BBA (Retail Management)

Syllabus

AFFILIATED COLLEGES

Program Code: 25R

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

BHARATHIAR UNIVERSITY: COIMBATORE 641046 DEPARTMENT OF BUSINESS ADMINISTRATION PROGRAMME EDUCATIONAL OBJECTIVES:

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



PROGRAMME OUTCOMES

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

PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyze and interpret data, and synthesize the information to provide valid conclusions 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	Analyze the sampling techniques of collecting primary and secondary data and tools and techniques of data.
PO7	Understand the methods of collecting primary and secondary data. Construction of scaling techniques and Determine the steps involved in design of questionnaire. Analyze and preparation of project report for the Functional areas of research.
PO8	Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0Understand the SERQUAL of the various service industries.
PO9	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.,

PROGRAMSPECIFICOUTCOMES

PSO 1:	Understand of the corporate world
PSO 2:	Analyse the theoretical knowledge with the practical aspects of Organizational
1302.	setting and techniques or management.
PSO 3:	Determine conceptual and analytical abilities required for effective decision
1505.	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
1307.	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. (Retail Management)

			Hrs.	E	xamiı	natio	ns	Š			
Part	Study Components	Course Title	Ins. H	Dur. Hrs.	CIA	Mark	Total Mark	Credits			
SEMESTER –I											
I	Language-I		6	3	50	50	100	4			
II	English-I		6	3	50	50	100	4			
III	Core I – Princip	les 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 – Management	Mathematics and Statistics for	6	3	50	50	100	4			
IV	Environmental S	Studies #	2	-	-	50	50	2			
		TOTAL	30				525	21			
		SEMESTER -II				•					
I	Language-II	NEED.	6	3	50	50	100	4			
II	English-II	18 18 18 18 18 18 18 18 18 18 18 18 18 1	3	3	25	25	50*	2			
IV	Proficiency for En	ect-1 Naan Mudhalvan: Language nployability. halvan.in/Special:Filepath/Cambridge Course	3	3	25	25	50**	2			
III	Core III – Organ	nizational Behavior	5	3	30	45	75	3			
III	Core IV – Econo	omics for Executives Juneous a wife of the control	6	3	50	50	100	4			
III	Allied Paper II - Management	-Quantitative Techniques for	5	3	50	50	100	4			
IV	Value Education	n – 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 – Financ	rial Accounting	4	3	30	45	75	3			
III	Core VI – Produ	ection and Materials Management	4	3	30	45	75	3			
III	Core VII – Marl	xeting Management	4	3	30	45	75	3			
III	Core VIII - PC Software (MS Office) – Practical 4 3 25 25							2			
III	Allied: III – Bu		4	3	30	45	75	3			
IV			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									
III	Core IX - Human Resource Management	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 Fundamentalshttp://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	<i>30</i>				600	24			
	SEMESTER -V		ı	ı	ı	T				
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 –Retail Supply Chain Management	5	3	50	50	100	4			
III	Core XV – Retail Operations, Systems and Inventory 6 3 50 50									
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		Г	Г	Г		ī			
III	Core XVI – Entrepreneurship and Small Business Management	6	3	50	50	100	4			
III	Core XVII – Retail Advertising and Promotion	5	3	50	50	100	4			
III	Core XVIII– Channel Management	5	3	50	50	100	4			
III	Elective –II:	4	3	30	45	75	3			
III	Elective –III:	4	3	30	45	75	3			
IV	Skill Based Subject –4 : Soft Skills for Business ^	3	3	30	45	75	3			
IV	Skill Based Subject-5Naan 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 @	ı	-	50	-	50	2			
	TOTAL	<i>30</i>				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 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

