# B.B.A. CA
# (Computer Applications)

## Syllabus

## AFFILIATED COLLEGES

## Program Code: 25G

**2023 – 2024 onwards**

# BHARATHIAR UNIVERSITY

**(A State University, Accredited with "A++" Grade by NAAC,**
**Ranked 21st among Indian Universities by MHRD-NIRF)**

**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 in the IT era. |
| **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 as well as research. |
| **PEO4** | Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intraprenuership 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**

At the end of the programme the learner will be able to

| | |
|---|---|
| **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, analyze and interpret data, and synthesize the information to provide valid conclusions<br>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<br>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** | Analyze 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.<br>Analyze 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 4.0Understand the SERQUAL of the various service industries. |
| **PO9** | Analyze the various aspect of business research in the area of marketing, human resource and Finance. |
| **PO10** | Analyze the various financial and accounting concept including Balance sheet , trial balance, etc., |

**PROGRAMSPECIFICOUTCOMES**

| | |
|---|---|
| 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**

(For the students admitted from the academic year **2023-2024** onwards)

**SCHEME OF EXAMINATIONS – CBCS Pattern**

**B.B.A. - COMPUTER APPLICATION**

| Part | Study Components | Course Title | Ins. Hrs. / Week | Examinations | | | | Credits |
|---|---|---|---|---|---|---|---|---|
| | | | | Dur. Hrs. | CIA | Marks | Total Marks | |
| **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 | 25 | 75 | 100 | 4 |
| III | | Allied Paper I – Mathematics and Statistics for Management | 6 | 3 | 25 | 75 | 100 | 4 |
| IV | | Environmental Studies # | 2 | - | - | 50 | 50 | 2 |
| | | ***TOTAL*** | ***30*** | | | | ***550*** | ***22*** |
| **SEMESTER –II** | | | | | | | | |
| I | | Language-II | 6 | 3 | 25 | 75 | 100 | 4 |
| II | | English-II | 4 | 3 | 25 | 25 | 50* | 2 |
| IV | | Skill based Subject-1 Naan Mudhalvan: Language Proficiency for Employability. http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf | 2 | 3 | 25 | 25 | 50** | 2 |
| III | | Core III – Organizational Behavior | 6 | 3 | 25 | 75 | 100 | 4 |
| III | | Core IV – Economics for Executives | 5 | 3 | 25 | 75 | 100 | 4 |
| III | | Allied Paper II –Quantitative Techniques for Management | 5 | 3 | 25 | 75 | 100 | 4 |
| IV | | Value Education – Human Rights # | 2 | - | - | 50 | 50 | 2 |
| | | ***TOTAL*** | ***30*** | | ***150*** | ***400*** | ***550*** | ***22*** |
| **SEMESTER –III** | | | | | | | | |
| I | | Language III | 6 | 3 | 25 | 75 | 100 | 4 |
| II | | English III | 4 | 3 | 25 | 75 | 100 | 4 |
| 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 | | Allied : III – Business Law | 5 | 3 | 20 | 55 | 75 | 3 |
| IV | | Skill Based Subject 2: PC-Software MS-Office (Practical) | 3 | 3 | 10 | 40 | 50 | 2 |
| IV | | Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women's Rights#Constitution of India # | 2 | 3 | - | 50 | 50 | 2 |
| | | ***TOTAL*** | ***30*** | | | | ***575*** | ***23*** |
| **SEMESTER –IV** | | | | | | | | |
| I | | Language IV | 5 | 3 | 25 | 75 | 100 | 4 |
| II | | English IV | 4 | 3 | 25 | 75 | 100 | 4 |
| III | | Core VII - Human Resource Management | 4 | 3 | 25 | 75 | 100 | 4 |
| III | | Core VIII – Marketing Management | 4 | 3 | 25 | 75 | 100 | 4 |
| III | | Allied : IV– Taxation Law and Practice | 4 | 3 | 20 | 55 | 75 | 3 |
| IV | | Skill Based Subject 3: Financial Accounting Package – Tally(Practical only) | 4 | 3 | 10 | 40 | 50 | 2 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| IV | Skill based Subject-4: Naan Mudhalvan – Office Fundamentalshttp://kb.naanmudhalvan.in/Bharathiar_University_(BU) | 3 | 3 | 25 | 25 | 50** | 2 |
| IV | Tamil @ / Advanced Tamil #(or)<br>Non-major elective-II : General Awareness # | 2 | 3 | - | 50 | 50 | 2 |
| | ***TOTAL*** | ***30*** | | | | ***625*** | ***25*** |
| **SEMESTER –V** | | | | | | | |
| III | Core IX– Cost & Management Accounting | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core X – Research Methods for Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XI – Internet and Web Page Design (Theory) | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XII – Internet and Web Page Design Programming Laboratory (Practical) | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Skill Enhancer: Institutional Training ^ | - | - | 10 | 40 | 50 | 2 |
| IV | Skill Based Subject –5 : Campus to Corporate ^ | 6 | 3 | 25 | 75 | 100 | 4 |
| | ***TOTAL*** | ***30*** | | | | ***550*** | ***22*** |
| **SEMESTER –VI** | | | | | | | |
| III | Core XIII – Entrepreneurship and Small Business Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XIV – Financial Management | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Core XV– E–Commerce | 6 | 3 | 25 | 75 | 100 | 4 |
| III | Elective –I : | 3 | 3 | 20 | 55 | 75 | 3 |
| III | Elective –II : | 3 | 3 | 20 | 55 | 75 | 3 |
| IV | Skill Based Subject –6 : Soft Skills for Business ^ | 3 | 3 | 25 | 75 | 100 | 4 |
| IV | Skill Based Subject-7<br>Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics)<br>http://kb.naanmudhalvan.in/Bharathiar_University_(BU) | 3 | 3 | 25 | 25 | 50** | 2 |
| V | Extension Activities @ | - | - | 50 | - | 50 | 2 |
| | ***TOTAL*** | ***30*** | | | | ***650*** | ***26*** |
| | **TOTAL** | - | - | | | **3500** | **140** |

^ Refer the detailed note on this curricular aspect

@ No University Examinations. Only Continuous Internal Assessment (CIA) University Examination – Refer the detailed note on this curricular component.

# No Continuous Internal Assessment (CIA). Only University Examinations.

Project Work & Viva-Voce: Project Work-20 marks CIA,
Project Work & Viva-Voce: 55 marks, of which 25 marks for project report and 30 marks for viva voce examination by both internal and external examiners

* English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.

** Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.

$ Industrial Visit Mandatory

Skill Based Subject: (Campus to Corporate &Soft Skills for Business) 5 & 6: CIA= 25 marks, Record Note= 25 marks, Viva Voce = 50 marks (Internal and external examiner)

For Institutional Training, CIA = 10 Marks, Viva-Voce = 40 marks (Internal and External examiner)

| List of Elective papers **(Colleges can choose any one of the paper as electives)** | | |
|---|---|---|
| Elective – I | **A** | Project Work & Viva Voce |
| | **B** | Intellectual Property Rights. |
| | **C** | Modern Office Management |
| | **D** | Introduction to ERP |
| | **E** | Application of IT in Business |
| Elective – II | **A** | VisualBasic Theory |
| | **B** | Big Data Analytics |
| | **C** | Multimedia |
| | **D** | Design Thinking |
| | **E** | Artificial Intelligence |

| SEMESTER –I |
|---|
| Language-I |
| English-I |
| Core I – Principles of Management |
| Core II –Basics of Business and Business Environment |
| Allied Paper I – Mathematics and Statistics for Management |
| Environmental Studies # |

| Course Code | | PRINCIPLES OF MANAGEMENT *For BBA/BBA(CA)/BBA(IB)/BBA( RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Core –I | | | | - | - | |
| Pre-requisite | | +2 Commerce | Syllabus Version | | First | |

**Course Objectives:**

ToinculcatethestudentswiththeKnowledgeandUnderstandingoftheprinciplesofmanagement and toenablethestudentstogainvaluableinsightintotheworkingofbusiness.Thecoursewill 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 | |
|---|---|---|

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 | |
|---|---|---|

**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 | |
|---|---|---|

**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 | |
|---|---|---|

**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 | |
|---|---|---|

**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 | |
|---|---|---|

| | |
|---|---|
| Expert lectures, online seminars – webinars | |
| **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.NReddy,PrinciplesofManagements-TataMc.GrawHill-NewDelhi,2012 |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | NOC: Principles of Management – IITKGP - NPTEL |

**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 | | | | | | |
| 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 | |
|---|---|---|

BusinessBasics:NatureandPurposeofBusiness–CharacteristicsofBusiness–Comparisonamong Business, Profession and Employment – Various types of Industry –Compare Industry with commerce–FormsofbusinessOrganisation-Soletraders,partnership,JointHindufamilyfirm- Joint Stock Companies - Cooperative Organizations - Public Utilities and Public Enterprises.

| Unit:2 | BUSINESS AND ECONOMIC SYSTEM | |
|---|---|---|

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–factorsofproduction–BusinessmodelMeaning&example–BusinessRisks&theircauses – Steps in Starting a Business – Qualities of Entrepreneur.

