

B.B.A. International Business

Syllabus

AFFILIATED COLLEGES

Program Code: 25N

2022 – 2023 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 intrapreneurship for their employer organizations.
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.



PROGRAMME OUTCOMES

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 and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
PO5	Function effectively as an individual and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
PO6	Analyse the sampling techniques of collecting primary and secondary data and tools and techniques of data.
PO7	Understand the methods of collecting primary and secondary data. Construction of scaling techniques and Determine the steps involved in design of questionnaire. Analyse and preparation of project report for the Functional areas of research.
PO8	Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0 Understand the SERQUAL of the various service industries.
PO9	Analyse the various aspect of business research in the area of marketing, human resource and Finance.
PO10	Analyse the various financial and accounting concept including Balance sheet , trial balance, etc.,

PROGRAM SPECIFIC OUTCOMES

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



BHARATHIAR UNIVERSITY, COIMBATORE-641 046

(For the students admitted from the academic year 2022-2023 onwards)

SCHEME OF EXAMINATIONS – CBCS Pattern

B.B.A. (International Business)

Part	Study Components	Course Title	Ins. Hrs.	Examinations				Credits
				Dur. Hrs.	CIA	Mark	Total Mark	
SEMESTER –I								
I	Language-I		6	3	50	50	100	4
II	English-I		6	3	50	50	100	4
III	Core I – Principles of Management		5	3	50	50	100	4
III	Core II –Basics of Business and Business Environment		5	3	30	45	75	3
III	Allied Paper I – Mathematics and Statistics for Management		6	3	50	50	100	4
IV	Environmental Studies #		2	-	-	50	50	2
TOTAL			30				525	21
SEMESTER –II								
I	Language-II		6	3	50	50	100	4
II	English-II		3	3	25	25	50*	2
IV	Skill Based Subject-1Naan Mudhalvan: Language Proficiency for Employability. http://kb.naanmudhalvan.in/Special:Filepath/Cambridge Course Details.pdf		3	3	25	25	50**	2
III	Core III – Organizational Behavior		5	3	30	45	75	3
III	Core IV – Economics for Executives		6	3	50	50	100	4
III	Allied Paper II –Quantitative Techniques for Management		5	3	50	50	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
TOTAL			30				525	21
SEMESTER –III								
I	Language III		4	3	50	50	100	4
II	English III		4	3	50	50	100	4
III	Core V – Financial Accounting		4	3	30	45	75	3
III	Core VI – Production and Materials Management		4	3	30	45	75	3
III	Core VII – Marketing Management		4	3	30	45	75	3
III	Core VIII - PC Software (MS Office) – Practical		4	3	25	25	50	2
III	Allied : III – Business Law		4	3	30	45	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I Yoga for Human Excellence # / Women’s Rights#Constitution of India #		2	3	-	50	50	2
TOTAL			30				600	24

SEMESTER –IV							
I	Language IV	4	3	50	50	100	4
II	English IV	4	3	50	50	100	4
III	Core IX - Human Resource Management	4	3	30	45	75	3
III	Core X – Financial Management	4	3	30	45	75	3
III	Core XI – Financial Accounting Package – Tally (Practical only)	4	3	30	45	75	3
III	Allied : IV– Taxation Law and Practice	5	3	30	45	75	3
IV	Skill Based Subject-2: Naan Mudhalvan – Office Fundamentals http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	3	3	25	25	50**	2
IV	Tamil @ / Advanced Tamil #(or) Non-major elective-II : General Awareness #	2	3	-	50	50	2
TOTAL		30				600	24
SEMESTER –V							
III	Core XII – Cost & Management Accounting	6	3	50	50	100	4
III	Core XIII – Research Methods for Management	6	3	50	50	100	4
III	Core XIV –International Marketing Management	5	3	50	50	100	4
III	Core XV – International Strategic Management	6	3	50	50	100	4
III	Skill Enhancer: Institutional Training ^	-	-	25	25	50	2
III	Elective –I:	4	3	50	50	100	4
IV	Skill based Subject –3 : Campus to Corporate ^	3	3	30	45	75	3
TOTAL		30				625	25
SEMESTER –VI							
III	Core XVI – Entrepreneurship and Small Business Management	6	3	50	50	100	4
III	Core XVII–Foreign Exchange Management	6	3	50	50	100	4
III	Core XVIII–Foreign Trade Procedure and Documentation	6	3	50	50	100	4
III	Elective –II :	3	3	30	45	75	3
III	Elective –III :	3	3	30	45	75	3
IV	Skill Based Subject –4 : Soft Skills for Business ^	3	3	30	45	75	3
IV	Skill Based Subject-5 Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)	3	3	25	25	50**	2
V	Extension Activities @	-	-	50	-	50	2
TOTAL		30				625	25
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-30 marks CIA. Viva-Voce: 45 marks, of which 15 marks for project report and 30 marks for viva voce examination by both internal and external examiners

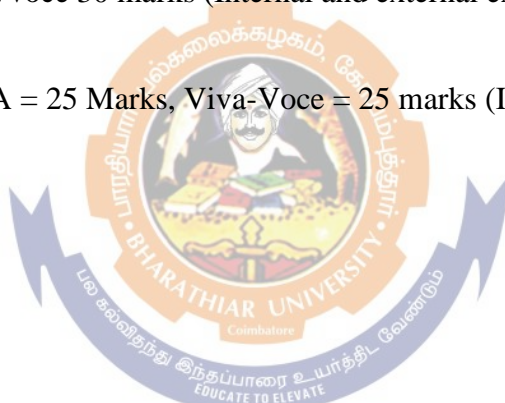
* English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.