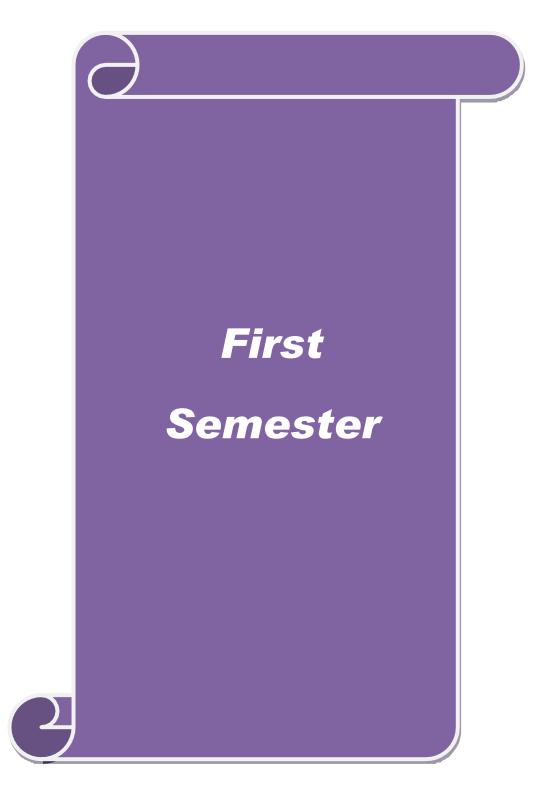
- * English II- University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.
- ** Naan Mudhalvan- Skill Courses- 25 marks will be assessed by Industry and Internal 25 marks will be assessed by the respective Course teacher.

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

		Compature						
List of Elective papers (Colleges can choose any one of the paper as electives)								
Elective – I	A	Intellectual Property Rights						
	В	Franchise Operations Management						
	C	Customer Relationship Management						
	D	Brand Management						
	\mathbf{E}	Application of IT in Business						
Elective – II	A	Consumer Behaviour.						
	В	Industrial Relations and Labour Laws						
	C	Managing Consumer Services						
	D	Strategic Management						
	E	Big Data Analytics						
Elective – III	A	E-Commerce						
	В	Project Work &Viva-Voce						
	C	Merchandising Management						
	D	Design Thinking						
	E	Artificial Intelligence						
	L	Partificial intelligence						



Cou			PRINCIPLES OF MANAGEMENT	L	T	P	C			
Cod			For BBA/BBA(CA)/BBA(IB)/BBA(RM)							
Cor	e –I				-	-				
	Pre-re	equisite	+2 Commerce	Sylla Vers		First				
Cou	ırse Ob	jectives:								
Toi	nculcate	thestudentsw	ith the Knowledge and Understanding of the principles of results a principle soft of the principles	nanag	geme	nt a	and			
toenablethestudentstogainvaluableinsightintotheworkingofbusiness.Thecoursewill review to										
		_	nt thoughts, functions and practices through the	focus	on	Ind	ian			
exp	eriences	, approaches	and cases.							
Exp	ected C	Course Outco	omes:							
On	the succ	essful comple	etion of the course, student will be able to:							
1	Exami	ne and explai	n the management evolution and how it will affect fur	ture		,	K1			
	manag									
2	Estimate the conceptual framework of planning and decision-making in day to day life.									
3	Explain the various managerial functions to achieve the goals and objectives of the organization.									
4	Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.									
5			the importance of the management process and identuired for the contemporary management practice.	ify so	me	1	К3			
K1	- Remer	nber; K2 - U	nderstand; K3 - Apply ; K4 - Analyze ; K5 - Evaluate ;	K6 -	Crea	ate				
U	nit:1		FUNCTIONS OF MANAGEMENT							
Ove	rview o	f Manageme	nt: Definition –Nature and scope of management-In	nporta	nce	- sk	ills			
of	manage	rs–Levels o	f Management-Functional areas of management	t- Ev	oluti	on	of			
Mar	nagemer	nt thoughts:	Contribution of F.W. Taylor, Henri Fayol, Elton	May	o, Po	eter	F.			
Dru	cker's -l	Management	a science or an art?.							
U	nit:2		PLANNING							
			ature and purpose – Planning process – Importance of - Definition –steps and process and various types of o			-typ	es			
Uı	nit: 3		ORGANIZING							
Or	ganizin	g: Definition	-Types of organization – Organizational structure –S	Span	of co	ntro	ol –			
	_	_	ommittees. Delegation: Delegation and Centralization	-						
			Staffing: Definition- Sources of recruitment - Selec							
proc	ess- Tra	aining-Defini	tion-Types.							
U	nit: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

- Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management -A global perspective, Prentice hall, 2005
- 2 P.C.Tripathi&P.NReddy,PrinciplesofManagements-TataMc.GrawHill-NewDelhi,2012