| Unit:3 | BUSINESS SERVICES | |
|---|---|---|

Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing – TraditionalBusinesstonewere-Business–Benefitsofswitchingovertoelectronicmode–Cautions to be taken.

| Unit:4 | BUSINESS ENVIRONMENT AND ANALYSIS | |
|---|---|---|

Business Environment: Concept, characteristics of environment. Environmental Analysis- Need & Diagnosis, Business Environment-Potential Competitors, Rivalry-External environment Economic, Political & Legal environment, technological and socio cultural environment, International environment.

| Unit:5 | IMPACTS OF LPG | |
|---|---|---|

| | | |
|---|---|---|
| Liberalization - 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** | |
| Expert lectures, online seminars – webinars | | |
| **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** | | | | - | - | |
| **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 (S2) and the t- and F-distributions | **K1** |
| 5 | Summarize a regression analysis, and compute and interpret the coefficientof correlation. | **K2** |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| **Unit:1** | **MATRICES** | |
|---|---|---|

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 linear equations.

| **Unit:2** | **SET THEORY AND MATRICES** | |
|---|---|---|

Set theory – Introduction - Types of sets - set operation - Venn Diagrams - Mathematics of Finance - Simple and Compound Interest.(Simple problems only)

| **Unit:3** | **STATISTICAL METHODS** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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**

**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 |

**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 |

| SECOND SEMESTER |
|---|
| Language-II |
| English-II |
| ***Skill Based Subject-1***Naan Mudhalvan: Language Proficiency for Employability. http://kb.naanmudhalvan.in/Special:Filepath/Cambridge_Course_Details.pdf |
| Core III – Organizational Behavior |
| Core IV – Economics for Executives |
| Allied Paper II –Quantitative Techniques for Management |
| Value Education – Human Rights # |

| Course Code | | ORGANISATIONAL BEHAVIOUR *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Core III | | | | - | - | |
| 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 | Organizational Psychology | |
|---|---|---|

Importance and scope of organizational psychology – Individual differences - Intelligence tests. Measurement of intelligence - Personality tests - nature, types and uses.

| Unit:2 | Perception | |
|---|---|---|

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

| Unit:3 | Job satisfaction | |
|---|---|---|

Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

| Unit:4 | Group dynamics | |
|---|---|---|

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 | |
|---|---|---|

Leadership-types-theories–Trait,ManagerialGrid,Fiedder‘scontingency.Counseling–meaning - Importance of counselor - types of counseling - merits of counseling

| Unit:6 | CONTEMPORARY ISSUES | |
|---|---|---|

Expert lectures, online seminars – webinars

**Text Book(s)**

| | |
|---|---|
| 1 | L.M. Prasad – Organizational Behaviour. Latest edition |

**Reference books**

| | |
|---|---|
| 1 | Keith Davis - Human Behaviour at Work |
| 2 | Ghos - Industrial Psychology |

| | |
|---|---|
| 3 | Fred Luthans – Organizational Behaviour |
| | **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<br>*For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| **Core - IV** | | Core | | - | - | |
| **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 on Inflation, Deflation and analyze the causes of Inflation..

**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 | Describe the objectives and effectiveness of monetary policy and fiscal policy | **K4** |
| 5 | To gain Knowledge on Inflation, Deflation and effects of inflation. | **K5** |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| **Unit:1** | **DEMAND ANALYSIS** | |
|---|---|---|

Objectives of business firms–Profit Maximization-Social responsibilities -Demand analysis–Law of Demand - Elasticity of demand.

| **Unit:2** | **BEP ANALYSIS** | |
|---|---|---|

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 CLASSIFICATION** | |
|---|---|---|

Market Classification- Perfect Competition- Monopoly- Monopolistic Competition- Duopoly- Oligopoly – Price Discrimination.

| **Unit:4** | **MONETARY POLICY** | |
|---|---|---|

Monetary Policy-Meaning- Objectives- Instruments- Effectiveness of Monetary Policy-Fiscal Policy- Meaning-Objectives-Monetary Policy and Fiscal Policy mix to control inflation.

| **Unit:5** | **INFLATION AND DEFLATION** | |
|---|---|---|

Inflation: Meaning and Definition- Types of Inflation – Effects of in inflation - Measures to control inflation- Deflation- Meaning – Effects of Deflation- Inflation vs Deflation- Control of Deflation.

| **Unit:6** | **CONTEMPORARY ISSUES** | |
|---|---|---|

Expert lectures, Online seminars & Webinars

**Text Book**

| | |
|---|---|
| 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** | | | | - | - | |
| **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** | |
|---|---|---|

Introduction to Operations Research – Meaning – Scope – Applications - Limitations. Linear programming-MathematicalFormulation-Applicationinmanagementdecisionmaking (Graphical method only).

| **Unit:2** | **TRANSPORTATION AND ASSIGNMENT PROBLEMS** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

CPM–Principles–Construction of network- Critical path –Forward pass–Backward pass computations–PERT – Time scale analysis - probability of completion of project – types of floats.

| **Unit:5** | **REPLACEMENT THEORY** | |
|---|---|---|

Theory of Replacement – Introduction - Replacement models –Replacement of items that deteriorates gradually (value of money does not change with time)

| **Unit:6** | **CONTEMPORARY ISSUES** | |
|---|---|---|

Expert lectures, online seminars – webinars

**Note: THEORY and PROBLEM shall be distributed as 20% and 80% respectively.**

| | |
|---|---|
| **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 |

**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 |

# THIRD SEMESTER

| |
|---|
| Language III |
| English III |
| Core V – Financial Accounting |
| Core VI – Production and Materials Management |
| Allied : III – Business Law |
| Skill Based Subject 2: PC-Software MS-Office (Practical) |
| Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women's Rights#Constitution of India # |

| Course Code | | FINANCIAL ACCOUNTING *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Core V | | | | - | - | |
| 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 | Summaries 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 | |
|---|---|---|

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 | |
|---|---|---|

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 | |
|---|---|---|

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 | |
|---|---|---|

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) | |
|---|---|---|

Preparation of statement of profit and loss – balance sheet – schedules – Indian Accounting standards (up to IAS - 8)

| Unit:6 | Contemporary Issues | |
|---|---|---|

**Expert lectures, online seminars – webinars**

Note: (Theory and problems may be in the ratio of 20% and 80%respectively)

**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 |

**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** | | | | - | - | |
| **Pre-requisite** | | **Principles of Management** | **Syllabus Version** | | **First** | |

**Course Objectives:**

The main objectives of this course are to:

Theproductionandmaterialsmanagementprovidesanintroductiontoprocessof 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 | Out line management issues in receiving, stores, traffic and transportation, ware housing and physical distribution | **K4,** |
| 5 | Discuss about the quality control, Total Quality Management, Benchmarking and ISO | **K2** |

**K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**– Create

| **Unit:1** | **PRODUCTION MANAGEMENT** | |
|---|---|---|

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 - Lean Manufacturing–Six sigma.

| **Unit:2** | **MATERIALS HANDLING &MAINTENANCE** | |
|---|---|---|

Materials Handling- Importance -Principles –Criteria for selection of material handling equipment. Maintenance-Types-Breakdown-Preventive-Routine-Methods study– Time study- Motion study.

| **Unit:3** | **MATERIALS MANAGEMENT** | |
|---|---|---|

Organization 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** | |
|---|---|---|

Function of Inventory- Importance-Tools-ABC, VED, FSN Analysis-EOQ-Reorder point-SafetyStock-LeadtimeAnalysis.Storekeeping-Objectives-Functions- Store keeper– Duties– Responsibilities, Location of store –Stores Ledger –Bin card.

| **Unit:5** | **QUALITY CONTROL AND ISO IMPLEMENTATION** | |
|---|---|---|

Quality control - Types of Inspection - Centralized and Decentralized. TQM: Meaning - Objectives-elements–Benefits. Benchmarking: Meaning-objectives–advantages. ISO: Features-Advantages-Procedure for obtaining ISO.

| **Unit:6** | **Contemporary Issues** | |
|---|---|---|

Expert Lectures, Online seminars &Webinars

**Text Book(s)**

| | |
|---|---|
| 1 | P Saravanavel and S. Sumathi “Production and Materials management”, Margham Publications, |
| 2 | Chitale, A.K.and Gupta, R.C. “Materials Management –Text and Cases” Prentice Hall of India Private Limited ,New Delhi. |
| **Reference Books** | |
| 1 | DATTA.A.K. “Materials Management, Procedures, Text and Cases”: Prentice Hall of India Pvt. Ltd, New Delhi. |
| 2 | M.M. Varma, Materials Management. Jain Book Agency Publishers, 4th Edition. |
| 3 | N.A.Siddiqui, “ Introduction to six sigma – Methods, Approaches, and Applications”, New Age International Publishers (P) Ltd. |
| 4 | Dr.JEFFREY N. LOWENTHAL, “Six Sigma Project Management”, New Age International Publishers (P) Ltd. |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | Mooc:https://www.mooc-list.com/course/microeconomics-principles-coursera |