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

Skill Based Subject: (Campus to Corporate & Soft Skills for Business) 3 & 4: CIA= 30 marks, Record Note =15 marks, Viva voce 30 marks (Internal and external examiner)

For Institutional Training, CIA = 25 Marks, Viva-Voce = 25 marks (Internal and External examiner)

\$ Industrial Visit Mandatory



List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective-I	A	Intellectual Property Rights.
	B	Logistics and Supply Chain management
	C	International Business Environment
	D	Customer Relationship Management
	E	Application of IT in Business
Elective-II	A	Consumer Behaviour
	B	Industrial Relations and Labour Laws
	C	Shipping and Port Management
	D	Foreign Trade Laws
	E	Big Data Analytics
Elective-III	A	E-Commerce
	B	Project Work & Viva-Voce
	C	Financial Services
	D	Design Thinking
	E	Artificial Intelligence



First Semester

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:						
To inculcate the students with the Knowledge and Understanding of the principles of management and to enable the student to gain valuable insight into the working of business. The course will review the evolution of management thoughts, functions and practices through the focus on Indian experiences, approaches and cases.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Examine and explain the management evolution and how it will affect future managers.					K1
2	Estimate the conceptual framework of planning and decision-making in day to day life.					K2
3	Explain the various managerial functions to achieve the goals and objectives of the organization.					K1
4	Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.					K4
5	Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		FUNCTIONS OF MANAGEMENT				
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.N.Reddy,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				
Business Basics: Nature and Purpose of Business– Characteristics of Business–Comparison among Business, Profession and Employment – Various types of Industry –Compare Industry with commerce–Forms of business Organization- Sole traders, partnership, Joint Hindu family firm- Joint Stock Companies - Cooperative Organisations - 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– factors of production – Business model Meaning & example–Business Risks & their causes – Steps in Starting a Business – Qualities of Entrepreneur.						
Unit:3		BUSINESS SERVICES				
Business Services – Goods & Services distinguished – Banking, Insurance & Warehousing – Traditional Business -Business–Benefits of switching over to electronic mode –Cautions to be taken.						
Unit:4		BUSINESS ENVIRONMENT AND ANALYSIS				

Business Environment: Concept, characteristics of environment. Environmental Analysis- Need and Diagnosis, Business environment- Political Competitors, Rivalry- External- Economic – Political & Legal environment, Technological and Sociocultural 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 Globalization on India.– Business & Society – Social Responsibilities of business towards different 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

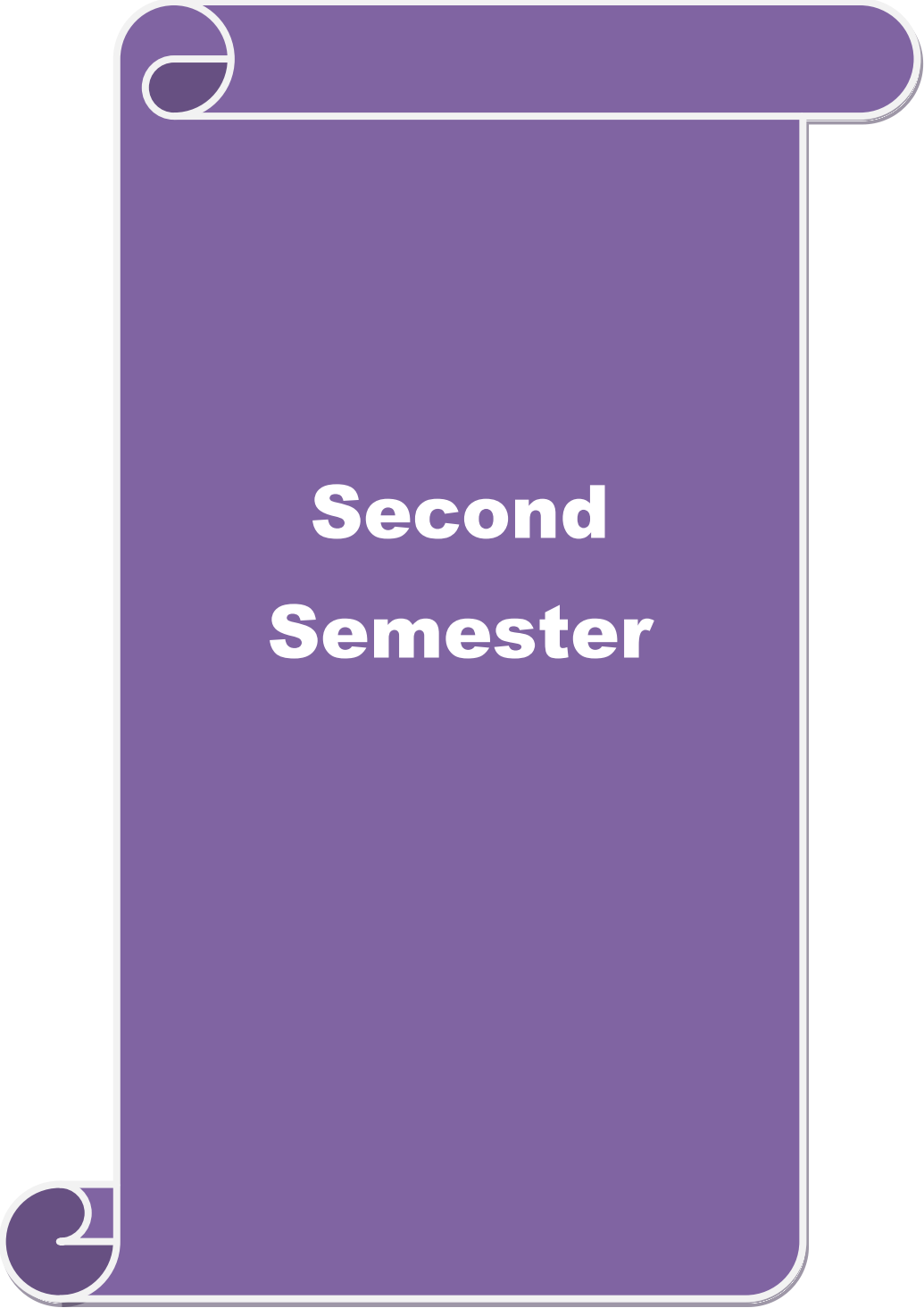
*S-Strong; M-Medium; L-Low

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 coefficient of 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