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

1 NOC: Principles of Management – IITKGP - NPTEL

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	TE TO ELE	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 & ENVIRONMEN	NT	LT		P	C			
		For BBA/BBA(CA)/BBA(I	B)/BBA(RM)							
Core -II										
Pre-requisite	;	+2 Commerc	ce	Sylla Versi		First	,			
Course Obje	ctives:									
		is course are to:								
		entity operates in a business env		. 1.						
-	yze tne var: performan	ous economic conditions and ef	tects of governme	ent polic	ey on					
		framework that regulates the b	usiness and indust	rv						
Expected Co			<u> </u>	- J						
		etion of the course, student will	be able to:							
		anding on the gamut of business					K2			
	Explain the intricacies in starting a business and knowing the suited business form									
3 Design a	t business r	nodel in order to analyze its sust	tainability				K3			
_	Comprehend the environmental factors that are conducive /detrimental to the respective businesses									
5 Have a s		pasic comp <mark>rehension of the inter</mark>	rnational scenario	with re	gard t	0	K5			
K1 - Rememb	oer; K2 - U	nderstand; K3 - Apply; K4 - Ar	nalyze; K5 - Evalı	iate; K 6	- Cr	eate				
Unit:1		INTRODUCTION TO BU	JSINESS							
BusinessBasic	cs:Naturea	dPurposeof <mark>Business-Cha</mark> racter	risticsofBusiness-	Compai	isona	mon	g			
Business, Pro	ofession an	Employment – Various types	s of Industry –Co	mpare	Indus	try v	vitl			
commerce-Fo	ormsofbusi	essOrganisation-Soletraders,pa	rtnership,JointHi	ndufami	lyfirn	ı- Jo	oin			
Stock Compa	nies - Cooj	erative Organisations - Public U	Itilities and Public	e Enterp	rises.					
Unit:2		BUSINESS AND ECONO SYSTEM	OMIC							
Business and	Economic	System – Capitalism, Socialism	n, Communism a	nd mixe	ed eco	nom	y -			
Different sect	tors of the	economy and Role of busine	sses in it – Diffe	erent sta	akeho	lders	0			
business		firm-factorsofproduction	on–Businessmode	lMeanii	ng&ex	kamp	le-			
BusinessRisk	s&theircau	es – Steps in Starting a Busines	ss – Qualities of E	ntrepre	neur.					
Unit:3		BUSINESS SERVICE	L'S							
	ices – Goo	ds & Services distinguished – B	Banking, Insurance	& War	rehous	sing				
Business Serv					~	tions	to			
	ısinesstone	vere-Business-Benefitsofswitch	ningovertoelectroi	nicmode	-Cau	uons	10			
	ısinesstone	vere-Business–Benefitsofswitch	ningovertoelectroi	nicmode	–Cau	uons	, 10			
TraditionalBu	isinesstone	vere-Business–Benefitsofswitch	ningovertoelectroi	nicmode	–Cau	tions	10			

Unit:4 BUSINESS ENVIRONMENT AND ANALYSIS

Business Environment: Concept, characteristics of environment. Environmental Analysis

Need & diagnosis, Business environment—potential competitors, Rivalry— external
environment Economic, political & legal environment, technological and socio cultural
environment, International environment.

Unit:5 IMPACTS OF LPG

Liberalization - Meaning - Privatization - Benefits & pitfall - Globalization - Meaning & rationale for Globalization - Role of WTO & GATT - Trading blocks in Globalization - Impact of GlobalizationonIndia.—Business&Society-SocialResponsibilitiesofbusinesstowardsdifferent groups.

Unit:6 Contemporary Issues

Expert lectures, online seminars – webinars

Text Book(s)

- 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

- William A Pride, Robert J. Hughes, and Jack R. Kapoor, (ISBN-13: 9781285193946) Foundations of Business, (5th Edition) Cengage Learning Higher Education
- Del, Global Business Foundation Skill Students Handbook Cambridge University Press ISBN-13: 978-8175967830
- 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