**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 | | BUSINESS LAW<br>*For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Allied-III | | | | - | - | |
| Pre-requisite | | Nil | Syllabus Version | First | | |

**Course Objectives:**

The main objectives of this course are to:

1. To enable the students to acquire knowledge of legal aspects of business
2. To provide the brief idea about the frame work of Indian Business Laws
3. To promote the understanding of various concepts 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 | To 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 | BUSINESS ETHICS | |
|---|---|---|

Ethics and Business Ethics – Ethical principles in Business - Concepts Values and Ethics – Ethical Corporate Behavior – Social Responsibility of Business - Corporate Governance – Need , Principles and Scope – Elements of good corporate governance.

| Unit:2 | LAW OFCONTRACT | |
|---|---|---|

Contracts - Essentials of contract - Agreements – Classification of contracts-Offer-Legalrulesastooffer and lapseofoffer –Acceptance andrules astoacceptance-Capacityofpartiestocreatecontract- Wagering agreements - Stranger to a Contract and exceptions.

| Unit:3 | CONSIDERATION IN LAW | |
|---|---|---|

Consideration - Legal rules as to Consideration – ContractwithoutConsideration-Consent-Coercion-Undueinfluence–Misrepresentation- Fraud-Mistakeoflawand Mistakeoffact. Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – Discharge of contract - Breach of contract – Remedies for breach of Contract.

| Unit:4 | CONTRACT OF SALE | |
|---|---|---|

Formationofcontractofsale –Saleandagreementtosell– Hire-purchaseagreement-
Subject matter of contract of sale- Effect of destruction of goods - Documents of title to goods - 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 resale – Rightofstoppageintransit –UnpaidVendor'srights.

| Unit:5 | CONTRACT OF AGENCY | |
|---|---|---|

Creation of agency- Classification of agents - Relations of principal and agent - Delegation of authority-Relationofprincipalwiththirdparties-Personalliabilityofagent-Terminationof Agency.

| Unit:6 | Contemporary Issues | |
|---|---|---|

Expert lectures, Online seminars &Webinars

**Text Book(s)**

| | |
|---|---|
| 1 | Shukla M.B. – Business Ethics: Texts and Cases |
| 2 | J.P.Sharma – Corporate Governance , Business Ethics & CSR, Ane Books Pvt. Ltd, New Delhi |
| 3 | N.D.Kapoor- Elements of Mercantile Law |

| | |
|---|---|
| 4 | 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 *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| SBS: 2 | | | - | - | | |
| Pre-requisite | | Basic Computer Knowledge | Syllabus Version | First | | |

**Course Objectives:**

Officetoolscoursewouldenablethestudents incraftingprofessionalworddocuments, excelspreadsheets, power pointpresentationsusingtheMicrosoftsuiteofofficetools. Tofamiliarizethestudents inpreparationofdocumentsandpresentationswithofficeautomationtools

**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 | |
|---|---|---|

**Introduction to Word Processing** - features, creating, saving and opening documents in Word. Overview of word menu options - word basic tool bar. **Editing and Formatting**: Paragraph formats, aligning text and paragraph, borders and shading - headers and footers. **Insert options:** - insert picture – smart art – superscript & subscript – mathematical formulas – special characters – columns. **Tables** - creating table - graphics – importing graphics – clipart - insert picture. **Mail Merge**: mail merge concept - merging data source and main document. **Design:** Cover page of a book – Business cards, Index page.

| Unit:2 | POWER POINT | |
|---|---|---|

**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.**Working with slides** -make new slide, move, copy, delete, duplicate, lay outing of slide- applying transition and animation effects.**Editing and formatting text**: alignment, editing, inserting, deleting, selecting, formatting of text, bullets, footer, paragraph formatting.

| Unit:3 | EXCEL | |
|---|---|---|

**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 | |
|---|---|---|

**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 | |
|---|---|---|

Expert lectures, online seminars – webinars

| **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

## PC SOFTWARE (MS-OFFICE) PRACTICAL
## LIST OF PRACTICALS

**MS Word:**

1) Type a passage (A4 Page, Times New Roman Font Style, 12 Size Font). Save your document in a specified location. (Say, D:\BBA\MSOffice\.docx). Save the same file with other name in different location using Save As dialogue box and also Open and View the document saved.

2) Type a simple matter, check spelling and grammar (use Auto Correct and Auto Text features), bullets and numbering list items, align the text to left, right, justify and centre.

3) Prepare a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.

4) Write any 10 Management Quotes and then change the font, style, color and size of each sentence. Make each one different than previous and next.

5) Prepare a job application letter enclosing your bio-data (with neat alignment and using tab setting).

6) Take a double column newspaper and design or create similar paragraph style in the word document

7) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.

8) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.

9) Use smart art and create organization charts with at least 3 levels.

10) Make books content page or index page (first line indent, hanging indent and the perfect useof ruler bar)

11) Insert Image into the shape. Type a title for the page and apply Styles to the same.

12) Write at least dozen mathematical/ statistical formulae known to you and key in the same in MS word.

13) Take a double column newspaper and design or create similar paragraph style in the word document.

14) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, specialcharacters (such as temp °C, rupee symbol `, Etc.,).

15) Create a table in MS Excel with an address (list containing Designation, Name of the Company, Address, Place, PIN). Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word.

**MS-PowerPoint:**

1) Have a PowerPoint presentation for a seminar which you are handling for your classmates.

2) Design an advertisement campaign with minimum three slides.

3) Prepare a power point presentation with at least three slides for Department inaugural function

4) Prepare slides with various features such as charts from Excel, clip arts from hard disc, and

animated themes to demonstrate your expertise in using various features included in MS PowerPoint.

**MS-Excel:**

1) Create an excel worksheet containing monthly Sales Details of five companies.

2) Prepare a list of students with their marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60% and create a chart to depict clearly.

3) Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.

4) Create a table of your friends with their mobile number and mail id. Also add their date of birth. Find out the number of days left to celebrate their birthday and arrange their names in this order. Create a pie chart indicating the number of birth days in each month.

**MS-Access:**

1) Use simple commands to perform sorting on name, designation, department and mobile number of employee’s database and Address printing using label format.

2) Create an Access database named Student_Records.accdb. Assume the required data. Open the Students table in datasheet view and enter the new students either by navigating to the empty field or using the 'New record' button.

3) Create a form to enter inventory related data of a supermarketand generate stock report at the end of the day.

4)Create an Address Database of the companies in your area. Design a form to enter new datainto the database.

# SEMESTER IV

| |
|---|
| Language IV |
| English IV |
| Core VII - Human Resource Management |
| Core VIII – Marketing Management |
| Allied : IV– Taxation Law and Practice |
| Skill Based Subject 3: Financial Accounting Package – Tally(Practical only) |
| Skill based Subject-4: Naan Mudhalvan – Office Fundamentalshttp://kb.naanmudhalvan.in/Bharathiar_University_(BU) |
| Tamil @ / Advanced Tamil #(or)<br>Non-major elective-II : General Awareness # |

| Course code | HUMAN RESOURCE MANAGEMENT<br>*For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|
| Core-VII | | | - | - | |
| 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 frame work 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 | INTRODUCTION | |
|---|---|---|

Human Resource Management -Meaning, nature, scope and objective –Functions of HRM - The Role & status of HR manager-Organization of HR department –Strategic HRM – Ethics in HRM.

| Unit–2 | HUMAN RESOURCE PLANNING | |
|---|---|---|

Human Resource Planning – Job Analysis – Importance & benefits - Job analysis process- – Job description – Role analysis-Job specification.

| Unit–3 | RECRUITMENT AND SELECTION | |
|---|---|---|

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 | |
|---|---|---|

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 AND DEVELOPMENT | |
|---|---|---|

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 | |
|---|---|---|

Expert lectures, online seminars –webinars

**Text Book(s)**

| | |
|---|---|
| 1 | Subba Rao.P, Personnel and Human Resource Management (Text and Cases) Himalaya Publishing House2010 |
| 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,Websitesetc.] | |
| 1 | NOC: Principles of Human Resource Management–NPTEL |

**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 | | MARKETING MANAGEMENT<br>*For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Core VIII | | | | - | - | |
| 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 organization
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 organization. | K3 |
| 5 | Demonstrate the critical thinking skills and analyze e-marketing. | K3 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| **Unit:1** | **INTRODUCTION TO MARKETING** | |
|---|---|---|

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 BEHAVIOUR** | |
|---|---|---|

Introduction, Characteristics, Factors affecting Consumer Behaviour, Types of Buying Decision Behaviour, Consumer Buying Decision Process, Buying Motives, Buyer Behaviour Models

| **Unit:3** | **PRODUCT CONCEPTS** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

Expert lectures, online seminars – webinars

**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 - Golgatia, Delhi |

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

| | |
|---|---|
| 1 | Mooc : https://www.mooc-list.com/course/microeconomics-principles-coursera |

