസ്വാദനത്തോടൊപ്പം അവയുടെ ഭാവതലത്തെ വിമർശനാത്മകമായി സമീപിക്കാനുള്ള പ്രാപ്തി നേടുക.
- CO4 വിദ്യാർത്ഥികൾക്കിടയിൽ വായനയും കലാരൂപങ്ങളുടെ ആസ്വാദനവും തുടർപ്രക്രിയയായി മാറ്റാനുള്ള പ്രേരണ നൽകുക.

**യൂണിറ്റ് 1**

**(പഠനമണിക്കൂർ 22)**

**കവിത**

- കടൽക്കാക്കകൾ- വൈലോപ്പിള്ളി (സമ്പൂർണ്ണകൃതികൾ ഭാഗം-1, കറന്റ് ബുക്സ്)
- മോഹൻദാസ് കരംചന്ദ് ഗാന്ധിയും നാമുറാം ഗോഡ്സെയും- എൻ. വി. കൃഷ്ണവാരിയർ (എൻ.വി കൃഷ്ണവാരിയർ സ്മാരകട്രസ്റ്റ്)
- മൊട്ട- ആറ്റൂർ രവിവർമ്മ (ആറ്റൂർ കവിതകൾ, ഡി.സി. ബുക്സ്)
- മണൽക്കാലം - കെ.ജി. ഗങ്കരപ്പിള്ള (കൊച്ചിയിലെ വൃക്ഷങ്ങൾ, ഡി.സി. ബുക്സ്)
- തൊട്ടാൽ വാടരുത് - ബിന്ദുകൃഷ്ണൻ (തൊട്ടാൽ വാടരുത്, കറന്റ് ബുക്സ്)

**യൂണിറ്റ് 2**

**(പഠനമണിക്കൂർ 23)**

**നാടകം/സിനിമ**

- ലേബർ റ്റം- ശ്രീജ ആറങ്ങോട്ടുകര (ഓരോരോ കാലത്തിലും, ഡി.സി. ബുക്സ്)
- ആദാമിന്റെ വാരിയെല്ല - കെ.ജി. ജോർജ്ജ് (സിനിമാ പഠനം മാത്രം . തിരക്കഥ പഠിക്കേണ്ടതില്ല)

**യൂണിറ്റ് 3**

**(പഠനമണിക്കൂർ 23)**

**നോവൽ**

- ആയുസ്സിന്റെ പുസ്തകം- സി.വി. ബാലകൃഷ്ണൻ (ഡി.സി. ബുക്സ്)

**യൂണിറ്റ് 4.**

**(പഠനമണിക്കൂർ 22)**

**പഠനം**

- പാട്ട് രസവും ധനിയും- ശാരദക്കുട്ടി (നാലാമത്തെചുമർ, ലോഗോസ് ബുക്സ്)
- ഭാഷയെ വൈദ്യുതീകരിച്ച കവി - സജയ്. കെ.വി, അടക്കവും അനക്കവും, ഡി.സി. ബുക്സ്)

ADDITIONAL COMMON COURSE :VII -I

## कविता और कहानी (KAVITHA AUR KAHANI)

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1A07-1HIN	5	4	3

COURSE OUTCOME

CO 1 : Understand the hindi poetry.

CO2 : Understand hindi short stories.

CO3 : Understand the style and trends in hindi poetry and short story right from the ancient to post modernism.

CO4 : Develop creative thinking.

## Unit I :

1.कबीर - प्रथम पाँच दोहे

2.सूरदास - प्रथम दो पद

( 15 Hrs)

## Unit II :

1. जयशंकर प्रसाद - ले चल वहाँ भुलावा देकर

2. सूर्यकांत त्रिपाठी निराला - जुही की कली

3. सुदामा पांडेय धूमिल - रोटी और संसद

## Unit III:

1. मंगलेश डबराल - गुमशुदा

2. कात्यायनी - इस स्त्री से डरो

3. ओमप्रकाश वाल्मीकी - बस बहुत हो चुका

4. नीलेश रघुवंशी - हंडा

(25 Hrs)

## Unit IV:

1.प्रेमचंद - बूढ़ी काकी

2.यशपाल - फूलों का कुर्ता

3.कमलेश्वर - बयान

4.कृष्णा सोबती - सिक्का बदल गया

(30 Hrs)

**SEMESTER I**  
**COMPLEMENTARY ELECTIVE COURSE I: STATISTICS FOR BUSINESS DECISIONS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>I</b>	<b>1C01BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO1**: Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business

**CO2**: Classify, tabulate and represent the statistical data in appropriate manner using statistical methods

**CO3**: Analysis trend and seasonality in a time series data

**CO4**: Construct index numbers and enable to compare the price movements of commodities over different time periods.

**CO5**: Identify the correlation between variables

**CO6**: Problem solving and fit the regression line which enable to draw conclusion about data distribution.

**Module I**

Introduction -Meaning and Definition of Statistics-Functions-scope-uses-advantages and limitations-Collection of data-types of data - Primary data, Secondary data, Classification and tabulation of statistical Data- Diagrammatic and graphical representation of data

**(20 Hrs)**

**Module II**

Time series- Components- Methods of studying secular trend- Free hand curves-Semi Average Method- Moving Average Method-Method Least Squares

**(15 Hrs)**

**Module III**

Index Numbers- meaning and definition-uses-Problems in the construction of Index numbers- Types of Index numbers- Methods of construction of Index numbers- Tests- Fixed

base and chain base methods-Consumer price index: uses and methods of construction

**(17Hrs)**

#### **Module IV**

Correlation and Regression Analysis-meaning- definition-Methods of correlation- Karlpearson's coefficient of correlation –Spearman's Rank correlation- concurrent Deviation method-probable error-Simple Regression Analysis-regression line-regression equations- algebraic methods and their applications in business.

**(20Hrs)**

#### **References**

Statistical Methods- S.P.Gupta

Business Statistics- J.K Sharma

Business Statistics- P.R.Vital

Fundamentals of Mathematics and Statistics by V.K.Kapoor and S.C Gupta

#### **Marks including choice:**

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

**SEMESTER I**  
**COMPLEMENTARY ELECTIVE COURSE II: MANAGERIAL ECONOMICS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C02BBA	4	4	3

**COURSE OUTCOMES**

**CO1.** Understand basic managerial economic concepts

**CO2.** Understands economics and related disciplines and relationships

**CO3.** Apply economic analysis in the formulation of business policies

**CO4.** Use economic reasoning to problems of business

**Module I**

**Introduction to Managerial Economics:** Concept, meaning, scope. Managerial economics and other disciplines. Basic economic concepts in decision making.

**(20 hours)**

**Module II**

**Demand Analysis:-** Law of demand, Determinants of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand, uses of elasticity for analyzing demand.

**(20 hours)**

**Module III**

**Cost Analysis:** Cost concepts and determinants of cost, cost output relationship in short and long period. **Supply:** Introduction to supply and supply curves.

**(20 hours)**

**Module IV**

**Pricing Analysis:** Price determination under perfect, imperfect competition and monopoly. Types of pricing methods

**(12 hours)**

**II SEMESTER****CORE COURSE II : BUSINESS ENVIRONMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>II</b>	<b>2B02BBA</b>	<b>3</b>	<b>2</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1:** Acquire in-depth knowledge about different environment in business climate.