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

			3.5.4.53			70.00		1		
Course Code				MANA	AND STATISTIC AGEMENT A)/BBA(IB)/BBA		L	Т	P	C
Allied –	T			(/ (/	(/		_	_	
	e-requ	ıisite		+2 Busin	ness Maths		Sylla Vers		First	
Course	Objec	ctives:								
results and while so post grad	nd to	train the stubusiness pr	udents to ap roblems in t lized studies	ply the mathe	solving mathematematical and statist the course will also	ical tools	and t	echni	que	S
				course stude	nt will be able to:					
		-		ns by use of t					-	72
									-	X3
					nimum) of a turnir			<u> </u>		K 5
	Outline the meaning of marginal revenue and marginal cost and their relevance for firm's profitability.									
	Understand and compute the sampling distributions, sampling distributions of means and variances (S2) and the t- and F-distributions K1									ζ 1
	nmari relatio	_	sion analys	is, and compu	te and interpret th	e coeffic	entof		I	K2
			derstand: K	3 - Apply: K	4 - Analyze; K5 -	Evaluate	· K6	– Cre	ate.	
Unit:		-, - <u></u>	M	MATRIC	-		T			
Matrices:	Fund of sq			atrices and th	eir operational rule order- solving syste					
Unit:	2		SET TH	EORY AND	MATRICES					
					tion - Venn Diagr problems only)	ams - Ma	them	atics o	of	
Unit:	3		STAT	TISTICAL M	IETHODS					
and secon	dary	data - Prese	entation of c	lata by Diagra	Limitations. Collect nummatic and Graph ncy - Arithmetic M	hical Me	hod -	Form	atio	n o
Unit:	4		MEAS	URES OF V	ARIATION					
	on - K	arl Pearson	's Co-effici	ent of correla	le deviations-Co ention – Rank correl AND INDEX NU	ation - R				-
_				_	end - Index numbers price and cost		_		[
Unit:				ΓEMPORAR						
		online ser	ninars – we				1			
LAPOIT ICC	rui Co,	, Jiiiiic BCI		OIIIUI D						

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

- Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Method
- 2 P.R.Vittal, "Business Mathematics", Margham publications 2nd edition, 2003.
- 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.]

http://www.dphu.org/uploads/attachements/books/books_5117_0.pdf

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	Samo	sales S	S	M	M	S	S
CO4	M	S	M	SC	M	M	S	M	S	M
CO5	S	S	S	S	M	S	S	S	S	M



Cou Cod				AL BEHAVIOUR /BBA(IB)/BBA(RM)	L	Т	P	C
Cor	e III					-		
	Pre-r	requisite	1	Vil	_	labus rsion Firs		
Cou	ırse Ob	jectives:			1			
psyc mot and and	chology ivation innova resolut	 & personal leadership, the tion. And stution. 	ories of leadership, counts are prepared to dea	the students to understand knowledge on belief, van Inseling, idea generation for I with groups and for con	alues r pro	and blem	hu sol	man ving
		Course Outco						
			on of the course, student					
	1 Analyze the individual and group behavior; and understand the implications of organizational behaviour on the process of management							
			es of motivation from the lety of organizational se	e past and to evaluate motive ttings	ation	ıal		K5
		ce productivity vee attitude.	of the organization by en	suring required job satisfac	tion a	and		К3
4	Unders	tand the super	sory effects on performa supervision styles.	ance and to train supervisor	s by			K2
5	Evalua	te the appropr	eness <mark>of various leaders</mark>	hip styles and counseling n	netho	ds		K5
K1	- Reme	mber; K2 - Uı	erstand; K3 - Apply; K 4	- Analyze; K5 - Evaluate;	K6 -	- Crea	ate	
Ur	nit:1		Organisational P	sychology				
			ganisational psychology e - Personality tests - na	Individual differences - ture, types and uses.	Intell	igenc	e te	ests.
Ur	nit:2		Perception					
	_		= = =	on - theories - financial and al Analysis - Brain storming		finan	cial	
	nit:3		Job satisfaction					
Job s	atisfact	ion - meaning	factors, Morale - impor	tance - Employee attitude a	nd be	havio	our	and
their	signific	cance to emplo	ee productivity - Job enr	ichment - job enlargement.				
Ur	nit:4		Group dynamics	3				
Hawt	thorne l	Experiment - i	portance - Group Dynan	nics – Cohesiveness. Confl	ict - T	Types	of	
	lict – R visors.	esolution of co	flict - Sociometry - Gro	up norms – supervision - st	yle -	Train	ing	for
	nit:5		Leadership and coun	seling				
Lead	ership-	• •		dder'scontingency.Counse	ling-	mean	ing	-
U	nit:6		CONTEM	PORARY ISSUES				

Ex	xpert lectures, online seminars – webinars							
Te	Text Book(s)							
1	L.M. Prasad – Organisational Behaviour. Latest edition							
R	Reference books							
1	Keith Davis - Human Behaviour at Work							
2	Ghos - Industrial Psychology							
3	Fred Luthans – Organisational Behaviour							
O	nline Content							
	NOC: OrganizationalBehaviour – NPTEL							