**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 | | TAXATION LAW AND PRACTICE *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Allied - IV | | | | - | - | |
| Pre-requisite | | Business Law | Syllabus Version | | First | |

**Course Objectives:**

**The main objectives of this course are**:
On successful completion of this course, the students should have understood Principles of Direct and Indirect Taxes.
Students will acquire knowledge on Calculation of Tax Procedures.
Provide students with knowledge on tax Procedures and Tax Authorities.
To provide knowledge on the administration of Indirect taxes and constitutional framework of GST
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 | |
|---|---|---|

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 | |
|---|---|---|

Computation of Income under Salary and House Property. (Problems to be included).

| Unit:3 | INCOME TAX AUTHORITIES | |
|---|---|---|

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 | |
|---|---|---|

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 | |
|---|---|---|

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.

| Contemporary Issues | |
|---|---|

Expert lectures, Online seminars &Webinars

| | |
|---|---|
| **Note: THEORY and PROBLEMS shall be distributed at 60% & 40% respectively.** | |
| **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 | Dingare Pagare - Business Taxation |
| 4 | Balasubramanian - Business Taxation |
| **Reference Books** | |
| 1 | V. S. Datey – Indirect Taxes - Law and Practice (Taxman'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 | |

**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 | | FINANCIAL ACCOUNTING PACKAGE TALLY – PRACTICAL *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| SBS: 3 | | | | - | | |
| Pre-requisite | | Financial Accounting | Syllabus Version | | First | |

**Course Objectives:**

The main objectives of this course are:
To acquire the knowledge of Financial Management.
To learn different concepts of Financing Decisions.
To enable awareness on the Capital Structure in which Financial Management operate.
To develop an understanding of tools on Working Capital Management.
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** | |
|---|---|---|

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** | |
|---|---|---|

Introduction to Stock Groups- Stock Categories – Stock Items- Godowns – Units of Measurement.

| **Unit:3** | **GROUPS** | |
|---|---|---|

Introduction to Groups – Ledgers – Voucher Type – Purchase Orders- Sales Orders – Invoices.

| **Unit:4** | **REPORTS** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|

Expert lectures, Online seminars &Webinars

**Text Book(s)**

| | |
|---|---|
| **1** | Tally Education Pvt. Ltd., Official Guide to Financial Accounting Using Tally.ERP 9 with GST |
| **2** | SoumyaRanjanBehera, 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 |

**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

## LIST OF TALLY PRACTICAL PROGRAMMES

1. Create a new company – name and other relevant details and configure the company
2. Journalizing
3. Posting into ledger (with and without predefined groups)
4. Configuring, creating, displaying, altering and cancellation of Vouchers
5. Trail balance
6. Final accounts- trading account- profit and loss account and balance sheet
7. Final accounts with adjustments
8. Rectification off error
9. Show the cash, bank and other subsidiary books of the company.
10. Show the Day Book.
11. Integrate stock and inventory details (stock groups/ categories/measurement units)
12. Stock summary
13. Bank reconciliation statement
14. Enable VAT in Tally and VAT Computation & other statutory compliance capabilities
15. Integrate pay-roll system

# SEMESTER –V

| |
|---|
| Core IX– Cost & Management Accounting |
| Core X – Research Methods for Management |
| Core XI – Internet and Web Page Design (Theory) |
| Core XII – Internet and Web Page Design Programming Laboratory (Practical) |
| Skill Enhancer: Institutional Training ^ |
| Skill Based Subject –5 : Campus to Corporate ^ |

| Course Code | | COST AND MANAGEMENT ACCOUNTING *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Core - IX | | | | | | |
| 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 | |
|---|---|---|

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 | |
|---|---|---|

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 | |
|---|---|---|

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 | |
|---|---|---|

Fund flow analysis-cash flow analysis (problems only)

| Unit:5 | MARGINAL COSTING AND STANDARD COSTING | |
|---|---|---|

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis. (Theory and Problems), Budgetary Controls

| Unit:6 | Contemporary Issues | |
|---|---|---|

Expert lectures, Online seminars & Webinars

**Text Book(s)**

| | |
|---|---|
| 1 | Arora. M (2012) – Cost and Management Accounting, Vikas publishing house Pvt Ltd., |
| 2 | *Jain S.P and Narang*, 2016. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi, 5th 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-and analysis-coursera |
| 2 | E Books: https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf |

**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 METHODS FOR MANAGEMENT *ForBBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|
| Core- X | | | - | - | |
| Pre-requisite | QuantitativeTechniquesforManagement | Syllabus Version | | First | |

**CourseObjectives:**

Themain objectives ofthis courseareto:

1. Introducethebasic conceptsof researchand applythe fundamentalsofsamplingandscalingtechniquesalongwithmethods of data collection.
2. Learntheprocessofanalyzingthe collecteddata, interpretation,reportwritingandapplicationofcomputersin research anddocumentation.

**ExpectedCourseOutcomes:**

Onthesuccessfulcompletionofthecourse, studentwillbeable to:

| | | |
|---|---|---|
| 1 | Understandfundamentalconceptsofresearch,typesandresearchprocess. | **K2** |
| 2 | Summarizethesamplingdesignandscalingtechniques. | **K2** |
| 3 | Constructamethod fordatacollection andable toedit,code, classifyand tabulatethecollected data. | **K3** |
| 4 | Analyzethe collecteddatatoproveordisprovethehypothesis. | **K4** |
| 5 | Interpretthedataandpreparea researchreport. | **K5** |

**K1**-Remember;**K2** -Understand; **K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create

**Unit:1** **INTRODUCTIONTORESEARCHMETHODOLOGY**

Research -Definition-Significance–Criteriaof GoodResearch–Types– Growing importance of online research - ResearchProcess– Selecting the Research Problem – Techniques Involved in Defining a Problem -ResearchDesign: Features of a Good Design - Important Concepts Relating to Research Design -DifferentResearch Designs.

**Unit:2** **SAMPLINGANDSCALING**

Sampling Design–Steps-Types-SamplingErrorsandNon-SamplingErrors –Factors Influencing the Size of the Sample - Scaling – Classification of Measurement Scales - ScalingTechniques.

**Unit:3** **DATACOLLECTIONANDPREPARATION**

Collection of Primary Data: Observation Method –Interview Method- Questionnaire Method –ScheduleMethod-Online data collection methods-CollectionofSecondaryData - Case Study Method – Data Preparation: Editing - Coding- Classification - Tabulation- GraphicalRepresentation.

**Unit:4** **PROCESSINGANDANALYZINGOF DATA**

Hypothesis–BasicConceptsConcerningTestingofHypothesis- ProcedureforHypothesisTesting-ZTest -TTest-Chi-SquareTest-ANOVA-Application ofSPSS (Simple ProblemsOnly).

**Unit:5** **INTERPRETATIONANDREPORTWRITING**

Interpretation: Techniques -Precautions-Report Writing–StepsinWritingReport- Layout oftheResearchReport–Types ofReports -Mechanics ofWritingaResearchReport- PrecautionsforWritingResearchReports – Plagiarism – Research Ethics.

**Unit:6** **CONTEMPORARYISSUES**

Expertlectures,Onlineseminars & Webinars

**TextBook(s)**

| | |
|---|---|
| 1 | *C.R.Kothari,GauravGarg.* 2019.**ResearchMethodology**(Methods&Techniques). NewAgeInternationalPublishers,NewDelhi.4thEdition. |
| 2 | *S.P.Gupta.*2017.**Statistical Methods**.Sultan Chand&Sons,New Delhi.44$^{th}$Edition. |
| **ReferenceBooks** | |
| 1 | BoydandWestfall:MarketingResearch |
| 2 | GownM.C.MarketingResearch |
| 3 | GreenPaulandTall:MarketingResearch |
| | **OnlineContent** |
| | https://onlinecourses.swayam2.ac.in/cec20_hs17/preview |

**MappingwithProgrammeOutcomes**

| 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 | | INTERNET AND WEB PAGE DESIGN (Theory) FOR BBA CA | L | T | P | C |
|---|---|---|---|---|---|---|
| Core - XI | | | | - | - | |
| Pre-requisite | | Computer Knowledge and PC skills | Syllabus Version | First | | |

**Course Objectives:**

The main objectives of this course are to:

1. Be able to read and write basic HTML and CSS code.
2. Understand how to upload websites to a web server.
3. Be familiar with different web design theories and understand hyper links.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

| | | |
|---|---|---|
| 1 | Comfortable creating, coding and posting basic HTML and CSS files to the Internet. | K2 |
| 2 | Equipped with a historical understanding of the web's evolution | K2 |
| 3 | Have a foundational knowledge of website creation and apply it to the planning, design and development of own web page. | K3 |
| 4 | Create a full functioning website | K4 |
| 5 | Equipped with key industry-standard design guidelines to ensure strong online presentation. | K5 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| Unit:1 | INTRODUCTION ON INTERNET | |
|---|---|---|

Internet basics – Internet Address – Domain names – Browsers – search Engine – Connecting to the internet – installing and configuring a modem – creating a connection profile – changing the default connection.