**CO2:** Understand the minor and major factors affecting the business in various streams

**CO3:** Familiarize the role of socio-cultural factors on development of economy and business.

**CO4:** Develop good business policies.

**Module I:** Business Environment – Concept of BE, Components of BE , Importance of BE , Environmental Analysis , Benefits and Limitations of Environmental Analysis.

**(8 Hrs)**

**Module II:** Social and Cultural Environment – Interface between Business and Culture – Social Responsibilities of business – Political Environment – Economic Role of Government – Legal Environment – Constitutional Environment.

**(14 Hrs)**

**Module III:** Economic environment – Nature of Economic Environment – New Economic Policy 1991 –Privatization – Nature of Privatization – Objectives of Privatization. Disinvestment – Limitations of disinvestment – Public sector – Objectives of Public Sector.

**(18 Hrs)**

**Module IV:** Ecological Environment – Ecology and Business – Industrial Pollution – Global Environment –Globalization - MNC s – Problem with MNCs – Global Entry Strategies – Measures to promote Globalization – Challenges of Globalization to Indian Industry.

**(14 Hrs)**

### **Common Course III - 2A03 ENG Readings on Life and Nature**

Name of the Course	Readings on Life and Nature
Course Code	2A03 ENG
Semester Assigned	2
Number of Credits	4
Contact Hours per Week	5
Total Contact Hours	90
Prescribed Textbook	<i>Nature Matters</i> by MainSpring Publishers

#### **Course Outcomes**

1. Understand the basic themes and issues related to ecology through articles, poems, stories, life writings and historical narratives.
2. Assume ecologically friendly attitudes in events related to everyday life.
3. Identify the specific ecological problems related to Kerala.
4. Identify the major ecological movements around the world and within the country.
5. Ability to express specific opinions when confronted with ecology/development binary.
6. Identify the major or minor ecological issues happening around the student's native place.

#### **Contents**

##### **Module – I (2 hours/week)**

1. Environmental Studies: Definition, Scope and Importance
2. Concept of an Ecosystem
3. The Fish – Elizabeth Bishop
4. Trophic Cascade – Camille T. Dungy
5. The Rightful Inheritors of the Earth – Vaikom Muhammad Basheer

##### **Module – II (2 hours/week)**

1. Biodiversity
2. Disaster Management: Floods, Earthquakes, Cyclones, Landslides
3. Real Estate - Sebastian
4. The Truth about the Floods – Nissim Ezekiel
5. Matsyagandhi – Sajitha Madathil

##### **Module – III (1 hour/week)**

1. Role of an Individual in Prevention of Pollution
2. Environmental Values
3. The End of Living - The Beginning of Survival – Chief of Seattle
4. Going Local – Helena Norberg-Hodge

### **Common Course IV 2A04 ENG Readings on Gender**

Name of the Course	Readings on Gender
Course Code	2A04 ENG
Semester Assigned	2
Number of Credits	3
Contact Hours per Week	4
Total Contact Hours	72
Prescribed Textbook	<i>Plural Perspectives</i> by Macmillan Publishers

#### **Course Outcomes**

1. Understand the basic themes and issues related to gender through articles, poems, stories, life writings and historical narratives.
2. Understand the divergent approaches towards gender issues.
3. Understand gender as a social construct and also as a site of struggle.
4. Critically engage with certain seminal topics that have become a part of gender studies.
5. Understand the basic gender issues faced by Kerala.
6. Appreciate and use gender sensitive and politically right terms and usages in everyday life.

#### **Contents**

##### **Module – I (2 hours/week)**

1. “An Introduction”- Kamala Das (Poem)
2. “Kitchen Rags”- Vijila Chirappadu (Poem)
3. “Dakshayani Velayudhan: A Life Sketch”- Meera Velayudhan (Biography)
4. “Learning to be a Mother: - Shashi Deshpande (Essay)
5. “Is this Desirable”- Lalithambika Antharjanam (Story)

##### **Module – II (2 hours/week)**

1. “Still I rise”- Maya Angelou (Poem)
2. “I am not that Woman”- Kishwar Naheed (Poem)
3. “Structural Violence and the Trans Struggle for Dignity”- Gee Imaan Semmalar(Essay)
4. “Gender Justice and Media”- Ammu Joseph
5. “Clothing Matters: Visiting the Melmundusamaram in Keralam”- K M Sheeba

**COMMON COURSE II:****ഗദ്യരൂപങ്ങൾ**  
(പഠനമണിക്കൂർ- 90)

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2A08 -1 MAL	5	4	3

**COURSE OUTCOME**

- CO1. വിവിധ ഗദ്യരൂപങ്ങളുടെ ഘടന, പ്രമേയം, ആഖ്യാനം എന്നിവ സാമാന്യമായി പരിചയപ്പെടുകയും ആസ്വാദനശേഷി വളർത്തുകയും ചെയ്യുക.
- CO2. ജീവിതമെഴുത്ത് രൂപങ്ങളായ ആത്മകഥ, ജീവചരിത്രം, സ്മരണ തുടങ്ങിയവയുടെ വായനാനുഭവം രൂപപ്പെടുത്തുക
- CO3. സഞ്ചാരസാഹിത്യമാതൃകകൾ പരിചയപ്പെടുകയും യാത്രയുടെ അനുഭവം, ആഖ്യാനം, വിപണനം, രാഷ്ട്രീയം എന്നിവ വിമർശനബുദ്ധി വിലയിരുത്തുകയും ചെയ്യുക.
- CO4. അനുഭൂതികളുടെ ആവിഷ്കൃതരൂപങ്ങളെ അടുത്തറിയുകയും ഉപരിവായനയിൽ താൽപ്പര്യമുണ്ടാക്കുകയും ചെയ്യുക.
- CO5. യാത്രകൾ സംഘടിപ്പിക്കുകയും യാത്ര അനുഭവിക്കുകയും ആസ്വാദനക്കുറിപ്പുകൾ തയ്യാറാക്കുകയും ചെയ്യുക.

**യൂണിറ്റ് -1**

(പഠനമണിക്കൂർ- 25)

**കഥകൾ**

ദേവാലയത്തിൽ- രാജലക്ഷ്മി, രാജലക്ഷ്മിയുടെ കഥകൾ (കറന്റ് ബുക്സ്)

ഷെർലക്ക്- എം.ടി. വാസുദേവൻ നായർ, (കറന്റ് ബുക്സ്)

ആണിനെയും പെണ്ണിനെയും കുറിച്ച്- എം. മുകുന്ദൻ, ഡി. സി ബുക്സ്

കറുത്ത കുപ്പായക്കാരി- സിതാര.എസ്, ഡി.സി ബുക്സ്.

നീലച്ചിത്രം- ഉണ്ണി. ആർ, ഡി.സി. ബുക്സ്

**യൂണിറ്റ് -2**

(പഠനമണിക്കൂർ- 20)

**ആത്മകഥ**

ഓർമ്മയുടെ അറകൾ- വൈക്കം മുഹമ്മദ് ബഷീർ

ഓർമ്മയുടെ അറകൾ മുതൽ ഞാൻ സംഘടിപ്പിച്ച ഒരു ഹിന്ദു മുസ്ലീം ബഹളം വരെയുള്ള ആദ്യത്തെ 7 അധ്യായങ്ങൾ മാത്രം)

**യൂണിറ്റ് 3**

(പഠനമണിക്കൂർ- 20)

**ജീവചരിത്രം**

ജീവദായിനി- ലീലാകുമാരിയമ്മ- കെ.ടി അജീഷ് (ആദ്യത്തെ 8 അധ്യായങ്ങൾ മാത്രം)

**യൂണിറ്റ് 4**

(പഠനമണിക്കൂർ- 25)

**യാത്രാവിവരണം**

ഹിമവാന്റെ മുകൾത്തട്ടിൽ - രാജൻ കാക്കനാടൻ, പൂർണ്ണ ബുക്സ്

**Or**

ADDITIONAL COMMON COURSE : VIII-1व्यावहारिक हिन्दी (VYAVAHARIK HINDI)

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2AO8-1HIN	5	4	3

COURSE OUTCOME

CO1 : Understand the basic grammar of hindi language.