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 #

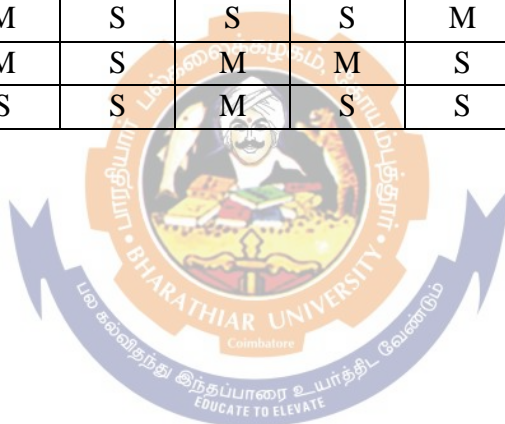
Course Code		ORGANISATIONAL BEHAVIOUR For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core III				-	-	
Pre-requisite		Nil	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to make the students to understand Organizational psychology & personality of people and gain knowledge 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		Organisational Psychology				
Importance and scope of organisational 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 – Organisational Behaviour. Latest edition
Reference books	
1	Keith Davis - Human Behaviour at Work
2	Ghos - Industrial Psychology
3	Fred Luthans – Organisational Behaviour
Online Content	
NOC: Organizational Behaviour – NPTEL	

Mapping with Programme Outcomes

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

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



Course Code		ECONOMICS FOR EXECUTIVES For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core - IV		Core		-	-	
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 <i>For BBA/BBA(CA)/BBA(IB)/BBA(RM)</i>	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-Mathematical Formulation-Application in management decision making (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

THIRD SEMESTER

Language-III

English-III

Core V – Financial Accounting

Core VI – Production and Materials Management

Core VII – Marketing Management

Core VIII - PC Software (MS Office) – Practical

Allied : III – Business Law

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 - Analyse; 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: The production and materials management provides an introduction to process of production management, production planning and control, effective material handling, materials management and maintenance management, helps to understand the import purchase procedures, storekeeping, Total Quality Management, Quality Control and Procedure for getting an ISO.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Enumerate the production processes and production planning and control.					K1
2	Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related Costs					K1
3	Describe the material management, domestic and import purchase procedures And vendor rating and development.					K2
4	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-Safety Stock-Leadtime Analysis.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, 4 th 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		MARKETING MANAGEMENT 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 introduce the role and importance of marketing in business world.						
2. To develop marketing skills and career.						
3. To understand the channel, methods of marketing and its impact in organisation						
4. To apply and develop marketing research, customer relationships and value through branding, packaging, and demonstration.						
5. To provide knowledge and demonstrate e-marketing forms and benefits in marketing						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Recognize the significance of marketing and its role in economic development					K1
2	Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour					K2,
3	To apply marketing concepts, pricing for the development of marketing function.					K3
4	Analyse and perform the functions of marketing in organisation.					K3
5	Demonstrate the critical thinking skills and analyse e-marketing.					K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; 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 - Golgata, 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



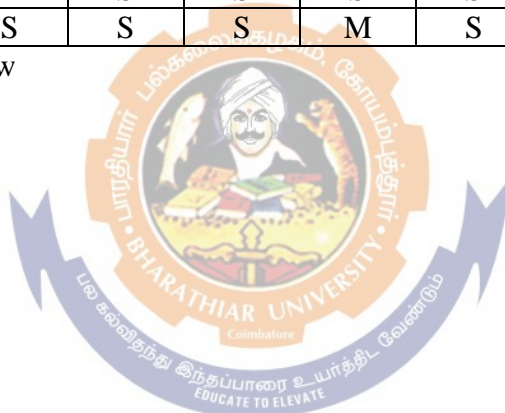
Course Code		PC SOFTWARE (MS OFFICE) – PRACTICAL For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core - VIII			-	-		
Pre-requisite		Basic Computer Knowledge	Syllabus Version		First	
Course Objectives:						
Office tools course would enable the students in crafting professional word documents, excel spreadsheets, power point presentations using the Microsoft suite of office tools. To familiarize the students in preparation of documents and presentations with office automation tools						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.					K1
2	Create scientific and technical documents incorporating equations, images, tables, and bibliographies.					K2
3	Develop technical and scientific presentations which use charts and visual aids to share data.					K3
4	Build spreadsheets to perform calculations, display data, conduct analysis, and explore.					K4
5	Design and construct databases to store, extract, and analyse scientific and real-world data.					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; 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 use of 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, special characters (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 supermarket and 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 data into the database.

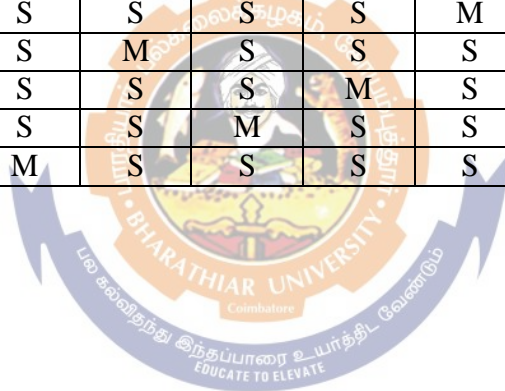
Course code	BUSINESS LAW For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Allied-III				-	-	
Pre-requisite	Nil		Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to:						
1. To enable the students to acquire knowledge of legal aspects of business						
2. To provide the 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 OF CONTRACT					
Contracts - Essentials of contract - Agreements – Classification of contracts-Offer-Legal rules as to offer and lapse of offer –Acceptance and rules as to acceptance-Capacity of parties to create contract- Wagering agreements - Stranger to a Contract and exceptions.						
Unit:3	CONSIDERATION IN LAW					
Consideration - Legal rules as to Consideration – Contract without consideration-Consent-Coercion-Undue influence–Misrepresentation- Fraud-Mistake of law and Mistake of fact. 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					
Formation of contract of sale – Sale and agreement to sell– Hire-purchase agreement- 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 – Right of stoppage in transit –Unpaid Vendor's rights.						
Unit:5	CONTRACT OF AGENCY					
Creation of agency- Classification of agents - Relations of principal and agent - Delegation of authority-Relation of principal with third parties-Personal liability of agent-Termination of Agency.						
Unit:6	Contemporary Issues					