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



Cou	rse Code		ECONOMICS FOR EXECUTIVES For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	C			
Cor	e - IV		Core		-	-				
	Pre-requis	site	+2 Economics	Syllabus Version		F	irst			
Cou	rse Objec	tives:		•						
busi then know	ness firms, n familiariz wledge on	Demai ze abou Inflatio	f this course are to make the students to understand the danalysis and Elasticity of demand, BEP Analysis at types of competitions and price administration and en, Deflation and analyze the causes of Inflation	nd fui	ther t	o ma	ıke			
_	ected Cou									
			apletion of the course, student will be able to:			- 1 -				
1	Apply the objectives of business firms, demand analysis and elasticity of									
	demand in daily life and in their career.									
2	Identify the effective applications of factors of production and BEP Analysis									
3	Understand the determination of the Price, Market structure and competition.									
4	Describe the objectives and effectiveness of monetary policy and fiscal policy									
5	To gain I	Cnowle	dge on Inflation, Deflation and effects of inflation.]	K5			
K1 -	- Remembe	er; K2 -	Understand; K3 - Apply; K4 - Analyze; K5 - Evalua	ite; K	$6 - C_1$	reate				
	Unit:1		DEMAND ANALYSIS							
of De	mand - Ela		firms-Profit Maximization-Social responsibilities -Do of demand.	emano	l anal	ysis-	-Law			
	Unit:2		BEP ANALYSIS							
			actors of production - Law of diminishing returns and Revenue Curves – Break-even-point (BEP) analysis.	l Law	of va	riabl	le			
τ	Unit:3		MARKET CLASSIFICATION							
I			Perfect Competition- Monopoly- Monopolistic Comprimination.	etitio	ı- Du	opol	y-			
Ţ	Unit:4		MONETARY POLICY							
I			ing- Objectives- Instruments- Effectiveness of Monettives-Monetary Policy and Fiscal Policy mix to contra	•	•		al			
Ţ	Unit:5		INFLATION AND DEFLATION							
	ol inflation		Definition- Types of Inflation – Effects of in inflation tion- Meaning – Effects of Deflation- Inflation vs Deflation vs Deflati				of			
	Unit:6		CONTEMPORARY ISSUES							
		Online	seminars & Webinars							
_	Book									
		- Busine	ess Economics							

1	Markar et al - Business Economics
2	Sundaram K.P &Sundaram – Business Economics
On	line Content
	NOC: Managerial Economics – NPTEL

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



Cou			QUANTITATIVE TECHNIQUES FOR MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	С		
Allic	ed - II				-	-			
	Pre-requ	uisite	MATHEMATICS AND STATISTICS FOR MANAGEMENT	•	abus sion	F	irst		
Cou	rse Objec	ctives:							
conc the v	cepts of O	perations R cription of	this course is to make the students to gain knowled desearch and to identify and develop operational research real system and train them to apply the operation optimization problems.	earch	mode	ls fr	om		
		ırse Outco	-						
			etion of the course, student will be able to:						
1									
2	··								
3	-		concept of a Transportation Model and develop the ality checking of the solution	initia	l	J	K2		
4		the strateg	ries of game theory and to make better decisions whi	le sol	ving	J	К3		
5			alysis and programming evaluation and review by project scheduling and completion.			1	К3		
K1 -	- Rememb	er; K2 - U	nderstand; $\mathbf{K3}$ - \mathbf{Apply} ; $\mathbf{K4}$ - $\mathbf{Analyze}$; $\mathbf{K5}$ - $\mathbf{Evaluate}$; K 6	– Cre	ate			
Į	Unit:1	I	NTRODUCTION TO OPERATION RESEARCH	H					
prog		_	ns Research – Meaning – Scope – Applications - LincalFormulation-Applicationinmanagementdecisionn						
Į	Unit:2	TRAN	SPORTATION AND ASSIGNMENT PROBLEM	MS					
towa Unb Assi	ards optin	nality (no transportat	s: Introduction- Finding Initial Basic Feasible s n degenerate only) – Maximization in transpo ion problem. Assignment problem: Introduc Maximization in Assignment problem – Unbala	ortatio tion	on pr –Hu	oble ngar	em- rian		
	Unit:3		GAME THEORY						
Gar	ne theory:		f Pure and Mixed strategies – solving 2 x 2 matrices solution - mx2 and 2xn games. Solving games by Do						