CO2 : Understand the technic of letter writing and translation of hindi.

CO3 : Develop communicative skill in hindi.

CO4 : Develop vocabulary in hindi.

Unit I :

संज्ञा – संज्ञा के भेद – सर्वनाम – सर्वनाम के भेद – विशेषण – विशेषण के भेद – क्रिया – क्रिया के भेद – प्रेरणार्थक क्रिया – संयुक्त क्रिया – सहायक क्रियाएँ (सक, चुक, लग, चाहिए, पड़) – लिंग – लिंग की पहचान और लिंग के नियम – वचन – भेद – नियम – कारक – भेद – सर्वनाम की कारकीय रूपरचना – क्रिया विशेषण – भेद – संबंध बोधक – समुच्चय बोधक – विस्मयादि बोधक।

(25 Hrs)

Unit II :

निबंध लेखन – निबंध लिखने की रीति – भूमिका, विषय- विकास – उपसंहार।

1. यात्रा जिसे मैं भुला नहीं पाता।
2. समय का महत्व
3. इंटरनेट की दुनिया।
4. प्रदूषण की समस्या।
5. भ्रष्टाचार: एक समस्या।
6. सांप्रदायिकता: एक अभिशाप।

7. आरक्षण: कितना उचित या कितना अनुचित।

8. भारत में आतंकवाद।

9. विद्यार्थी और अनुशासन।

10. खेल और व्यायाम।

(25 Hrs)

Unit III:

संकेत विदुओं पर आधारित कहानी लेखन – वार्तालाप – भेंटवार्ता – संक्षेपण – पत्र लेखन – निजी पत्र – आधिकारिक पत्र – व्यावसायिक पत्र – विज्ञापन – रपट।

(20 Hrs)

Unit IV:

पारिभाषिक शब्दावली - अंग्रेज़ी से हिन्दी और हिन्दी से अंग्रेज़ी।

**SEMESTER II****COMPLEMENTARY ELECTIVE COURSE III :QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>II</b>	<b>2C03BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME****CO1. Understands concepts of quantitative techniques****CO2. Develops analytical thinking and logical reasoning for effective decision making****CO3. Apply probability theories in real life situations****CO4. Understands theoretical distributions and hypothesis testing and its applications in live situations****Module I:**

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations **(12 hours)**

**Module II:**

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Bayes's theorem. **(15 hours)**

**Module III:**

Theoretical Distribution - Binomial distribution - Basic assumptions and characteristics - Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - features and properties - Standard normal curve.

**(20 hours)****Module IV:**

Statistical Inference - Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing- Two tail test and One tail test Parametric tests & Non parametric tests (only theory) **(25 hours)**

**SEMESTER II**  
**CORE COURSE III : ENTREPRENEURSHIP DEVELOPMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2B03BBA	4	4	3

**COURSE OUTCOME**

**CO 1:** Understand different stages of business and create innovative thinkers to take forward new initiatives.

**CO2:** Acquaint them with the challenges faced by the entrepreneur

**CO3:** Familiarize the students the entrepreneurship opportunities available in the society.

**CO4:** Develop the motivation to enhance entrepreneurial competency.

**Module I:** Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning. **(18 Hrs)**

**Module II:** Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and Rising of Funds; Venture Capital. **(16 Hrs)**

**Module III:** Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, its role, relevance and achievements; role of government in organizing EDP's critical evaluation **(20 Hrs)**

**Module IV:**

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries:

**(18 Hrs)**

**III SEMESTER****CORE COURSE IV : FINANCIAL ACCOUNTING**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>III</b>	<b>3B04BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

CO1: Understands accounting concepts and principles

CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders

CO3: Understands the basic concepts of company, shares and share capital

CO4: Demonstrates skills in preparation of final accounts of companies

**Module I: Introduction To Accounting:** Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles- Accounting Concepts, Principles and Conventions only. **(30 hours)**

**Module II: Final accounts of sole trading concern:** Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock. **(30 hours)**

**Module III: Company accounts:** Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares. **(25 Hours)**

**Module IV: Final accounts of companies:** Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction- Amalgamation, Merger and Acquisition (Theory Only).

**(33 Hours)**

## Common Course V - 3A05ENG Readings on Democracy and Secularism

Name of the Course	Readings on Democracy and Secularism
Course Code	3A05 ENG
Semester Assigned	3
Number of Credits	4
Contact Hours per Week	5
Total Contact Hours	90
Prescribed Textbook	Muraleedharan, K C, ed <i>Discoursing Diversities:</i> Readings on Democracy and Secularism. Trivandrum: Infogate Publishers Pvt. Ltd., 2020.

### Content Specifications

#### Module I (2 hours)

Introduction: Preamble and the Statement of Fundamental Rights in the Constitution of India

1. “Ambedkar’s Concluding Speech in the Constituent Assembly”: Dr. B R Ambedkar
2. “The Humiliation of a Brown Child in a European School”: Kamala Das
3. “The Story of a Dalit Woman’s Education and Job”: Kumud Pawde
4. “The Election”: Sitakant Mahapatra
5. “Postcard from Kashmir”: Agha Shahid Ali

#### Module II (2 hours)

6. “Indian Constitution for Millennials”: Gopinath Ravindran
7. “The Rich Will Make Temples for Siva”: Basavanna
8. “Centre State Relations: Union Government, Not Central Government”: Nani A. Palkhivala
9. “Nehru and Science in the age of Corona Virus”: Santosh Paul and Dr. Harsh Hegde
10. “Democracy”: Langston Hughes

#### Module III (1 hour)

11. “Blackout”: Roger Mais
12. “Africa”: Maya Angelou
13. “A Hindu Princess and Her Islamic Dynasty”: Kottarathil Sankunni

**III SEMESTER****CORE COURSE V: MARKETING MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS</b>	<b>CREDIT</b>	<b>EXAM HOURS</b>
<b>III</b>	<b>3B05BBA</b>	<b>5</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

**CO 1.**Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

**CO 2.** Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination

**CO 3.** Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.

**CO 4.** Understand the new market realities, direct marketing, online marketing and customer relationship marketing.

**CO 5.** Identify the key characteristics of customer relationship marketing and common drawback.

**CO 6.** Develop idea on branding and strategies of branding

**CO 7.** Acquire skill in preparing advertisement copy very effectively.

**Module I: Introduction to Modern Marketing:** Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding –definition, importance , branding strategies and packaging.