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





Fourth Semester

SEMESTER IV

Language-IV
English- IV
Core IX - Human Resource Management
Core X – Financial Management
Core XI – Financial Accounting Package – Tally (Practical only)
Allied : IV– Taxation Law and Practice
Skill Based Subject-2: Naan Mudhalvan – Office Fundamentals http://kb.naanmudhalvan.in/Bharathia r_University_(BU)
Tamil @ / Advanced Tamil #(or)
Non-major elective-II : General Awareness #

Course code	HUMAN RESOURCE MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core-IX			-	-	
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	FINANCIAL MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)		L	T	P	C
Core – X				-	-	
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



Course Code	FINANCIAL ACCOUNTING PACKAGE TALLY – PRACTICAL For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core: XI			-		
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 - Analyse; 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

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	Analyse, 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 - Analyse; 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 I
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



Fifth Semester

SEMESTER V

Core XII – Cost & Management Accounting
Core XIII – Research Methods for Management
Core XIV –International Marketing Management
Core XV – International Strategic Management
Skill Enhancer: Institutional Training ^
Elective –I:
Skill based Subject –5 : Campus to Corporate ^

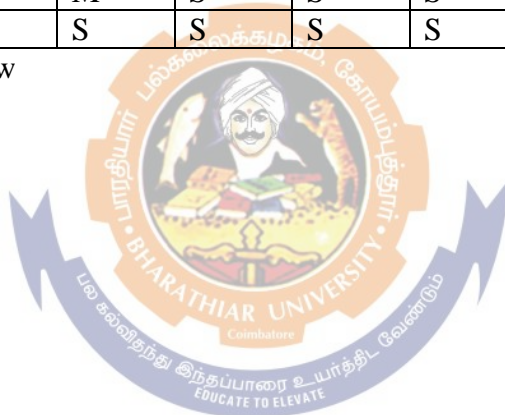
Course Code		COST AND MANAGEMENT ACCOUNTING For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core - XII						
Pre-requisite		FINANCIAL ACCOUNTING	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to: This course is to enable the students to acquire knowledge of cost and 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	<i>Jain S.P and Narang</i> , 2016. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi, 5 th Edition.
Reference Books	
1	Saxena and Vashisth: Cost and Management Accounting, Sultan Chand and Sons, New Delhi, 2008.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Mooc: https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-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 For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core- XIII			-	-	
Pre-requisite	Quantitative Techniques for Management	Syllabus Version	First		
Course Objectives:					
The main objectives of this course are to: 1. Introduce the basic concepts of research and apply the fundamentals of sampling and scaling techniques along with methods of data collection. 2. Learn the process of analyzing the collected data, interpretation, report writing and application of computers in research and documentation.					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Understand fundamental concepts of research, types and research process.				K2
2	Summarize the sampling design and scaling techniques.				K2
3	Construct a method for data collection and able to edit, code, classify and tabulate the collected data.				K3
4	Analyze the collected data to prove or disprove the hypothesis.				K4
5	Interpret the data and prepare a research report.				K5
K1-Remember; K2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-Create					
Unit:1	INTRODUCTION TO RESEARCH METHODOLOGY				
Research -Definition-Significance-Criteria of Good Research-Types- Growing importance of online research - Research Process- Selecting the Research Problem - Techniques Involved in Defining a Problem -Research Design: Features of a Good Design - Important Concepts Relating to Research Design -Different Research Designs.					
Unit:2	SAMPLING AND SCALING				
Sampling Design-Steps-Types-Sampling Errors and Non-Sampling Errors -Factors Influencing the Size of the Sample - Scaling - Classification of Measurement Scales - Scaling Techniques.					
Unit:3	DATA COLLECTION AND PREPARATION				
Collection of Primary Data: Observation Method -Interview Method- Questionnaire Method -Schedule Method-Online data collection methods-Collection of Secondary Data - Case Study Method - Data Preparation: Editing - Coding- Classification - Tabulation- Graphical Representation.					
Unit:4	PROCESSING AND ANALYZING OF DATA				
Hypothesis-Basic Concepts Concerning Testing of Hypothesis- Procedure for Hypothesis Testing-Z Test -T Test-Chi-Square Test-ANOVA-Application of SPSS (Simple Problems Only).					
Unit:5	INTERPRETATION AND REPORT WRITING				

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	<i>C.R.Kothari,GauravGarg.</i> 2019. ResearchMethodology (Methods&Techniques). NewAgeInternationalPublishers,NewDelhi.4thEdition.	
2	<i>S.P.Gupta.</i> 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	

Mapping with Programme Outcomes

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

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

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

Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.		
Unit:6	CONTEMPORARY ISSUES	
Expert lectures, online seminars – webinars		
Text Book(s)		
1	International Marketing – Philio R Cateora	
2	International Marketing Management – Dr.Varma&Aggrawal.	
Reference Books		
1	Marketing Management – Philip Kotler (Eleventh edition)	
2	Global Marketing Management – Warren J Keegam	
3	Export Marketing – Jacob Cherian&B.Parab.	
4	Global Marketing Management – Masaaki Kotare& Krishnan Helen (II-Edition)	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.nptel.ac.in/noc20_mg25/preview	