| Unit:2 | CONTENTS OF E-MAIL | |
|---|---|---|

Working with E-Mail – running an email program – sending , reading , replying deleting and exiting mail – sending files via email - attaching a signature – managing an address book.

| Unit:3 | BASICS OF HTML | |
|---|---|---|

Introduction to HTML - information file creation – web server – web client / browser - HTML – commands – title – footer – paragraph breaks – line breaks – heading style – spacing – centering – Font size and color.

| Unit:4 | LIST AND LINKS | |
|---|---|---|

List – Types of list – Adding graphics to HTML document – Using width, height , alignment and alternative attributes – tables – header rows – data rows – caption tags – cell spacing - BG color – rows span – Links – internal and external document reference – Images as hyper links.

| Unit:5 | BASICS OF DHTML | |
|---|---|---|

Introduction to DHTML - cascading style sheets – color and background attributes – text attributes – border attributes – marginal related attributes – list attributes – class – external style sheet.

| Unit:6 | CONTEMPORARY ISSUES | |
|---|---|---|

Expert lectures, online seminars – webinars

**Text Book(s)**

| | |
|---|---|
| 1 | (Unit 1,2) - Internet compete Maureen Adams, Sherry Bonelli BPB Publications – 1998. |
| 2 | (Unit 3,4,5) - Web enabled commercial application development using HTML, DHTML, Java Script, Perl CGI. |

**Reference Books**

| | |
|---|---|
| 1 | Ivan Bayross BPB Publications – 2000. |
| 2 | HTML5 & CSS3 Visual Quick Start Guide (7th Edition) by Elizabeth Castro, Bruce Hyssop |

| | |
|---|---|
| 3 | Dreamweaver CC: Visual Quick Start Guide by Tom Negrino, Dori Smith |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | https://onlinecourses.swayam2.ac.in/nou20_cs05/preview |
| | |

**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 |
| **CO3** | M | S | M | S | S | M | S | M | S | S |
| **CO3** | S | S | S | S | S | S | S | S | S | S |
| **CO4** | S | M | S | S | S | S | M | S | S | S |
| CO5 | S | S | S | S | M | S | S | S | S | M |

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

| Course code | | Internet and Web Page Design Programming Laboratory (Practical) FOR BBA CA | L | T | P | C |
|---|---|---|---|---|---|---|
| Core - XII | | | - | - | | |
| Pre-requisite | | Computer Knowledge and PC skills | Syllabus Version | | First | |

**Course Objectives:**

The main objectives of this course are to:

1. Be able to read and write basic HTML and CSS code.
2. Understand how to upload websites to a web server.
3. Be familiar with different web design theories and understand hyper links.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

| | | |
|---|---|---|
| 1 | Comfortable creating, coding and posting basic HTML and CSS files to the Internet. | K2 |
| 2 | Equipped with a historical understanding of the web's evolution | K2 |
| 3 | Have a foundational knowledge of website creation and apply it to the planning, design and development of own web page. | K3 |
| 4 | Create a full functioning website | K4 |
| 5 | Equipped with key industry-standard design guidelines to ensure strong online presentation. | K5 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

**List of Programs**

1 Install a modem in your system.
2 Connect internet using an account in your system.
3 Search a particular topic in using internet search engines.
4 Create a new mail id using any available service providers.
5 Send an email to another person's email id
6 Send an email to more than one user at the same time.
7 Send an email to a person with an attachment.
8 Send a greeting to a person using internet.
9 Develop a HTML page to check username and password.
10 Develop a HTML page to add and remove item from list box.
11 Develop a HTML page to link other webpage.
12 Develop a HTML page to scroll text from left tonight.
13 Develop a HTML page to display an advertisement.
14 Develop a static HTML page for a college information.
15 Develop a HTML page to input information to create a mailed. 16 Develop a HTML page to conduct auction.

**The following programs based on database.**

17 Develop a HTML page to input student information.
18 Develop a HTML page to display student results for a given roll number.
19 Develop a DHTML page to sale a product to users.
20 Develop a DHTML page to display product information for a given product id.

**Text Book(s)**

| | |
|---|---|
| 1 | (Unit 1,2) - Internet compete Maureen Adams, Sherry Bonelli BPB Publications – 1998. |
| 2 | (Unit 3,4,5) - Web enabled commercial application development using HTML, DHTML, Java Script, Perl CGI. |

**Reference Books**

| | |
|---|---|
| 1 | Ivan Bayross BPB Publications – 2000. |

| | |
|---|---|
| 2 | HTML5 & CSS3 Visual Quick Start Guide (7th Edition) by Elizabeth Castro, Bruce Hyslop |
| 3 | Dreamweaver CC: Visual Quick Start Guide by Tom Negrino, Dori Smith |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | https://onlinecourses.swayam2.ac.in/nou20_cs05/preview |

**Mapping with Programme Outcomes (***S-Strong; M-Medium; L-Low)

| COs | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|---|---|---|---|---|---|---|---|---|---|---|
| **CO1** | S | S | S | M | S | S | S | S | M | 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 | M | S | S | S | S | M | S | S | S |
| CO5 | S | S | S | S | M | S | S | S | S | M |

# SEMESTER –VI

| |
|---|
| Core XIII – Entrepreneurship and Small Business Management |
| Core XIV – Financial Management |
| Core XV– E–Commerce |
| Elective –I : |
| Elective –II : |
| Skill Based Subject –6 : Soft Skills for Business ^ |
| Skill Based Subject-7<br>Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics)<br>http://kb.naanmudhalvan.in/Bharathiar_University_(BU) |
| Extension Activities @ |

| Coursecode | | ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT ForBBA/BBA(CA)/BBA(IB)/BBA(RM) | L | T | P | C |
|---|---|---|---|---|---|---|
| Core- XIII | | | | - | - | |
| Pre-requisite | | Nil | Syllabus Version | First | | |

**CourseObjectives:**

Themainobjectives ofthiscourseareto:

1. To energies the students to acquire the knowledge of Entrepreneurship, EntrepreneurialDevelopment Programmes, Project management, Institutional support to entrepreneurialdevelopment.
2. Tomakethestudentsawareoftheimportanceofentrepreneurshipopportunitiesavailableinthesociety andto acquaintthemwith the challengesfacedbythe entrepreneur

**ExpectedCourseOutcomes:**

Onthesuccessful completionofthecourse,student willbe ableto:

| | | |
|---|---|---|
| 1 | DefinewhoisanEntrepreneur andwhat hisorhercharacteristicfeaturesare,what skillsmadethemsuccessfuland what qualitiesarerequiredto becomeanEntrepreneur. | K1 |
| 2 | Fosterthestudentsintheareasofentrepreneurial growthandequipwithdifferent entrepreneurialdevelopmentprogrammes. | K2 |
| 3 | Projectmanagement isapowerful disciplineinthecoreareasofprojectlifecycleand toknowabouttherolesandresponsibilitiesofaprojectmanager. | K3 |
| 4 | Discriminatethebenefitsofdeliveringtheprojectidentificationandselectingthe successfulprojectwiththevariousguidelinesissuedbytheauthorities. | K5 |
| 5 | Classifythevarioussourcesofbusinessfinanceandidentify thedifferentinstitutions thatsupportingentrepreneurs. | K4 |

**K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**–Create

| Unit:1 | CONCEPTOFENTREPRENEURSHIP | |
|---|---|---|

Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Green Entrepreneurs – Digital Entrepreneurs –EntrepreneurialMotivation – NeedforAchievement Theory–Risk-taking Behaviour–InnovationandEntrepreneur– Roleofentrepreneurship ineconomicdevelopment.

| Unit:2 | POLICY&INSTITUTIONALECOSYSTEMFOR ENTREPRENEURSHIP | |
|---|---|---|

Factors affectingentrepreneurgrowth -Economic–Non-economic.Entrepreneurship Development Programmes- Need - Objectives -Course contents – Phases - Evaluation. - Institutionalsupport to entrepreneurs.

| Unit:3 | BUSINESSPLAN | |
|---|---|---|

IntroductiontoSmallBusiness:Evolution &Development–Meaning– Concepts –Categories –Characteristicsofsmallbusiness– Role,importanceandresponsibilitiesofsmallbusiness.Business Ideas – Sources and incubating; Technical Assistance for small business – PreparationofFeasibilityReports,LegalFormalities andDocumentation

| **Unit:4** | **PROJECTIMPLEMENTATION** | |
|---|---|---|
| Business Plan – Outline – Components – Marketing strategy for small business – MarketSurvey–MarketDemands–Salesforecast – CompetitiveAnalysis–The marketingplan – MarketingAssistancethroughgovernmentalchannels–RiskAnalysis–Breakevenanalysis | | |
| **Unit:5** | **ENTREPRENEURIALFINANCE** | |
| Start-up costs – The financial Plan – Source of finance for new ventures – small business – InstitutionalfinancesupportingSSIs –Bountiesto SSIs –VentureCapital –basicstart-up Problems – Need for Angel investors. | | |
| **Unit:6** | **ContemporaryIssues** | |
| Expertlectures,onlineseminars –webinars | | |
| **TextBook(s)** | | |
| 1 | KhanM.A-EntrepreneurshipDevelopment ProgrammesinIndia,Delhi,KanishkaPublishing House. | |
| 2 | GuptaC.B,andSrinivasanN.P,1992,EntrepreneurshipDevelopment,NewDelhi,SultanChand andSons. | |
| **ReferenceBooks** | | |
| 1 | MishraD.N.,1990,Entrepreneurship,Entrepreneur DevelopmentandPlanninginIndia, Allahabad,ChughPublishers. | |
| 2 | Mead,D.C.& Liedholm,C.Thedynamicsofmicroandsmall enterprisesindeveloping countries.(1998). | |
| **Related Online Contents[MOOC,SWAYAM,NPTEL,Websitesetc.]** | | |
| 1 | http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf | |
| 2 | https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera | |

**MappingwithProgrammeOutcomes**

| **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 | | FINANCIAL MANAGEMENT *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Core – XIV | | | | - | - | |
| Pre-requisite | | Financial Accounting | Syllabus Version | First | | |

**Course Objectives:**

The main objectives of this course are:
To acquire the knowledge of Finance Functions.
To learn different concepts of Capital Budgeting & Cost of Capital for Financing Decisions.
To enable awareness on the Capital Structure in which Financial Management operate.
To develop an understanding of Dividend Decisions.
To provide knowledge using concepts, methods & procedures involved in Working Capital Management.

**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 Working Capital Management. | **K2** |

**K1**-Remember;**K2**-Understand;**K3**-Apply;**K4**-Analyze;**K5**-Evaluate;**K6**– Create

| Unit:1 | FINANCE FUNCTIONS (THEORY ONLY) | |
|---|---|---|

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 (PROBLEM ONLY) | |
|---|---|---|

Capital budgeting: Meaning, objectives &techniques–Payback -ARR –NPV– IRR–Profitability Index (SIMPLE PROBLEM ONLY).Financing Decisions: Cost of Capital-Cost of Specific Sources of Capital-Equity-Preferred Stock Debt-Reserves –Weighted Average Cost of Capital.(SIMPLE PROBLEM ONLY)

| Unit:3 | CAPITAL STRUCTURE THEORIES LEVERAGE (THEORY ONLY) | |
|---|---|---|

Capital Structure: Meaning, objectives and Importance –Optimal Capital Structure-Theory of Capital structure- Operating Leverage and Financial Leverage.

| Unit:4 | DIVIDEND DECISIONS (THEORY ONLY) | |
|---|---|---|

Dividend and Dividend policy: Meaning-Sources available for Dividends-Dividend Policy -Determinants of Dividend Policy– Models: Gordon &Walter's Model

| Unit:5 | WORKING CAPITAL MANAGEMENT (THEORY ONLY) | |
|---|---|---|

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.

| Unit:6 | Contemporary Issues | |
|---|---|---|
| Expert lectures, Online seminars & Webinars | | |
| **THEORY carries 80% Marks, PROBLEMS carry 20% Marks** | | |
| **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 | |

**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

**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

**Bachelor of Business Administration (BBA) ALL streams**
**Skill Based Subjects 5 & 6**
**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 Content: Skill Based Subject 5**

| **Course code** | | **CAMPUS TO CORPORATE** *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|---|
| | | **Skill Based Subject - 5** | | - | | |
| **Pre-requisite** | | **Communication Skills** | **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** | **Organizational Culture** | |
|---|---|---|
| Culture, Cultural traits, personality and behviour, socialization - Exercises | | |
| **Unit:2** | **Business etiquette and netiquette** | |
| Etiquette, business attire, requirements, confidence building, pleasing mannerisms, greetings and salutations, netiquette – Exercises | | |
| **Unit:3** | **Building aptitude skills Quantitative aptitude** | |
| 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** | |
| Sentence improvement, reading comprehension, sentence rearrangement, cloze test, analogy, synonyms, grammar, noun and pronoun - Exercises | | |
| **Unit:5** | **Logical ability** | |
| Coding and decoding, data sequence, calendars, blood relations, statements and arguments, syllogism, alphabet test – Exercises | | |
| **Unit:6** | **CONTEMPORARY ISSUES** | |
| International business culture, cultural variations and cultural adaptability, multi-cultural environment. | | |

**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 |

**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 Subject 6

| Course code | | SOFT SKILLS FOR BUSINESS *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| | | **Skill Based Subject-6** | | - | | |
| **Pre-requisite** | | | **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** |
|---|---|

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** |
|---|---|

Team spirit, growth mindset, high performing teams, trust and mind alignment, focus, target achievement and time compliance.

| **Unit:3** | **Openness to Feedback** |
|---|---|

Feedback, accepting negative feedback, improving self-awareness, criticism-types and overcoming the shortfalls

| **Unit:4** | **Adaptability** |
|---|---|

Adaptability, meaning and nature, change in thought process, willingness to take risk, encouraging others towards open mindedness, continuous learning

| **Unit:5** | **Work Ethics** |
|---|---|

Wok ethics skills, reliability, dedication, discipline, productivity, cooperation, integrity, responsibility, professionalism.

| **Unit:6** | **CONTEMPORARY ISSUES** |
|---|---|

Interaction with executives, success stories of professional and business people.

**Text Book(s)**

| | |
|---|---|
| 1 | Meenakshi Raman, Shalini Upadyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1st Edition 2017 |

**Reference Books**

| | |
|---|---|
| 1 | Barun K. Mitra, Personality Development & Soft Skills, Oxford Higher Education, 2012 |

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

| | |
|---|---|
| 1 | https://learnenglish.britishcouncil.org/skills |

**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

## SKILL BASED SUBJECTS EVALUATION METHOD

**Evaluation Method**

There shall be a university-approved comprehensive viva-voce examination at the end of each semester to orally and individually test the learner's extent of attainment in the various metrics specified for each subject of the curriculum.

Students shall maintain a Skill Development Record Note (SDRN) individually for the purpose of these oral examinations separately for each semester; and the institution may design a uniform SDRN for this purpose.

Maintenance grades shall be awarded by the internal faculty for the SDRNs on a continuous and comprehensive way.

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

The viva-voce examination with University-appointed external examiner contains a group-administered paper-pencil test and an individualized face-to-face oral examination for about 5-7 minutes per candidate. Hence, in a three-hour session, limit the maximum number of candidates to twenty per session.

- ✓ Skill Based Subject: (Campus to Corporate & Soft Skills for Business) 5 & 6: CIA= 25 marks, Record Note= 25 marks, Viva Voce = 50 marks (Internal and external examiner)

The following table gives the metrics to be evaluated in the viva-voce exam with the weightage [in marks] to be assigned for each criterion.

| Course Title | Metrics to be evaluated and the weightage for each component |
|---|---|
| **Campus to Corporate** | Etiquettes': Exhibition of various aspects (dressing, on the viva-voce exam table, etc.) |
| | Use of ICT in daily life – frequency and extent of usage (Validate the same)<br>Dress codes and attire aspects |
| | Quantitative Aptitude developed (Time bound test – question paper in consultation with the internal) |
| | SDRN's originality and maintenance |
| **Soft Skills for Business** | Presentation, Negotiation and Team-working skills |
| | Job-specific Resume preparation, mock interview / group discussion Presentation of the on the chosen general study (vox-pop) with evidences |
| | Career-related: SWOT analysis and its presentation, [job-offering] Industry-related awareness, so on |
| | SDRN's originality and maintenance |

**A note**

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery

strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

The industry attachment cum training program (during the IV semester vacation) may be twinned with this skill curriculum by means of suitable instruction to the students at the college level.

**SUGGESTED BOOKS FOR REFERENCE**

**Study Guides Basic Business Communication: Skills for Empowering the Internet Generation** by Lesikar&Flatley.
**Business Communication: The Real World and Your Career.** By Seguin
**Business Communication: Process and Product** by Mary Ellen Gaffe and Dana Loewy
**Contemporary English Grammar, Structure and composition** By David Green - Macmillan
**Creative English communication** by N. Krishna swami and T. Shiroma
**Good English in Business** A P H Publishers.
**Getting from College to Career: Your Essential Guide to Succeeding in the Real World** by Lindsey Pollack
**Soft Skills Enhancing Employability**: **Connecting Campus With Corporate** by M.S. Rao. I.K. International
**Effective Communication and Soft Skills** by Bhavnagar
**Spoken English – A self-learning Guide to Conversation Practice** (Audio) by V. Sasikumar, P.V. Dhamija.
**Sparkplug to Creative Communication** (eBook) by Littleton, John
**Let's Talk: Negotiation & Communication at the Workplace** by MuktaMahajani
**The Power of Focus for College Students** by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)
**The Power of Focus for College Students** by Trump Donald (Westland - 2006)
**Enhancing Employability @ Soft** Skills by Varma
**Personality Development and Soft Skills** by Barun K Mitra

## 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. Apartfrom 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.