**(20 Hours)**

**Module II: Product Decision:** Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies; price discrimination.

**(20 Hours)**

**Module III: Market Promotion :** Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling , sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman; Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions. **(30 Hours)**

**Module IV: New Marketing Realities:** Direct marketing and online marketing: Concept of Direct and online Marketing; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer Relationship Marketing(CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme. **(20 Hours)**

#### **References:**

1. Philip Kotler, Marketing Management- Prentice Hall
2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
3. R. Saxena, Marketing Management- Tata McGraw Hill
4. Majumdar, Marketing Research
5. Marketing Management : RSN Pillai and Bagavathy
6. Marketing Management : SP Bansal

#### **Marks Including Choice**

Module	Marks
I	13
II	13
III	20
IV	14
Total	60

### III SEMESTER

#### SKILL ENHANCEMENT COURSE I: NUMERICAL SKILLS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3A11BBA	5	4	3

#### COURSE OUTCOMES

**CO 1.** Understand common numerical methods

**CO 2.** Apply numerical methods to obtain approximate solutions to mathematical problems

**CO 3.** Analyses and evaluate the accuracy of common numerical methods

**CO 4.** Derive numerical methods for various mathematical operations and tasks

Module I: Arithmetic : Average, Mixtures – Ratios and proportions – Computations of interest – Simple interest – Compound interest – effective yield – Future value, present value – Amortization – depreciation – continuous compounding.

**(20 Hours)**

**Module II:** Algebra : Real and imaginary numbers – Rational and irrational numbers – Set theory- Union of sets- intersection of sets – Venn diagram – Elements of co – ordinate system, matrices –operational rules – Inverse of a matrix.

**(20 Hours)**

**Module III:** Theory of equations: Meaning, types of equations – simple linear and simultaneous equations (Only two variables) Eliminations and substitution method only. Quadratic equations factorization and formula method ( $ax^2+bx+c = 0$  form only) Problems on business application.

**(25 Hours)**

**Module IV:** Progression: Arithmetic Progressions, Finding the 'n' th term of an AP and also sum to n terms of AP. Insertion of arithmetic means in given terms of AP and representation of AP. Geometric Progression. Finding the 'n' th term of GP. Insertion of GMs in given GP and also representation of GP. Mathematics of finance simple and compound interest( Simple problems only)

**(25 Hours)**

References :

1. Applied Numerical analysis – P K Kandasamy, K Thilakavathi, Gunavathi
2. Numerical methods : Gerald
3. Essentials of college mathematics for Business, Economics, life science and social science : Raymond Barnett, Michael Ziegler.
4. Business Mathematics : Padmalochan Hazarika

**ABILITY ENHANCEMENT COURSE I: PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3A12BBA	4	4	3

**COURSE OUTCOMES**

**CO1:** Understand the ‘self’ through analysis of one’s own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

**CO2:** Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

**CO3:** Develop inter personal skills and problem solving skills.

**CO4:** Understand the role of body language in effective communication.

**CO5:** Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

**CO6:** Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.

**Module I: Introduction to Personality Development:** Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning. **(15 Hrs)**

**Module II: Communication Skills:** a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing. **(20 Hrs)**

**Module III: Etiquettes and Manners:** Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management.

**(12 Hrs)**

**Module IV: Presentation skills:** How to face an Interview? - Preparations before, during and after interview, DOs and DONTs for interviewee- Group Discussions- problem solving, Creativity and Leadership skills.

**(10 Hrs)**

**Module V: Stress Management:**

Concentration and Relaxation exercises: Yoga, Meditation- Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self Acceptance and Self Growth.

**(15 Hrs)**

**References**

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.
2. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition
3. Business Communication and Personality Development by Biswajit Das & Ipseeta Satpathy, The Excel Publications, 1st Edition
4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.
5. “The Art of Stress-Free Living” by Sri Sri Ravi Shankar.
5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.
6. “How to stop worrying and start living” by Dale Carnegie.
7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

**Marks Including Choice**

Module	Marks
I	13
II	16
III	10
IV	8
V	13
Total	60

### III SEMESTER

#### COMPLEMENTARY ELECTIVE COURSE 4: LEGAL ASPECTS OF BUSINESS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3C04BBA	5	4	3

#### COURSE OUTCOME

**CO 1.** Understand the conditions and rules that are applicable to a contract and the importance of law in business.

**CO 2.** Identify the important and relevant documents needed for registering Indian companies.

**CO 3.** Awareness about the latest amendments in the Indian Companies Act

**CO 4.** Develop knowledge on the Sale of Goods Act, GST, the application of CGST, SGCT and its challenges and opportunities.

**CO 5.** Apply the knowledge on consumer protection Act, rights of consumer and dispute redressal agencies in real life situations.

**Module I :Indian Contract Act ,1872:** Law of contract, Definition of contract, Basic concepts of contract- Valid contract, Void ,voidable and illegal contract, offer, acceptance, consideration, capacity of parties to contract, free consent- coercion, undue influence, misrepresentation, fraud,- breach of contract – remedies of breach of contract. **(20 Hours)**

**Module II: Companies Act:** Definition of Company, essential features of company, Types of companies - Private Limited Company and Public limited company- Companies Act 2013 (Amendments), Important documents: Memorandum and Articles of Association, Prospectus- Promotion and Incorporation of company- Steps in the formation of company-Share capital of company- Shares, Debentures and its classification.

**(25 Hours)**

**Module III: The Sale of Goods Act:** Sale of goods Act- Formation of sale of contract- sale and agreement to sell-Implied conditions and warranties-Sale by non owners-transfer of property title of goods- Rights of unpaid seller-Remedies for breach of Contract of Sale of goods- Goods and service Tax- Basic concepts- Challenges and opportunities-Applicability of CGST and SGST.

**(25 Hours)**

**Module IV: Consumer Protection Act:** Objectives of the Act-Rights of a Consumer- Consumer Protection Council- Central council and State council-Dispute Redressal Agencies –

District forum, State Commission and National Commission-Filing of complaints- Procedure of Filing Complaint.

**(20 Hours)**

### **References**

1. Kapoor. N.D, Business Law, Sulthan Chand Publication
2. Tulsian. P.C, Business Laws, Tata McGraw-Hill Publishing Co. Ltd
3. Kuchal. M.C, Business Law
4. Sharma. S.C, Business Laws, International Publishers, Bengaluru

### **Marks Including Choice**

Module	Marks
I	16
II	16
III	15
IV	13
Total	60

## IV SEMESTER

**CORE COURSE VI : HUMAN RESOURCE MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B06BBA	6	4	3

## COURSE OUTCOME

**CO1:**understand basic concept and principles of Human Resource Management.

**CO2:** sensitize to the training process and methods.

**CO3:** equip with the importance of the performance management system in enhancing employee performance.

**CO4:** equip with the importance of the performance management system in enhancing employee performance.

**Module I: Human resource management**-introduction-meaning- evolution of Human Resource management-objectives of HRM-importance of HRM-functions and process of HRM-HR Manager-Duties and responsibilities. **(15 Hours)**

**Module II : Acquiring Human Resources** – HR planning –meaning-importance of HR planning-benefits of HR planning-HR planning process-job analysis-meaning-process of job analysis-methods-Job description-contents of job description-job specification- contents of job specification-methods of job analysis-job evaluation –meaning-methods-benefits- job enlargement-job enrichment- **Recruitment**-meaning and definition-sources of recruitment-**selection**-meaning-steps in selection process-difference between recruitment and selection-placement-induction and orientation. **(25 Hours)**

**Module III: Developing Human Resources**- Training and Development- training- meaning-need for training- training process-benefits of training-methods of training-types of training-importance of training in HRD-Executive development. **(16 Hours)**

**Module IV: Rewarding Human Resources**- performance Appraisal-meaning-definition-objectives-methods of performance appraisal-uses and limitations-compensation management-objectives-wage system-time rate –piece rate-incentives-factors influencing wage system-promotion- types-bases of promotion-benefits-transfer-types-demotion-reasons.