Mapping with Programme Outcomes

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

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

Course code	63D	INTERNATIONAL STRATEGIC MANAGEMENT FOR (BBA(IB)	L	T	P	C
Core XV				-	-	
Pre- requisite		Strategic Management	Syllabus Revision		First	
Course Objectives:						
The main objectives of this course are:						
1. To give a basic understanding on International and National Strategic Management.						
2. To examine the Corporate Strategies, Analyze Industry and Competition.						
3. To analyze the process in Corporate Portfolio.						
4. To acquire knowledge on Strategic Implementation and Organization Structure.						
5. To understand the strategic evaluation and control process.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn the fundamentals of International and National Strategic Management.					K1
2	Examine the Corporate Strategies, Analyze Industry and Competition..					K2
3	To analyze evaluate the process of Corporate Portfolio.					K3
4	Integrate and apply knowledge on Formulation and Implementation of Strategy.					K4
5	Evaluate challenges faced in Implementing Strategies					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTERNATIONAL AND DOMESTIC STRATEGIC MANAGEMENT				
International Strategic Management – Distinguishing Characteristics of International Strategic Management - Difference between International Strategic Management and Domestic Strategic Management.						
Unit:2		ANALYZING INDUSTRY AND COMPETITION				
Corporate Strategies – Mission – Vision – Analyzing Industry and Competition – Internal Appraisal of the firm – Competitive Advantage – Core Competence – Internal Analysis – Turnaround.						
Unit:3		PORTFOLIO ANALYSIS				
Portfolio Analysis – Process of Strategic Choice - Focusing in Strategic Alternatives – GAP Analysis – Selection Factors – Corporate Portfolio Analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT Analysis.						
Unit:4		CONCEPT OF STRATEGY IMPLEMENTATION				
Strategy Implementation – Concept of Strategy Implementation – Steps in Strategy Implementation – Factors causing unsuccessful Implementation of Strategy – Organization Structure for Strategy Implementation – Forms of Organization Structure - Relating Structure to Strategy.						
Unit:5		STRATEGY EVALUATION AND CONTROL				
Strategy evaluation and control – Requirements for effective evaluation – Strategic control – Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.						
Contemporary Issues						
Expert lectures, online seminars – webinars						

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

Mapping with Programme Outcomes

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

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



Sixth Semester

SEMESTER –VI

Core XVI – Entrepreneurship and Small Business Management
Core XVII–Foreign Exchange Management
Core XVIII–Foreign Trade Procedure and Documentation
Elective –II :
Elective –III :
Skill Based Subject –6 : Soft Skills for Business ^
Skill Based Subject-7 Naan Mudhalvan- Fintech Course (Capital Markets / Digital Marketing / Operational Logistics) http://kb.naanmudhalvan.in/Bharathiar_University_(BU)
Extension Activities @

Course code		ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT ForBBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Core- XVI				-	-	
Pre-requisite		Nil	Syllabus Version		First	
CourseObjectives:						
Themainobjectives of thiscourseareto:						
1. To energise the students to acquire the knowledge of Entrepreneurship, EntrepreneurialDevelopment Programmes, Project management, Institutional support to entrepreneurialdevelopment. 2. To makethestudentsawareoftheimportanceofentrepreneurshipopportunitiesavailableinthesociety 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	Classifythevariousourcesofbusinessfinanceandidentify 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				

Introduction to Small Business: Evolution & Development – Meaning – Concepts – Categories – Characteristics of small business – Role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation		
Unit:4	PROJECT IMPLEMENTATION	
Business Plan – Outline – Components – Marketing strategy for small business – Market Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing plan – Marketing Assistance through governmental channels – Risk Analysis – Breakeven analysis		
Unit:5	ENTREPRENEURIAL FINANCE	
Start-up costs – The financial Plan – Source of finance for new ventures – small business – Institutional finances supporting SSIs – Bounties to SSIs – Venture Capital – basic start-up Problems – Need for Angel investors.		
Unit:6	Contemporary Issues	
Expert lectures, online seminars – webinars		
Text Book(s)		
1	Khan M.A-Entrepreneurship Development Programmes in India, Delhi, Kanishka Publishing House.	
2	Gupta C.B, and Srinivasan N.P, 1992, Entrepreneurship Development, New Delhi, Sultan Chand and Sons.	
Reference Books		
1	Mishra D.N., 1990, Entrepreneurship, Entrepreneur Development and Planning in India, Allahabad, Chugh Publishers.	
2	Mead, D.C. & Liedholm, C. The dynamics of micro and small enterprises in developing countries. (1998).	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf	
2	https://www.mooc-list.com/course/essentials-entrepreneurship-thinking-action-coursera	

Mapping with Programme Outcomes

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

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

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

3	International Financial Management: Eun / Resnick
4	Global Financial Markets: Ian H. Giddy.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.nptel.ac.in/noc20_mg10/preview

Mapping with Programme Outcomes

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

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



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

Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.		
Unit:6	CONTEMPORARY ISSUES	
Expert lectures, online seminars – webinars		
Reference books		
1	Foreign trade policy procedures and documents – M.I. Mahajan	
2	100% Export oriented units special economic zones award procedure – S.M. Bhat Nagar	
3	Import – M.I. Mahajan	
4	Import Management – Nand Kishore sharmas	
5	Import do it yourself – M.L. Mahajan	
6	Export Management - Dr. Verma and Aggarwal	
7	A guide on Export policy procedures and documentation – M.L. Mahajan	
Online Content		
http://niryatbandhu.iift.ac.in/exim/		

Mapping with Programme Outcomes

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

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



Job Oriented Certificate Course

Bachelor of Business Administration (BBA) ALL streams
Skill Based Subjects 3 & 4
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 3 & 4

Course code		CAMPUS TO CORPORATE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
		Skill Based Subject - 3		-		
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	Organisational Culture					
Culture, Cultural traits, personality and behaviour, 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



Course code		SOFT SKILLS FOR BUSINESS For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
		Skill Based Subject-4		-		
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 Upadyyay, Soft skills: Key to success in workplace, Cengage India Pvt Ltd., 1 st 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) 3 & 4: CIA= 30 marks, Record Note =15 marks, Viva voce 30 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)
	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. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

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

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

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

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least

five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital&

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

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 = 25 Marks, Viva-Voce = 25 marks (Internal and External examiner)