**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.

- ✓ For Institutional Training, CIA = 10 Marks, Viva-Voce = 40 marks (Internal and External examiner)

**Elective I**

| | |
|---|---|
| A | Project Work & Viva Voce |
| B | IntellectualPropertyRights. |
| C | ModernOfficeManagement |
| D | IntroductiontoERP |
| E | Application of IT in Business |

| Course Code | | INTELLECTUAL PROPERTY RIGHTS *FOR BBA, BBA CA ,BBA RM AND BBA IB* | L | T | P | C |
|---|---|---|---|---|---|---|
| **Elective- I (B)** | | | | - | - | |
| **Pre-requisite** | | **Business Law** | **Syllabus Version** | | **First** | |

**Course Objectives:**

The main objectives of this course are to:

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 provides 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** | |
|---|---|---|

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** | |
|---|---|---|

Introduction – Classification –Importance – Types Of Patent Applications In India – Patentable Invention – Inventions Not Patentable.

| **Unit:3** | **TRADE MARKS** | |
|---|---|---|

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** | |
|---|---|---|

| | | |
|---|---|---|
| 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** | |
| 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** | |
| Expert lectures, online seminars – webinars | | |
| **Text Book(s)** | | |
| 1 | INTELLECTUAL PROPERTY RIGHTS Text and Cases: Dr. R. Radhakrishnan, Dr. S. Balasubramanian | |
| **Reference Books** | | |
| 1 | Intellectual Property Patents, Trade Marks, & Copy 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 | | MODERN OFFICE MANAGEMENT *FOR BBA, BBA(CA)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Elective- I (C) | | | | - | - | |
| Pre-requisite | | Basic Computer Knowledge | Syllabus Version | | First | |

**Course Objectives:**

To enable the students, learn about the Office management and its functions and make them to apply in the practical manner in the company. To understand how to organize their office and maintain it. To train students in the theoretical and practice skills of using and maintaining office equipment's. To make the students aware of the importance of organization, management, procedure¬ and practice in an office

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

| | | |
|---|---|---|
| 1 | Outline the different categories of chart against tabulated data in an electronic spreadsheet package. | K1 |
| 2 | Become efficient Computer Operators and Front Office Representatives | K2 |
| 3 | Apply the need of the industrial houses and organizations in term of commercial correspondence, book keeping, preparation of reports and records by operating and handling both typewriter and computer. | K3 |
| 4 | Practice modern office procedures in business administration and solve problems to make the service or products more competitive. | K4 |
| 5 | Design a desk top publishing page which contains text, chart and graphics | K6 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| Unit:1 | OFFICE MANAGEMENT AND ORGANIZATION | |
|---|---|---|

Basic concepts of office – Importance – Functions – size of the office – office management – relations with other departments – scientific office management – office manager - principles of office organization – types / systems of organization – charts – centralization Vs. decentralization.

| Unit:2 | OFFICE ENVIRONMENT & COMMUNICATION | |
|---|---|---|

Office location – characteristics / Qualities of office building – Environment – Physical –hazards in office safety – security – secrecy – communication – meaning – essential features – classification – barriers to communication.

| Unit:3 | OFFICE CORRESPONDENCE & RECORD MANAGEMENT | |
|---|---|---|

Centralized Vs Departmental correspondence – depart mental typing and typing pools – classification of records – principles of record keeping – filling – methods.

| Unit:4 | OFFICE SYSTEMS & PROCEDURES | |
|---|---|---|

Systems – procedure – Advantages – Characteristics of sound office system& procedures– work simplification – principles – kinds of reports.

| Unit:5 | OFFICE PERSONNEL RELATIONS | |
|---|---|---|

Personnel management – definitions – functions –office committees- employee morale – productivity – Employee welfare – grievances – work measurement – control of office work.

| Unit:6 | CONTEMPORARY ISSUES | |
|---|---|---|

Expert lectures, online seminars – webinars

| | |
|---|---|
| **Text Book(s)** | |
| 1 | S.P.Arrora -Office organization and management- Vikas publishing housenov,2009 |
| 2 | Chopra-Office management-Vikas publishing house 2nd revised edition,2015 |
| **Reference Books** | |
| 1 | M.E. Thukaram Rao –Office Management and Organization-Atlantic Publishers. |
| 2 | RanjanNangia -Office management- - Neha Publishers. |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | https://onlinecourses.swayam2.ac.in/cec19_mg35/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 ERP FOR BBA CA | L | T | P | C |
|---|---|---|---|---|---|---|
| Elective – I (D) | | | | - | - | |
| Pre-requisite | | Nil | Syllabus Version | First | | |

**Course Objectives:**

The course shall provide an overview of Enterprise Resource Planning (ERP) software systems and their role within an organization.
It shall also introduce key concepts integrated information systems and shall explain why such systems are valuable to businesses.
It shall illustrate how fragmented information systems fail to support business decision and how integrated information systems shall help a company prosper by providing business managers with accurate, consistent, and current data.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

| | | |
|---|---|---|
| 1 | Learning the basic concepts of the ERP systems for manufacturing, service and public companies | K1 |
| 2 | Knowing how to manage and integrate internal and external information flows among the various organizational units and among the various corporate functions | K2 |
| 3 | Relate the ERP for various areas of Interest in Business Organizations . | K3 |
| 4 | Interpret and applying the technical terminology related to the ERP systems | K4 |
| 5 | Outline the importance of integrating data from different sources | K1 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

| Unit:1 | ERP AND TECHNOLOGY | |
|---|---|---|

**ERP AND Technology**: Introduction to ERP Systems – Related Technologies – Origin and Need for an ERP System – Benefits of an ERP System – Reasons for the Growth of ERP Market – Business Intelligence – E-Commerce and E-Business – Business Process Reengineering – Data Warehousing – Data Mining – On-line Analytical Processing (OLAP) – Product life Cycle management – SCM – CRM

| Unit:2 | ERP IMPLEMENTATION | |
|---|---|---|

ERP Transition Strategies – Implementation Challenges – Strategies – Life Cycle – Pre-implementation Tasks – Requirements Definition – Methodologies – Package selection – Project Teams – Process Definitions – Vendors and Consultants – Data Migration – Project management & Monitoring – Post Implementation Activities – Implementation-Success and Failure Factors.

| Unit:3 | ERP IN ACTION & BUSINESS MODULES | |
|---|---|---|

Operation and Maintenance – Performance – Maximizing the ERP System – Business Modules – Finance – Manufacturing – Human Capital Management – Plant maintenance – Materials Management – Quality management – Marketing – Sales, Distribution and service.

| Unit:4 | ERP MARKET | |
|---|---|---|

Marketplace – Market Snapshot—Dynamics – SAP AG – Oracle – PeopleSoft – JD Edwards – QAD Inc. – System Software Associates (SSA) Global – Lawson Software – Epicor.

| Unit:5 | ERP Applications | |
|---|---|---|

Enterprise Application Integration – ERP and E-Business – ERP II – Total quality management –

| | | |
|---|---|---|
| Future Directions – Trends in ERP -- Next generation ERP – Justifying ERP Investments | | |
| **Unit:6** | **Contemporary Issues** | |
| Expert lectures, online seminars - webinars | | |
| **Text Book(s)** | | |
| 1 | Mary Sumner, —Enterprise Resource Planning‖, Pearson Education, 2007. | |
| 2 | Alexis Leon, —ERP DEMYSTIFIED‖, Tata McGraw Hill, Second Edition, 2008 | |
| 3 | Alexis Leon, —Enterprise Resource Planning", Tata McGraw-Hill, 2008. | |
| **Reference Books** | | |
| 1 | Daniel E. O'Leary, —Enterprise Resource Planning Systems‖, Cambridge University Press | |
| 2 | Jim Mazzullo,‖SAP R/3 for Everyone‖, Pearson,2007 | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | |
| 1 | https://nptel.ac.in/courses/110/105/110105083/ | |
| | | |

**Mapping with Programme Outcomes**

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

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

| Course code | | APPLICATION OF IT IN BUSINESS *FOR BBA ,BBA( IB), AND BBA ( RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| **Elective- I (E)** | | | | | | |
| **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:

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 organizations 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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
| 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** | |
| Expert lectures, online seminars – webinars | | |
| **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

**Elective II**

| | |
|---|---|
| **A** | VisualBasic Theory |
| **B** | Big Data Analytics |
| **C** | Multimedia |
| **D** | Design Thinking |
| **E** | Artificial Intelligence |

| Course code | | VISUAL BASIC THEORY *FOR BBA (CA)* | L | T | P | C |
|---|---|---|---|---|---|---|
| Elective- II (A) | | | | - | - | |
| Pre-requisite | | RDBMS and Oracle Programming | Syllabus Version | First | | |

**Course Objectives:**

On successful completion of this course, the students should have understood VB environment with tool bars, controls and components. Programming steps Declaring variables & arrays Fundamentals of Graphics & Files Data bases & SQL