	Unit:4	NETWORK ANALYSIS							
CP	M–Principl	es-Construction of network- Critical path -Forward pass-Backwa	ard pass						
con	nputations-	-PERT – Time scale analysis - probability of completion of project	t – types of						
floa	ats.								
	Unit:5	REPLACEMENT THEORY							
The	eory of Rep	lacement – Introduction - Replacement models –Replacement of i	tems that						
deteriorates gradually (value of money does not change with time)									
	Unit:6	CONTEMPORARY ISSUES							
Exp	Expert lectures, online seminars – webinars								
No	te: THEO	RY and PROBLEM shall be distributed as 20% and 80% resp	ectively.						
Tex	kt Book(s)								
1	P. K. Gup	ta, Man Mohan, Kanti Swarup: "Operations Research", Sultan Ch	and, 2008.						
2	J. K. Shar	ma: Operations Research Theory & Applications, Macmillan India	a Limited, fifth						
	edition.20	13							
Ref	ference Bo	oks							
1	Kanti Swa	arup, P.K.Gupta and Man Mohan – Operations Research							
2	Sundaresa	un V, Ganapathy K.S, Ganesan K, Resource Management Technique	ue- Lakshmi						
	Publication	ons, 2003.							
Rel	ated Onlin	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	1 https://nptel.ac.in/courses/111/105/111105077/								
2	https://np	tel.ac.in/content/syllabus_pdf/111105077.pdf							

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M [®] ibai	JIT TO ELEY SLIT BY	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