Elective Courses

Elective I

A	Intellectual Property Rights.
B	Logistics and Supply Chain management
C	International Business Environment
D	Customer Relationship Management
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 (A)				-	-		
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	LOGISTICS AND SUPPLY CHAIN MANAGEMENT For BBA (IB)	L	T	P	C
Elective– I (B)			-	-	
Pre-requisite	Nil				
The main objectives of this course are: The students will be acquainted with the basics of logistics and supply chain management					
Expected Course Outcomes:					
1	Understand meaning and types of logistics				K2
2	Analyze the types of Transportation				K4
3	Understand Warehousing and Inventory management				K2
4	Introduction to logistics information systems				K1
5	Understand the future and benefits of logistics				K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;					
Unit:1	Introduction to the types of Logistics				
Introduction to logistics -Business logistics-Marketing logistics-objectives-importance logistics and customer services – physical supply and distribution – elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.					
Unit:2	Transportation Types				
Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.					
Unit:3	Warehousing and Inventory Management				
Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.					
Unit:4	Logistics Information Systems				
Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.					
Unit:5	Logistics Management and Benefits				
Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.					
Contemporary Issues					
Expert lectures, online seminars – webinars					
Reference Books					
1.	Physical Distribution - K.K. Khanna				
2.	Sales and Distribution Management - S.L. Gupta				
3.	Logistics management - Vinod V. Sople				

	Online Content
	https://onlinecourses.swayam2.ac.in/ugc19_hs51/preview

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	M	S	S	S	S	M	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	M	S	S	S	S	M	S	S	S	S

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



Course Code		INTERNATIONAL BUSINESS ENVIRONMENT For BBA (IB)	L	T	P	C
Elective – I (C)				-	-	
Pre-requisite		Nil	Syllabus Revision		First	
Course Objectives:						
The main objectives of this course are to:						
To provide Basic and broad knowledge in international business environment, strategies and management.						
To create awareness of the global business environment and its impacts on businesses.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the concepts in international business with respect to foreign trade					K2
2	Apply the current business phenomenon and to evaluate the global business environment in terms of physical environment					K3
3	Evaluate and apply the cultural factors affecting international trade					K5
4	To understand and evaluate various laws pertaining to international business					K4
5	Analyse the environmental policy on international trade					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		International marketing environment				
Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.						
Unit:2		Physical environment				
The national physical environment – Topography – Climate – The nature of Economic activity – Rostow’s view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.						
Unit:3		Cultural environment				
Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.						
Unit:4		Legal environment				
Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.						
Unit:5		Environmental policy				
Fundamentals of environmental protection and economics – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India’s policy and the relevant constitutional provisions – law of environment – protection in India.						
Unit:6		CONTEMPORARY ISSUES				
Expert lectures, online seminars – webinars						
Reference books						

1	Marketing :Onkvist& Shaw
2	International Marketing : Philip R. Careora
3	Environmental Economics : M. Karpagam
4	Environmental Pollution :Katyal, Timmy &Satake.
Online Content	
https://onlinecourses.nptel.ac.in/noc20_mg54/preview	

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	M	S	S	S	S	M	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	M	S	S	S	S	M	S	S	S	S

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



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

	https://onlinecourses.swayam2.ac.in/imb19_mg10/preview
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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		APPLICATION OF IT IN BUSINESS FOR BBA, BBA CA, BBA RM AND BBA IB	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 organisations and individuals should prepare to reap the benefits					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	Industry 4.0					
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	Consumer Behaviour
B	Industrial Relations and Labour Laws
C	Shipping and Port Management
D	Foreign Trade Laws
E	Big Data Analytics

Course Code		CONSUMER BEHAVIOUR FOR BBA, BBA IB AND BBA RM	L	T	P	C
Elective- II(A)				-	-	
Pre-requisite		Marketing Management	Syllabus Version		First	
Course Objectives:						
1. Present material relating to the topics both verbally and in written form.						
2. By completing this course, students will: Appreciate the challenges facing in consumer behaviour;						
3. Appreciate the various variables contributing to consumer behaviour						
4. Recognise the approaches towards consumer satisfaction.						
5. Define and illustrate the main components of consumer behaviour theory.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Identify the major influences in consumer behaviour					K2
2	Distinguish between different consumer behaviour influences and their relationships					K2
3	Establish the relevance of consumer behaviour theories and concepts to marketing decisions					K3
4	Implement appropriate combinations of theories and concepts					K4
5	Recognise social and ethical implications of marketing actions on consumer behaviour					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTRODUCTION				
Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.						
Unit:2		CONSUMER RESEARCH				
Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception						
Unit:3		CONSUMER LEARNING				
Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change						
Unit:4		SOCIAL CLASS CONSUMER BEHAVIOUR				
Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.						
Unit:5		CONSUMER DECISION MAKING				
Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making						
Unit:6		CONTEMPORARY ISSUES				
Expert lectures, online seminars – webinars						
Text Book(s)						
1	Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice -Hall of India, Sixth Edition, 1998.					

Reference Books	
1	Paul Green Berg-Customer Relationship Management -Tata McGraw Hill , 2002
2	Barry Berman and Joel R Evans — Retail Management — A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
3	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.nptel.ac.in/noc20_mg14/preview

Mapping with Programme Outcomes

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

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



Course code	INDUSTRIAL RELATIONS AND LABOUR LAW FOR BBA, BB(CA), BBA(IB)&BBA(RM)	L	T	P	C
Elective- II (B)			-	-	
Pre-requisite	Human Resource Management	Syllabus Version	First		
Course Objectives:					
The main objectives of this course are to:					
1. To impart knowledge on industrial relation, determines of industrial relation and industrial relation scenario in India					
2. To enable the students to acquire knowledge of trade unions, legislation related to trade union and IR management					
3. To promote the understanding of various Industrial Disputes Act, The Payment of Wages Act and Factories Act					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
1	Develop an understanding on industrial relation determinates of IR and IR scenario in India.				K1
2	Develop skill in negotiation with unions and conflict resolution.				K2
3	Handle grievances.				K3
4	Develop skill in collective bargaining.				K4
5	Know the application of Industrial dispute Act 1947and The Employee's State Insurance Act, 1948.				K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create					
Unit:1	INTRODUCTION TO INDUSTRIAL RELATIONS				
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.					
Unit:2	COLLECTIVE BARGAINING AND WORKER'S PARTICIPATION				
Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.					
Unit:3	FACTORIES ACT AND THE WORKMAN'S COMPENSATION ACT				
Factories Act 1948 - The Workman's Compensation Act, 1923.					
Unit:4	THE INDUSTRIAL DISPUTES ACT AND THE TRADE UNION ACT				
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.					
Unit:5	THE PAYMENT OF WAGES ACT AND THE EMPLOYEE'S STATE INSURANCE ACT				
The Payment of Wages Act,1936 - The Employee's State Insurance Act, 1948					