(18 Hours)

**Module V: Human Resource Problems-** Employee Discipline-meaning –importance- Absenteeism-causes-measures to control absenteeism- labour turnover-lay off- grievance redressal-grievance –meaning-causes of grievance-importance of grievance redressal-procedure of grievance handling. (16 Hours)

### Skill Development Programmes

- Prepare chart showing the function of HRM and a brief explanation on the need for each function
- Prepare an advertisement for recruitment and selection of candidate for any organisation of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observation on training programme.

(18 Hrs)

### References:

Human Resource Management-text and cases-VSP Rao

Human Resource Management-Aswathappa

Human Resource Management-L.M.Prasad

Human Resource Management-T.N.Chabbra

Personnel Management-Edwin.B.Flippo.McGraw Hill

Personnel Management-C.B.Mamoria

### Marks including choice:

Module	Marks
I	10
II	17
III	11
IV	12
V	10
Total	60

## IV SEMESTER

**CORE COURSE VII : FINANCIAL MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4BO7BBA	5	4	3

**COURSE OUTCOMES**

**CO 1.** Understand the concept and objective of financial management

**CO 2.** Develop the ability to select the feasible and viable investment proposal

**CO 3.** Apply decision making tools in organisational context

**CO 4.** Ability to assess the risk and return of investment projects

**Module I:** Financial Management: Meaning, scope and objectives, Goals of financial management – Profit maximization – wealth maximization **(10 Hours)**

**Module II:** Cost of capital Meaning and significance – Computation of cost of Debt – cost of preference capital – Cost of equity – Weighted average cost of capital. Capital structure – Meaning and definition – Factors affecting capital structure – Optimal capital structure – over capitalization – under capitalization – EBIT – EPS analysis. **(25 Hours)**

**Module III:** Working capital Management Meaning and definition – concepts of working capital – Factors affecting working capital – types of working capital- Financing of working capital – operating cycle concept of estimating working capital (Practical problems and theory) **(25Hours)**

**Module IV:** Capital budgeting: Meaning, definition – importance – techniques of capital budgeting – payback period – average rate of return – Net present value method – profitability methods – IRR – Merits and demerits of Non discounting and discounting techniques. **(30 Hours)**

## IV SEMESTER

### CORE COURSE VIII : OPERATIONS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B08BBA	5	4	3

#### COURSE OUTCOME

**CO 1:** Understand the transformation system.

**CO2:** Identify the components involved in designing effective operations system.

**CO3:** Understand the meaning and importance of managing quality.

**CO4:** Understand the meaning and importance of productivity and ways to improve productivity.

**CO5:** Understand the decisions and process of operations management in business firms.

**Module I:** Introduction to Production Management : meaning- functions - Scope . Plant location - factors affecting location selection. Plant layout - principles-types of layout. **(20 Hours)**

**Module II:** Production system : Different production systems. Production Planning and control - importance - elements - PPC in different production systems. **(20Hrs)**

**Module III:** Materials management - Importance - Principles. Material handling: equipments used. Maintenance Management - Types of maintenance - Methods study-Time study - Motion study - principles – work measurement. **(20 Hrs)**

**Module IV:** Inventory management - Importance - Tools - ABC, VED, FSN Analysis - EOQ – Reorder point - Safety Stock - Lead time. **(15 Hrs)**

**Module V:** Quality Management: Quality improvement techniques - quality control techniques. Advanced manufacturing technologies - TOC, Lean / Green manufacturing, WCM. **(15 Hrs)**

## IV SEMESTER

**SKILL ENHANCEMENT COURSE II: IT TOOLS FOR BUSINESS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
IV	4A13BBA	5(3+2)	4	2

**COURSE OUTCOMES**

**CO 1:** Understand the working on word, PowerPoint, Excel etc.

**CO2:** Develop basic computer awareness for letter drafting, Slide making, Payroll preparation

**CO3:** Understand the various shortcuts for faster functioning on the computer system

**Module I:** Computer: History, classifications. Hardware – Input, Output, Storage Devices, Software – System software, Application software. Memory- Types of memory

**(10Hrs)**

**Module II:** Network of Computers- LAN, WAN, MAN, PAN. Network topologies, Internet, M-Commerce, WiFi

**(10Hrs)**

**Module III:** Application of IT: Application in education, Health care, Business,

**(6Hrs)**

**Module IV:** Cyber ethics: Meaning, **Cyber crimes:-** Computer virus, WORMS, Malware, Trojan Horse, Cyber forgery, Hacking, Fishing, Salami attack ,Email bombing (Concept only)

**(14Hrs)**

**Module V:MS WORD:** MS word window components, New file, open file, Save. Save as, Editing text, adding word art, Alignment, setting paragraph, header and footer, Insert page number, Arranging text in Columns, Creating a table, modifying a table, Formatting a table.

**(20 Hours)**

**MS Excel:** Creating worksheet with excel, spreadsheet, uses of spreadsheet, Editing cell contents, creating a simple formula, Creating a chart, Editing chart, Payroll preparation

**(20 Hours)**

**MS Power point:** Creating a New presentation, Choosing a Templates, Creating slides, and slide

**(10 Hours)**

**References:**

Computer Application in business: Dr R parameswaran

IT in action: Pearson

E Commerce: Gary P Schneider

Management Information System-managing the digital firm, Pearson Education: Kenneth C  
laudon and Jane P laudon

**Marks including choice:**

Module	Marks
I	5
II	5
III	5
IV	7
V	8
Total	30

**SEMESTER IV****ABILITY ENHANCEMENT II: ENVIRONMENTAL STUDIES**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>IV</b>	<b>4A14BBA</b>	<b>4</b>	<b>4</b>	<b>3</b>

**Course Outcomes**

**CO1.** Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.

**CO2.** Understand the importance of protecting the environment and effect of environmental hazards

**CO3.** Analysis the ecosystem and the bio diversity nature of our country

**CO4.** Apply the awareness to point out Hot -spot of bio diversity in India and its conservation

**CO5.** Identify the effect of environmental Degradation and the role of Government in protecting the environment

**CO6.** Formulate some action plan to engage in activities for preventing environmental degradation.

**Module I:** Environmental studies- Meaning- definition-scope-Importance-Need-Components of environment: Lithosphere, Hydrosphere, Atmosphere and biosphere-need for public awareness-Natural resources: Forest resources. Water resources, Mineral resources, Energy Resources-Land resources-Role of individual in the conservation of natural resources-Equitable use of natural resources for sustainable life styles.

**(18 Hours)**

**Module II:** Eco-system- concept-Structure-Producers- Consumers- Decomposers-Energy flow in the eco-system-Bio-Diversity and its conservation: Introduction-Definition of genetic species and eco-system diversity- Value of Bio- diversity-Consumptive use- productive use- social , ethical and aesthetic value- Hot –spot of Bio-diversity- Threats to bio diversity- endangered and endemic species of India-Conservation of bio diversity: In -situ and Ex-situ conservation.

**(18 Hours)**

**Module III:** Environmental Degradation-Meaning-Types of pollutions- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution- control of Urban and

Industrial waste-Environmental Ethics-Issues and possible solutions-Climate change- Global warming-acid rain- Ozone layer Depletion- solid waste management

( 18 Hours)

**Module IV:** Environmental Protection -National environment Policy- Environmental legislations-International conventions and agreements –GATT / WTO and environment-Role of central government -Pollution control Board and its role in environment protection- Environmental Impact Assessment (EIA)- Eco-friendly products- Environment Audit- Role of NGO in environment protection.- Environmental movements-Chipko Movement-Apico Movement-Silent Valley-Environmental communication and Public awareness.