To write conditional and repetition statements and other control structures.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

| | | |
|---|---|---|
| 1 | Design, formulate, and construct applications with VB.NET | K1 |
| 2 | Consider logical alternatives with VB.NET decision structure | K2 |
| 3 | Build integrated VB.NET solutions using files and structures with printing capabilities | K3 |
| 4 | Organise multiple forms, modules, and menus into working VB.NET solutions | K4 |
| 5 | Create VB.NET programs using multiple array techniques | K6 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| Unit:1 | INTRODUCTION TO VB.NET | |
|---|---|---|

Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools, window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

| Unit:2 | MASTERING VB LANGUAGE | |
|---|---|---|

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

| Unit:3 | ARRAYS | |
|---|---|---|

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

| Unit:4 | FUNDAMENTALS OF GRAPHICS | |
|---|---|---|

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

| Unit:5 | DATABASES IN VB .NET | |
|---|---|---|

Clip board, DDE, Graphics, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

| Unit:6 | CONTEMPORARY ISSUES | |
|---|---|---|

Expert lectures, online seminars – webinars

| **Text Book(s)** | |
|---|---|
| 1 | Tony Gaddis, Kip Irvine & Bruce Denton , "Starting out with Visual Basic 6 Programming" , Dreamtech , New Delhi , 2002. |
| 2 | Gary Cornell, "Visual Basic 6 from the Ground up" , Tata McGraw – Hill Publishing Company Limited , New Delhi , 2001. |
| **Reference Books** | |
| 1 | Tata McGraw-Hill Education Pvt. Ltd. 2011. 3rd edition. Softcover. New. ***Visual Basic*** In Easy Steps shows you how to quickly |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | |
| 1 | https://www.classcentral.com/course/open-education-by-blackboard-introduction-to-vba-excel-programming-1797 |
| 2 | *https://www.linkedin.com/learning/topics/visual-basic* |

**Mapping with Programme Outcomes**

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

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

| Course code | | BIG DATA ANALYTICS<br>*FOR BBA ,BBA CA ,BBA IB AND BBA RM* | L | T | P | C |
|---|---|---|---|---|---|---|
| **Elective- II (B)** | | | | - | - | |
| **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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
| 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** | |
| Expert lectures, online seminars – webinars | | |

| | |
|---|---|
| **Text Book(s)** | |
| 1 | Minelli, M. (2013), Big Data, Big Analytics, New Delhi: Wiley India. |
| **Reference Books** | |
| 1 | V. Bhuvaneswari, T. Devi, "Big Data Analytics: Scitech Publisher ,2018 |
| 2 | Han Hu, Yonggang Wen, Tat-Seng, Chua, XuelongLi,"Toward Scalable Systems for 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 | | MULTIMEDIA *FOR BBA CA* | L | T | P | C |
|---|---|---|---|---|---|---|
| Elective -II (C) | | | | - | - | |
| Pre-requisite | Basics Computer skill and PC software skills | | Syllabus Version | First | | |

**Course Objectives:**

Multimedia will help to improve computer penetration in various spheres of life. In the present scenario, Multimedia and web design technology play an important role in the field of education, agriculture, product launch, science and technology, corporate development and enhanced business opportunities.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

| | | |
|---|---|---|
| 1 | Identify and describe the function of the general skill sets in the multimedia industry. | K1 |
| 2 | Identify the basic components of a multimedia | K1 |
| 3 | Learn about multimedia audio and video | K2 |
| 4 | Use multimedia as tool for digital presentations | K2 |
| 5 | Learn about different aspects of Multimedia | K3 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| | |
|---|---|
| **Unit:1** | **Introduction** |

Introduction: multimedia presentation and production –characteristics of multimedia presentation – multiple media –utilities of sensory perception –hardware and software requirement. Digital representation: analog representation –waves – digital representation- need for digital representation

| | |
|---|---|
| **Unit:2** | **Text** |

Text: types of text – Unicode standard – font – insertion of text – text compression – file formats

| | |
|---|---|
| **Unit:3** | **Image** |

Image: Image type –seeing color- color modals –basis steps for image processing- scanner-digital camera – interface standards – specification of digital images

| | |
|---|---|
| **Unit:4** | **Audio** |

Audio: Introduction – acoustics – nature of sound wave –fundamental characteristics of sound – microphone- amplifier- loudspeakers – audio mixer-digital audio.

| | |
|---|---|
| **Unit:5** | **Video** |

Video: Analog video camera – transmission of video signals- video signal formats – PC video – video recording formats and systems – video file formats and CODECs.

| | |
|---|---|
| **Unit:6** | **CONTEMPORARY ISSUES** |

Expert lectures, online seminars – webinars

**Text Book(s)**

| | |
|---|---|
| 1 | Principles of Multimedia **– Ranjan Parekh, 2007, TMH.** |

**Reference Books**

| | |
|---|---|
| 1 | Multimedia : making it work – toy Vaughan,7th edition , TMH |
| 2 | Comdex multimedia and web design – VikasGupta,dreamtech press.2007 |

| Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.] | |
|---|---|
| 1 | https://onlinecourses.swayam2.ac.in/nou20_cs05/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

| Course code | | DESIGN THINKING *For BBA/BBA(CA)/BBA(IB)/BBA(RM)* | L | T | P | C |
|---|---|---|---|---|---|---|
| **Elective- II (D)** | | | | - | - | |
| **Pre-requisite** | | **Knowledge on Business Operations** | **Syllabus Version** | | **First** | |

**Course Objectives:**

The main objectives of this course are to:
To impart knowledge on adopting principles of design thinking
To bring innovations by transforming organizations culture and
To solve complex problems which are difficult to decipher
To mainly understand on the core concepts of design thinking which includes (a) Empathy (b) Brainstorming (e) Prototyping (d) Storytelling

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

| | | |
|---|---|---|
| 1 | Gain Knowledge on the principles of design thinking | K2 |
| 2 | Frame design and design thinking strategies | K6 |
| 3 | Solve problems by exploring tools | K4 |
| 4 | Generate ideas and develop concepts | K6 |
| 5 | Understand design thinking integration in organizations | K3 |

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

| **Unit: 1** | **DEFINITION AND THE PERSPECTIVE ON DESIGN THINKING PROCESS** | |
|---|---|---|

Introduction:Definition - The role of design thinking and designers - The modes of thinking - Design process (Double Diamond) -Design principles and other methods.

| **Unit:2** | **FORMATION OF COMPLEXITIES AND BUILDING STRATEGY FOR ORGANIZATIONS** | |
|---|---|---|

A powerful way to use data (data collection) - Frame design and generate design Thinking strategy to reframe the complexities with capability: Formation of the problem for the organizations - creation of design thinking strategy and capability (structure, culture, skills, process) - to reduce risk and enable performance.

| **Unit:3** | **PROBLEM SOLVING BY EXPLORING TOOLS** | |
|---|---|---|

Explore: Discover challenges - interpret through empathy study- Empathy study tools - perform risk assessment.

| **Unit: 4** | **IDEA GENERATION AND DEVELOPMENT OF CONCEPTS** | |
|---|---|---|

Ideate: Generate ideas - shortlist a workable solution - perform risk assessment. Create: Develop prototypes of a big idea - get feedback - perform financial analysis of the solution and risk assessment.

| **Unit: 5** | **DESIGN THINKING SETUP WITHIN FIRM AND DEVELOPMENT SERVICE** | |
|---|---|---|

Evolve: Design thinking integration in organizations - Success factor and measure the solution. Design for effective services: Developed Product vs. Development services - service development - experience lifecycle.

| **Unit:6** | **CONTEMPORARY ISSUES** | |
|---|---|---|

Expert lectures, online seminars – webinars

**Text Book(s)**

| | |
|---|---|
| 1 | Vienna, M., Vienna, Y., K. Adler, I., Lucian, B. and Russo, B., 2012. Design Thinking Business Innovation. 1st ed. Rio de Janeiro: MJV Press, pp. 1-85. 2. Ling, D., 2015 |
| **Reference Books** | |
| 1 | Complete Design Thinking Guide For Successful Professionals. 1st ed. Singapore: Create Space Independent Publishing Platform, pp.1-183 |
| **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 | | ARTIFICIAL INTELLIGENCE *FOR BBA, BBA CA, BBA RM AND BBA IB* | L | T | P | C |
|---|---|---|---|---|---|---|
| **Elective- II (E)** | | | | - | - | |
| **Pre-requisite** | | **Basic Computer Knowledge** | **Syllabus Version** | | **First** | |

**Course Objectives:**

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 andcompelling 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.

**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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

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** | |
|---|---|---|

Supervised and unsupervised learning, Decision trees, Statistical learning models, Learningwith complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.

| **Unit:5** | **Pattern Recognition** | |
|---|---|---|

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 Neighbor (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.

| **Unit:6** | **CONTEMPORARY ISSUES** | |
|---|---|---|

Expert lectures, online seminars – webinars

| | |
|---|---|
| **Text Book(s)** | |
| 1 | Artificial Intelligence – A Modern Approach – Stuart Russell and Peter Nerving, 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.