Unit:6	Contemporary Issues	
Expert lectures, online seminars – webinars		
Text Book(s)		
1	P.C.Tripathi - Personnel Management & Industrial Relation	
2	B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws –Vijay Nicole Imprints	
3	N.D Kapoor – Industrial Law.	
Reference Books		
1	R.Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation - Aditya Publishers.	
2	Srivastava - Industrial Relations and Labour Laws, vikas 4th Edition, 2008.	
3	P.Subbarao - Essentials of Human Resource Management and Industrial Relations – Himalaya Publishers	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.swayam2.ac.in/nou20_mg02/preview	

Mapping with Programme Outcomes

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

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

Course code		SHIPPING AND PORT MANAGEMENT For BBA IB	L	T	P	C
Elective – II (C)				-	-	
Pre-requisite		Nil	Syllabus Version		First	
Course Objectives:						
The main objectives of this course are to: To understand the concept of shipping. To enable the students to acquire knowledge of port laws. To develop relevant communication skills.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Thorough knowledge and understanding of shipping and port management.					K1
2	Thoroughly understand the role of ports in international trade and transport and how ports can benefit or detract from the economic development of countries and their seaborne trade.					K2
3	Be aware of size ranges of bulk carriers including Capesize, Panamax, handysize.					K3
4	Understand how particular ship types are required for the different cargoes and trade routes.					K4
5	Understand the enhanced role of ports in a through transport context – hub ports, feeder/transshipment ports, intermodal interfaces.					K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		SHIP MANAGEMENT				
Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport.						
Unit:2		INTERMEDIARIES OF SHIPPING				
Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of ICD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints.						
Unit:3		INVESTMENT ANALYSIS				
Investment analysis in shipping – negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping.						
Unit:4		PORT LAWS				
Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector.						
Unit:5		LIBERALISATION AND GLOBALISATION				
India's maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.						
Unit:6		Contemporary Issues				

Expert lectures, online seminars – webinars	
Text Book(s)	
1	Physical Distribution – K.K. Khanna
2	Shipping Management (Cases and Concepts), RaghuramAshopa, Batnagar Dixit, RamaniRao, Sinha.
Reference Books	
1	ALAN E BRANCH & MICHAEL ROBARTS (2014) Branch's Elements of Shipping. 9th Edition, Routledge Publication.
2	HARIHARAN, K. V. (2002) A Text Book on Containerization and Multimodal Transport. Shroff Publishers and Distributors: New Delhi.
3	The state and market in India's shipping, Nayar.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://nptel.ac.in
2	https://www.mooc.org

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	M	S	S	S	S	M	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	M	S	S	S	S	M	S	S	S	S

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

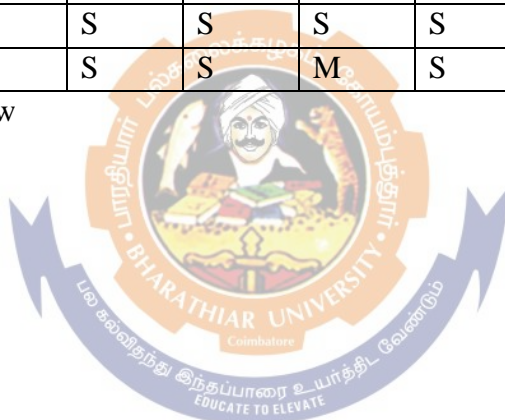
Course code		FOREIGN TRADE LAWS FOR BBA (IB)	L	T	P	C
Elective – II (D)				-	-	
Pre-requisite		Business Law	Syllabus Revision	First		
Course Objectives:						
The main objectives of this course are: To familiarize students with the process of International and National Trade Laws. To form a base of policy framework related to Law of Contract in International Trade. To know the elements of Export and Import contract. To acquire knowledge on the Law of Protection. It also helps in understanding Marine Insurance Act and its policies.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn the fundamentals of International and National Trade Laws.					K2
2	Understand the Law of Contract and its Elements					K2
3	Learn the Elements of Export Import Contract					K2
4	Understand the Technology policies and environment					K2
5	Know Marine Insurance Act and its policies.					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1		INTERNATIONAL AND NATIONAL LAW				
The nature of International Law and the International Legal System Role – Enforcement – Effectiveness – Juridical Basis – Future – International Law and National Law – International Private and Public Laws – Legal Framework of India’s Foreign Trade – Foreign Trade (Development & regulation) Act 1992.						
Unit:2		LAW OF CONTRACT				
Law of Contract – Elements – Classifications – Offer and Acceptance – Rules as to Offer and Acceptance – Communication of Offer, Acceptance and Revocation – Consideration – Rules as to Consideration – Capacity to Contract – Free Consent – Legality of Object – Void Agreements.						
Unit:3		ELEMENTS OF EXPORT IMPORT CONTRACT				
Elements of Export Import Contract – Documents required in relation to Export - Import Contract – Uniform Law of International Trade – International Conventions – Carriage of Goods by Sea, Air and Over Road - Contract of Affreightment – Sale of Goods Act – Conditions & Warranties – Transfer of Property – Performance of Contract – Right of an Unpaid Seller.						
Unit:4		TECHNOLOGY POLICY				
Technology Import Contracts – Technology Policy and Environment – Selection and Transfer Issues – Law for Protection of Intellectual Property Rights, Copy Right, Patents, Trademarks etc. FEMA - Objectives, Transactions.						
Unit:5		MARINE INSURANCE				
Marine Insurance – Meaning, Need for Marine Insurance –The Marine Insurance Act 1969 – Marine Insurance Policies – Insurance Documents – Export (Quality Control and Inspection) Act 1963 – Institutional Setup for Quality Control and Inspection.						
Unit: 6 Contemporary Issues						
Expert lectures, online seminars – webinars						