(18 Hours)

### References

1. Environment Management- G.N.Pandey, Vikas Publishing House
2. Text Book of Environment- K.M.Agrawal, MacMillan
3. Ecology and Economics-Ram Prasad Sengupta- Oxford
4. The Biodiversity of India-BharuchaErach, Mapin Publishing Ltd, Ahmadabad
5. UGC

### Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

**SEMESTER IV****CORE COURSE IX : INDUSTRIAL VISIT AND REPORT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>IV</b>	<b>4B09BBA</b>	<b>NIL</b>	<b>1</b>	<b>-</b>

Every student shall prepare and submit a report based on industrial visit during the IV<sup>th</sup> semester under the guidance of a faculty member 1 month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.

**COURSE OUTCOMES**

**CO 1:** acquire hands on experience of how industry operations are executed

**CO2:** analyses real life environment of business

**CO3:** enhance interpersonal skills and communication techniques.

**CO4:** acquire practical knowledge of industry practices and regulations

<b>Internal Evaluation 25 marks</b>	
<b>Components</b>	<b>Marks</b>
Punctuality	2
Organisation of report	18
Viva voce	5
<b>Total</b>	<b>25</b>

**SEMESTER V****CORE COURSE X: BUSINESS RESEARCH METHODS**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B10BBA</b>	<b>5</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1.** Acquire basic concepts of research and its types

**CO 2.** Gain insight and acquire the ability to apply different research designs

**CO 3.** Acquire skill of data processing in terms of tabulation and classification.

**CO4.** Generate the ability to write research reports based on approved formats.

**Module I: Introduction to research-** Definition – Features –Scope of Research – Types of Research: Basic, Applied, Exploratory, Descriptive ,Experimental Research , Quantitative and Qualitative-Research Process - Steps in Research **(15Hrs)**

**Module II: Research problem** - Sources of research problem- Data collection- Primary and Secondary Data, Tools and techniques for collection of Data: Observational and Survey Methods – Questionnaire – Schedule, Difference between Questionnaire and schedule. **(25 Hrs)**

**Module III: Research design**–Meaning, Importance-Sampling Design: Selection of Appropriate Statistical Techniques : Probability: Cluster, Stratified, Systematic, Quota, Non probability: Judgemental, Convenience, snowball -Attitude measurement techniques . **(30 Hrs)**

**Module IV**

**Report writing-** Types of Reports, Contents, stages of Report writing- Footnote-Bibliography

**( 20Hrs )**

**SEMESTER V****CORE COURSE XI : ACCOUNTING FOR MANAGEMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>V</b>	<b>5B11BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

**CO 1.** Understand the concepts of cost and management accounting

**CO 2.** Prepare cost sheet and budgets of an organisation

**CO 3.** Analyse financial statements of corporate organisations using accounting ratios

**CO4.** Apply the concepts of marginal costing and standard costing in decision making

**Module I:** Management Accounting –Meaning, Definition, Nature, Scope, Difference between financial accounting, cost accounting and management accounting-Limitations of financial accounting- Recent trends in management reporting

**(15 hours)**

**Module II:** Cost Accounting- Concepts, objectives, scope, Uses- Elements of cost- cost classification-cost centre, cost unit- preparation of cost sheet.

**(15 hours)**

**Module III:** Analysis and Interpretation of financial statements- Meaning, types, Methods (Brief discussion only)- Ratio Analysis: Meaning and nature, Uses, Limitations- Types of ratios: Liquidity-solvency- Turnover- Profitability-Market test ratios- Judgement of financial stability through ratios (stress should be given to problem solving and interpretation skills) **(30 hours)**

**Module IV:** Marginal costing: concept-definition-features- CVP Analysis: Meaning, importance, Limitations, Uses of P/V ratio- Margin of safety—Breakeven chart- Application of CVP analysis(Theory only)

**(24 hours)**

**Module V:** Cost control Techniques: Budgetary control: concepts, objectives,- steps in budgetary control- Preparation of Budgets- (Cash budget and flexible budget only)- Standard costing: concept, uses, steps- Difference between budgetary control and standard costing- Variance analysis: (Material and labour

**(24 hours)**

**DISCIPLINE SPECIFIC ELECTIVE COURSE II**

**HUMAN RESOURCE MANAGEMENT**

**CORE COURSE XII (DSEC): HUMAN RESOURCE DEVELOPMENT**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDITS</b>	<b>EXAM HOURS</b>
<b>V</b>	<b>5B12BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES:**

**CO1:** Understand the HRD Practices in corporates

**CO2:** Contribute to the development and improvement of Organisation's systems and strategies leading to an optimal HRD Climate.

**CO3:** evaluates the performance management Programme

**CO4:** contribute to the development, implementation and evaluation of employee recruitment, selection and retention plans

**Module - I: Human Resource Development (HRD):** Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD: Training, Education and Development; Roles and competencies of HRD professionals. **(25 Hours)**

**Module - II: HRD Process:** Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs. HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate; HRD Audit. **(35 Hours)**

**Module – III: HRD Applications:** Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology. **(25 Hours)**

**Module – IV:** Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD. **(23 Hours)**

**CORE COURSE XIII (DSEC) : PERFORMANCE AND COMPENSATION  
MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B13BBA	6	4	3

**COURSE OUTCOMES:**

**CO1:** Understand concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

**CO2.** Describe the process and evaluate the implications of job evaluation

**CO3.** Illustrate different ways to strengthen the pay for performance link

**CO4.** Understand the legally required employee benefits

**Module I Introduction:** Concept, Philosophy, History from performance appraisal to performance development. Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling. **(25 Hours)**

**Module II Performance management and reward systems:** Performance Coaching ,Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal. **(20 Hours)**

**Module III: Job Evaluation:** Introduction- Methods of Job Evaluation- Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broad-banding, competency based pay. **(20 Hours)**

**Module IV: Incentives plans for production employees and for other professionals:**

Developing effective incentive plans, pay for performance, Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in Indian industry. **(20 Hours)**

**Module V: Wages in India:** Minimum wage, fair wage and living wage.- Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity,. Special

compensation situations: International compensation-managing variations. Expatriate Pay.  
(23 Hours)

**References:**

1. Milkovich & Newman , Compensation, McGraw Hill.
2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX
3. Richard Henderson: Compensation management in a knowledge based world, Prentice Hall.
4. T.N.Chhabra & Savitha Rastogi Compensation management, Sun India Publications.
5. Gary Dessler , Human Resource Management, Prentice Hall.
6. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance :Book by Michael Armstrong.
7. Bhattacharyya, D.K.: Performance management systems and strategies, Pearson Education.

**Marks including choice:**

Module	Marks
I	14
II	11
III	11
IV	11
V	13
<b>Total</b>	<b>60</b>

**SEMESTER VI****CORE COURSE XIV: ORGANISATION BEHAVIOUR**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B14 BBA</b>	<b>6</b>	<b>4</b>	<b>3</b>

**CO1.** Understand concepts, theories and techniques in the field of human behavior at individual, group and organization level.

**CO 2.** Understand personality determinants within personal and organizational context.

**CO3.** Understand concepts of learning and motivation and its context in organizational setting.

**CO4.** Identify the role and relevance of group dynamics in organizational management.

**Module I:** Organisational Behaviour - Definition, meaning and nature, scope and application in management, Contribution of other disciplines to OB, Emerging issues in OB - Attitude, Meaning, Characteristics, and Components of Attitude, Attitude formation, change in attitude and barriers to attitude.,- Leadership, leadership styles. **(18 hours)**

**Module II:** Personality- Determinants of personality, Factors- Personality theories- Trait theories, Type theories, psycho analytic theories and humanistic theories. **(25 hours)**

**Module III:** Perception- factors affecting perception,-Learning, theories of learning- classical, operant, and social theories- Motivation, role and importance, Theories of motivation- Herzberg, McGregor, Maslow, Bandura **(25 hours)**

**Module IV :** Group behavior- Group dynamics, features and types of group, stages of group development, group norms, group cohesion- Group conflict, types of conflict, conflict resolution **(20 hours)**

**Module V :** Organisational change and development- Nature of work change, Types of change, Factors influencing change, overcoming resistance to change - Organisational development- meaning, benefits and steps in OD **( 20hours)**

**VI SEMESTER****CORE COURSE XV: BANKING THEORY AND PRACTICE**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B15 BBA</b>	<b>5</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOMES**

- CO1.** Acquire knowledge about basics of banking  
**CO2.** Understands the law and practices of banking  
**CO3.** Understands the various banking terminologies  
**CO4.** Acquire knowledge of modern banking practices

**Module I:** Introduction to banking: origin and development of banking- structure of banking in India- Commercial banks- Functions-central bank-RBI: functions, fiscal and monetary policy- Banking Regulation Act 1949, Loans and advances: fixed advance, cash credit, overdraft, letter of credit, bill discounted- principles of sound lending.

**(20 Hours)**

**Module II:** Banker and customer relationship: Banker and customer-meaning- General and special relationship- Types of customers and account holders- minors, joint account holders, partnership firms, joint stock company with limited liability, executors, trustees, clubs and associations, joint hindu family- Procedure for opening and closing of accounts.

**(25 Hours)**

**Module III:** Negotiable instruments: Introduction-meaning and definition, features, kinds of negotiable instruments(meaning only)- cheques: meaning, definition, features- parties – crossing of cheques- types of crossing- Endorsement: meaning, essentials, kinds of endorsement, Dishonour of cheque, reason for dishonour.

**(25 Hours)**

**Module IV:** Technology in banking : need and importance- virtual banking- ATM- credit card- Debit card- Telebanking,m-banking, internet banking- RTGS(Real time Gross settlement), NEFT, Electronic Fund Transfer(EFT), SWIFT ( society for worldwide interbank financial telecommunication)- concept of core banking- Universal banking and Green banking(concept only)

**( 20 Hours)**

### Skill Development Activities

- collect and fill account opening form of SB and current A/c
- collect and fill pay-in-slip of SB and current A/c
- Draw different types of endorsement of cheques
- List customer services offered by at least two banks of your choice

### References

1. Banking Theory law and practice: Gorden and Natarajan, Himalaya Pub.
2. Banking law and practice : Maheswari.S.N., Kalyanipublishers
3. Banking Theory law and practice: Shekhar.K.C, Vikas publishing House
4. Modern banking: K.P.M. Sundharam and E.N.Sundharam, Sulthanchandans sons

### Marks Including Choice

Unit	Marks
I	15
II	15
III	15
IV	15
Total	60

**SEMESTER VI****CORE COURSE XVI:PROJECT REPORT AND VIVA VOCE**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS PER WEEK</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>VI</b>	<b>6B16 BBA</b>	<b>2</b>	<b>2</b>	<b>-</b>

**COURSE OUTCOMES**

**CO1:** Analyses real life situations

**CO2:** Acquires group dynamic skills by group involvement

**CO3:** Develops solutions or inferences on the problem of study

**CO4:**Synthesis facts in the form of report

During the sixth semester the candidate shall do a research project on a relevant business/ management/banking/commerce topic. This research project is envisaged as a practical application of the research methodology course studied in the BBA Programme. Therefore, it is essential that primary data is collected as part of the research at least to some extent. Maximum four students as a group can take up a topic and the students in consultation and with the consent of the assigned guide may identify a topic and do research on that topic. To have more academic freedom and flexibility, the project shall be done without being attached to any business organization. The candidates together shall prepare and submit a project report to the Department. The project report should be submitted to the Head of the Department on the last working day of the sixth semester. The candidates together as a group shall prepare a copy of the report and submit them in the department, which shall be handed over to the external examiner at the time of viva-voce examination. Each student in the group should also keep a personal copy with them . The report shall be prepared as per American Psychological Association (APA) or Modern Language Association (MLA) format. Use of Statistical software Students shall be encouraged to use statistical software for data analysis.

### **Sample size**

Since the project is a group exercise, at least 100 samples should be selected for the study

### **Structure of the Project report**

1. Title page
2. Declaration by the student
3. Bonafide Certificate from guide countersigned by HOD
4. Acknowledgement
5. Table of Contents
6. List of Tables
7. List of figures
8. List of Symbols, Abbreviations
9. Chapter I: Introduction (Background information, Statement of the Research problem, objectives of the study, Research methodology etc.)
10. Chapter II: Review of literature
11. Chapter III: Theoretical framework
12. Chapter IV: Data Analysis and Interpretation
13. Chapter V: Summary of findings and implications and Recommendations
14. Bibliography (books, journal articles etc. used for the project work).
15. Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

### **Page size and typing instructions**

The project report shall be prepared in A4 sized bond paper. The report shall be printed and spiral bound/hard bound with not less than 60 pages. The general text of the report shall be typed with 1.5 line spacing. The general text shall be typed in the font 'Times New Roman' with font size 12. Paragraphs shall be arranged in justified alignment with margins 1.25" each on top, bottom, left and right of the page with portrait orientation. No boarder line should be given to the pages.

### **Evaluation of project report**

The project report shall be subject to internal and external evaluation: Maximum 10 marks shall be awarded by the supervising teacher as the internal mark. Maximum 40 marks shall

be awarded by external examiners. Out of the external 40 marks, 20 marks shall be given for the report and 20 marks shall be given for the performance in viva voce examination as specified below. All the group members shall be given equal marks for their report and the viva-voce marks may vary based on the performance of each student in viva voce examination. Internal Evaluation (10 marks or 20% of total marks ) and External Evaluation ( 40 marks or 80% of total marks).