Text Book(s)	
1	Elements of Mercantile Law, N. D. Kapoor., Sultan Chand & Sons.
2	Mercantile Law, M.C. Kuchal&VivekKuchhal, Vikas Publishing.
Reference Books	
1	International Marketing, Analysis and Strategy, SakOnkvisit and John J. Shaw.
2	New Exim Policy, Nabhi Publications.
Online Content	
https://onlinecourses.swayam2.ac.in/cec20_mg12/preview	
Course Designed By: Dr. V. Savitha	

Mapping with Programme Outcomes

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

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



Course code	BIG DATA ANALYTICS FOR BBA ,BBA CA ,BBA IB AND BBA RM		L	T	P	C
Elective- II (E)				-	-	
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	

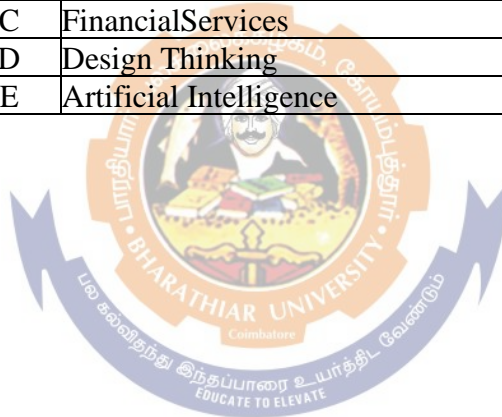
Mapping with Programme Outcomes

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

Elective III

A	E-Commerce
B	Project Work & Viva-Voce
C	Financial Services
D	Design Thinking
E	Artificial Intelligence



Course code		E-COMMERCE FOR BB/, BBA (CA)/BBA (IB)/ BBA (RM)	L	T	P	C
Elective- III (A)				-	-	
Pre-requisite		Nil	Syllabus Revision		First	
Course Objectives:						
The main objectives of this course are to: 1. To know about e-commerce models and its practical applications 2. To understand customer buying behaviour in e-commerce and ways to retain them through effective web advertising. 3. To know the role of Government in securing the rights of customers						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	To Understand e-commerce models -its benefits and limitations					K2
2	To use of market research tools in analyzing customer buying behavior					K3
3	To analyse the web advertising modes					K4
4	To understand the application of B2B e-commerce model					K2
5	To critically evaluate public policy on privacy and security					K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create						
Unit:1	INTRODUCTION TO E-COMMERCE					
Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of EC – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.						
Unit:2	MARKET RESEARCH					
Internet Consumers and market Research:- The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC-Intelligent Agents for Consumers – Organizational Buyer Behavior.						
Unit:3	WEB ADVERTISING					
Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet						
Unit:4	B2B EC MODEL					
Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Procurement Management Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.						
Unit:5	PUBLIC POLICY					

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.		
Unit:6	CONTEMPORARY ISSUES	
Expert lectures, online seminars – webinars		
Text Books:		
1	Kalakotta, Elements of E Commerce	
Reference books		
1	EfraimTurbun, Jae Lee, David King, H. Michael Chung —Electronic Commerce – A Managerial Perspective , Pearson Education Asia – 2000.	
Online Content		
https://onlinecourses.swayam2.ac.in/cec19_cm01/preview		

Mapping with Programme Outcomes

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

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

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

1	R.M.Srivastava, Indian Financial System.
2	Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T.SundarRajan, Merchant Banking.
3	R.M.Srivastava, Indian Financial System.
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	https://onlinecourses.swayam2.ac.in/cec20_mg10/preview

Mapping with Programme Outcomes

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

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



Course code	DESIGN THINKING For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C
Elective- III (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 organisations 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 organisations				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	Vianna, M., Vianna, Y., K. Adler, I., Lucena, 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



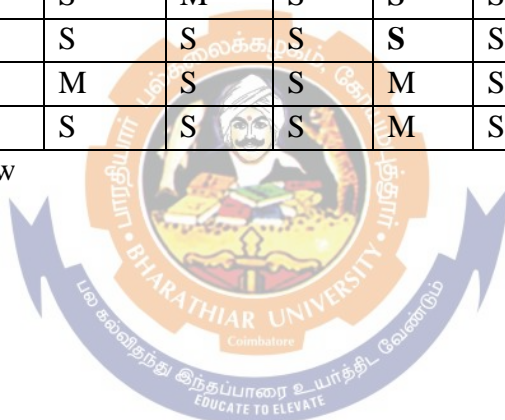
Course Code	ARTIFICIAL INTELLIGENCE FOR BBA, BBA CA, BBA RM AND BBA IB	L	T	P	C
Elective- III (E)			-	-	
Pre-requisite	Basic Computer Knowledge	Syllabus Version		First	
Course Objectives:					
This course will give an opportunity to gain expertise in one of the most fascinating and fastest growing areas of Computer Science through classroom program that covers fascinating and compelling topics related to human intelligence and its applications in industry, defense, healthcare, agriculture and many other areas. This course will give the students a rigorous, advanced and professional graduate-level foundation in Artificial Intelligence.					
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	Analyse 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, Learning with 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 Neighbour (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 Norvig, Pearson Education.	
2	Artificial Intelligence – Elaine Rich and Kevin Knight, McGraw-Hill	
Reference Books		
1	Introduction to Artificial Intelligence – E Charniak and D McDermott, Pearson Education	
2	Artificial Intelligence and Expert Systems – Dan W. Patterson, Prentice Hall of India	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://onlinecourses.swayam2.ac.in/cec20_cs10/preview	

Mapping with Programme Outcomes

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

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



Annexure

BACHELOR OF BUSINESS ADMINISTRATION

BBA (International Business)

Syllabus

(With effect from 2022 to 2023)

Program Code:25N



DEPARTMENT OF BUSINESS ADMINISTRATION

Bharathiar University

**(A State University, Accredited with “A” Grade by NAAC and
13th Rank among Indian Universities by MHRD-NIRF)**

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