<b>Internal Evaluation</b> <b>10 marks</b>	
<b>Components</b>	<b>Marks</b>
Punctuality	2
Organisation of report	4
Viva voce	4
<b>Total</b>	<b>10</b>

<b>External Evaluation</b> <b>40 marks</b>		
<b>Components</b>	<b>Sub components</b>	<b>Marks</b>
1. Project report	Relevance of the topic, statement of objectives	5
	Methodology, Research design	5
	Use of statistical tools, Analysis and interpretation, major findings	5
	Recommendations, references/bibliography	5
	<b>Total</b>	<b>20</b>
2.Viva voce	Viva voce	<b>20</b>
	<b>Total</b>	<b>40</b>

**CORE COURSE XVII (DSEC): COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
VI	6B17BBA	6	4	3

**COURSE OUTCOMES:**

**CO1:** -Understand the behavioural issues at work place

**CO2:** Understand basic concepts of counseling and negotiations.

**CO3:** Understand the role of negotiations in organisations

**CO4:** Acquire negotiation skill to deal organizational issues

**Module I Counselling:** Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills. **(25 Hours)**

**Module II Changing Behaviours through Counselling:** Specific Techniques of Counselling; Role conflicts of Managers and Counselling-Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse- Ethics in Counselling. **(35 Hours.)**

**Module III Negotiation:** Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks. **(25 Hours.)**

**Module IV Role of trust in negotiations:** Negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion. **(23 Hours.)**

**CORE COURSE XVIII (DSEC): ORGANISATIONAL CHANGE AND DEVELOPMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B18BBA	6	4	3

**COURSE OUTCOMES:**

**CO1:** Understand the significance of innovation and creativity in business

**CO2:** Understand the need for Organisational change and development in the modern Organisations.

**CO3:** Adapt to changing corporate circumstances and become efficient managers in the modern era.

**CO4:** Scale up their path towards career development by means of developing their individual potentialities.

**Module I: CHANGE MANAGEMENT:** The importance and nature of change. Change and human response. Introducing change effectively: Basic steps, factors influencing change-resistance to change, overcoming resistance to change. **(25 Hours)**

**Module II: ORGANIZATION EFFECTIVENESS:** Organization effectiveness: Concept, problems in measurement of effectiveness. System - level criteria of judging effectiveness. **(23 Hours)**

**Module III: ORGANIZATIONAL DEVELOPMENT:** The nature of Organizational Development (OD): Assumptions and values. Relevant systems concepts. Action research, OD Interventions: Team interventions, Inter-group interventions, personal, interpersonal and group processes interventions: A descriptive inventory of OD interventions. **(35 Hours.)**

**Module IV: CREATIVITY & INNOVATION:** Creativity & Innovation: Meaning, Need, Components of Creativity & Innovation, Organizational Constraints, Organizational environment for Creativity & Innovation. **(25 Hours.)**

**PART - C****GENERIC ELECTIVE COURSES****GENERIC ELECTIVE COURSE I: CUSTOMER RELATIONSHIP MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5DO1BBA	2	2	2

**Course Outcomes:**

Co1: Understand the concept of CRM in digital era with modern changes in the recent world.

Co2: Identify the dimensions to evaluate customers' satisfaction .

Co3: Apply various strategies to improve the customer loyalty and maintaining the long-term-customer relationships.

Co4: Analyse the recent initiatives taken by MNCs to improve customers' satisfaction coping-up to their expectations.

**Module I: Introduction to CRM-** CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation. **(12 Hrs)**

**Module II: Customer Satisfaction-**Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices.

**(14 Hrs)**

**Module III: Emerging Perspectives:** Rural CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

**(10Hrs)**

**GENERIC ELECTIVE COURSE II: SERVICE MARKETING**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS</b>	<b>CREDIT</b>	<b>EXAM</b>
		<b>PER WEEK</b>		<b>HRS</b>
<b>V</b>	<b>5D02BBA</b>	<b>2</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

**CO1:** Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.

**CO2:** Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.

**CO3:** Recognise the challenges faced in services delivery as outlined in the services gap model.

**CO4:** Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporates.

**Module I: Introduction-** Growth of service sector – Definition, features and types of services – designing of service – Service Marketing versus Goods Marketing- 7 P's Services Marketing Mix-- Service marketing triangle– Service mapping . **(10Hrs)**

**Module II: Consumer Behaviour in Services Marketing-**Customer expectation of services - Factors influencing customer expectation of services - Customer perception of services - Customer satisfaction . **(6Hrs)**

**Module III : Management of Services Marketing-** Service strategy for an effective demand – Service strategy for supply – market segmentation, Targeting and Positioning. **(8 Hrs)**

**Module IV: Delivering Quality Services-**Quality gap – the customer expectation vs. actual services – Technique to augment the gap – Performance gap – Promise vs. Delivery - Strategy for augmenting the gap – Communication gap—Measuring Service Quality: SERVQUAL Scale.

**(12Hrs)**

**GENERIC ELECTIVE COURSE III: E-COMMERCE**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>HOURS</b>	<b>CREDIT</b>	<b>EXAM</b>
		<b>PER WEEK</b>		<b>HRS</b>
<b>V</b>	<b>5D03BBA</b>	<b>2</b>	<b>2</b>	<b>2</b>

**Course Outcomes:**

CO1: Familiarize the basic concepts and methods of e-commerce

CO2 :Understand how e-commerce affect today's business world

CO3:Identify the precautionary measures to be followed while entering in online transactions.

CO4: Analyze factors influencing the success of e-commerce.

**Module I; Introduction to e-commerce:-** Meaning, Concept, Origin. Importance, features, benefits of e-commerce. Challenges and limitations of e-commerce. **(10Hrs)**

**Module II: Business models of e-commerce:-** B2B, B2C, C2C. Factors influencing the success of e-commerce. **(6 Hrs)**

**Module III: Electronic payment systems:-** Introduction, Online payment methods, Debit card, credit card, e-cash, e-smart card, e-cheque, e-wallet, stored value card (gift card), Electronic fund transfer(EFT), Digital currency, M-commerce. **(12Hrs)**

**Module IV: Recent trends in e-commerce:-** Digital signature, digital certificate, Biometrics Information & Technology Act 2000, Security issues in e-commerce.

**(8Hrs)**

### GENERIC ELECTIVE COURSE IV: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D04BBA	2	2	2

#### **Course Outcomes:**

CO1: Understand the concept and significance of event management.

CO2: Familiarize the techniques to improve event finance, sponsorship and cost control.

CO3 : Practice preparing time limits for event.

CO4: Develops skill for conducting an event

**Module I: Introduction to Event Management:** concepts – nature – scope – Evolution of professional event management- significance and components of events – event co ordination.

**(8Hrs)**

**Module. II: Conceptualizing and designing Event:** key elements of events – activities in event management – planning – organizing – staffing – leading – co ordination – controlling – event management information system.

**(10Hrs)**

#### **Module. III**

**Event Production** – Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – inter personal skills. Event Marketing, Finance Management in events, Safety and security in event.

**(10Hrs)**

**Module IV: Evaluation of Event Performance:** basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations.

**(8Hrs)**

**GENERIC ELECTIVE COURSE V: DISASTER MANAGEMENT**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D05BBA	2	2	2

**Course Outcomes:**

CO1: Understand the factors contributing to disaster

CO2: Acquire knowledge about the various precautionary measures to reduce the disasters

CO3: Understand the IT techniques in disaster management

CO4 : Identify the role of NGO and Govt. in disaster management

**Module I: Disaster:-** Meaning, Definition, Phases of disaster. Classification of disaster:- Natural- Flood, Cyclone, Earthquake, Landslide; Man-made- Fire, Pollution, Nuclear disaster, Biological disaster (Causes & effects) **(12 Hrs)**

**Module II: Vulnerability Analysis:-** Vulnerability:- meaning, concept. Strategic development for vulnerability analysis. Disaster Risk Reduction (DRR) **(6Hrs)**

**Module III: Disaster Management:** Pre disaster prevention, Prediction. Disaster preparedness- disaster preparedness plan; long term and short term. Warnings, safety measures. Post disaster management:- Damage assessment, remedial measures, rehabilitation. **(12Hrs)**

**Module IV: Role of IT in disaster management:** Role of Govt. NGO, Volunteers and social workers in disaster management. **(6Hrs)**