Course Code				ACCOUNTIN		L	T	P	C
		For	BBA/BBA(CA	\)/BBA(IB)/BB	BA(RM)		_	-	
Core V						Cyllo	bug	-	
Pre-requisite			+ 2 Acc	counting		Sylla Versi		Firs	t
Course Objectiv	ves:								
This course is to			•	_	_			-	
and practices wh	-	-	-						
in order to manag	_	e effective i	n decision mal	king in the fund	ctional areas	like f	inanc	ial a	nd
accounting transa									
Expected Cours				1111 11 .					
On the successful								ı	
				nd the rules of		ry sys	tem,	K	1
journalizing and posting to ledger in the business transactions.									
2 Interpret the trial balance; identify the errors and to reconcile the bank statement by									2
cash book.	41	<u> </u>	. 1	. 0 1	. 111		1 4		
		_		it & loss acco	unt and bala	ance s	sneet	K	5
-			d accounting to		naoma Prav	nandi	turo		
			_	tions through i of depreciation.		репаг	ture,	K	3
			ing statements					I/	4
	sections	or account						1	
	K2 IIn		(A) 图 图 (A)	-		V6	Croot		.4
K1 - Remember;	K2 - Un	nderstand; k	3 - Apply; K 4	- Analyse; K 5	- Evaluate;	K6 –	Creat		.4
K1 - Remember; Unit:1		nderstand; K	3 - Apply; K4 UNTING FUN	- Analyse; K5 NDAMENTAI	5 - Evaluate; LS			e	
K1 - Remember; Unit:1 Accounting, mea	aning, de	ACCO finition, ob	3 - Apply; K4 UNTING FUN ectives, scope	- Analyse; K5 NDAMENTAI , basic, terms, a	S - Evaluate; LS accounting p	rincip	les, b	ranc	hes
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K1 - Remember; Unit:1 Accounting, mean of accounting, us Accounting information	aning, des	ACCO finition, obmitations of Accounting	C3 - Apply; K4 UNTING FUN ectives, scope f Accounting, equations – N	- Analyse; K5 NDAMENTAI , basic, terms, a Concepts & C	S - Evaluate; accounting ponventions,	rincip Acco	les, b	ranc gs us	hes
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K1 - Remember; Unit:1 Accounting, mean of accounting, use Accounting inform of accounting, effective Unit:2 Basic Accounting advantage, double Practical system column, entries, Accounting – mean Rectification of effective Unit:3 Bank Reconciliate presentation of Bunit:4 Final Accounts	aning, desses & linemation, Affects of the PREPA Bong Proceeds of books, Trial eaning, uncertaints BANK Right Anion:- Marks, Depute Meaning	ACCO finition, obmitations of Accounting transactions ARATION ALANCE edure – Joe k keeping Balance, of tility & prediction – PREPARA Ing, need &	OF JOURNA AND & ACCOURNA, Proparation. Accounting, paration. Accounting, paration. Accounting, paration. Accounting, paration. Accounting, paration. Accounting, method objectives, typospectives, typospectives, typospectives, typospectives, typospectives, typospectives, so the control of the	L- Analyse; K5 NDAMENTAI , basic, terms, a Concepts & Co leaning of acco L, LEDGER A OUNTING ER of debit & cr e, ledger, mea types of cash eparation, erro counting Errors: TEMENT AN IATION rences, need hods of chargin NAL ACCOUNTED	S - Evaluate; S accounting proventions, punting equations and the second and the	rincip Accordion, continuon, cont	journsting umn, Spes of	ranc gs us ensat alizi entr dou uspe f erro	ng,, ies. ble ors,
K1 - Remember; Unit:1 Accounting, measof accounting, use Accounting inform of accounting, effective Unit:2 Basic Accounting advantage, doubte Practical system column, entries, Accounting – measurements and the Entrication of Entrication, Professional Entr	aning, decreases & ling remation, Affects of the PREPA Bang Processole entry of bools, Trial eaning, underrors BANK RIMARIAN BA	ACCO finition, obmitations of Accounting transactions ARATION ALANCE edure – Joe system – k keeping Balance, of tility & present tility & pres	OF JOURNA AND & ACCO urnal, rules of its advantage Cashbook, Objective, pre- paration. Acco IATION STA OF DEPREC uses of differmeaning, meth ATION OF FI objectives, ty meaning, No	LATION TEMENT AN INTERIOR	AND TRIAL RORS edit, methodaning, utility book, Singlers & rectif Meaning ar ID METHO & importance g depreciation NTS Account — tion, Balance	rincip Accordion, continuon, cont	journsting umn, Spes of	ranc gs us ensat alizi entr dou uspe f erro	ng,, ies. ble ors,
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		(As per the Format of the Indian Companies Act)									
Pre	paration of	f statement of profit and loss - balance sheet - schedules - India	n Accounting								
staı	ndards (up	to IAS - 8)									
	Unit:6	Contemporary Issues									
$\mathbf{E}\mathbf{x}$	Expert lectures, online seminars – webinars										
No	Note: (Theory and problems may be in the ratio of 20% and 80% respectively)										
Tex	kt Book(s)										
1	T.S. Redo	ly & A.Murthy-Financial Accounting, Margham Publications6th ed	ition,2012								
2	Dr.S.N.M	lageswari- Financial Accounting, Vikas Publishing housejan2012									
Re	ference Bo	oks									
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 & Na	arang- Kalyani Financial Accounting publishers; 12th edition.2014.									
Rel	lated Onlii	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]									
1	MOOC:	https://www.mooc-list.com/course/introduction-financial-accounting	g-coursera								
2	Financial	Accounting: Indian Institute of Technology Bombay and NPTEL via	SWAYAM								

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

^{*}S-Strong; M-Medium; L-Low

	se Code		PRODUCTION AND MATER MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BB		L	Т	P	С		
Core	·VI				C II	-	-			
Pre-	requisite		Principles of Management	t		abus sion	Fir	st		
	rse Objec									
produmate: purch Proce	Theprouction marials mase proceedure for	oductionan anagement nagement		effective m s to unders	nateri stand	al ha the				
			tion of the course, student will be able	to:						
1			uction processes and production planni		rol		K 1			
2			ance of materials management function			าท	K1			
2	and how it can help in integrating various plans and reduce the material related Costs									
3	And ven	dor rating a	al management, domestic and import p nd development.	-		es	K2	2		
4			nt issues i <mark>n receiving, sto</mark> res, traffic and nysical d <mark>istr</mark> ibution	d transportati	ion,		K 4	i,		
5	and ISO		uality c <mark>ontrol, Total Quality</mark> Manageme			g	K2	2		
		r; K2 -Unde	rstand; K3<mark>-Apply;K4-Ana</mark>lyze;K5 -Eva		reate					
	Init:1		PRODUCTION MANAGE							
Princ Rout	ciples -Pring-Sche	rocess-Produling-Dis	-Functions-Scope-Plant location-Fact uct layout. Production Planning an atching-Control - Lean Manufacturing	d control-Pag—Six sigma.			•			
Unit			ERIALS HANDLING &MAINTEN							
equip	oment. M		ortance -Principles –Criteria for selecti Types-Breakdown-Preventive-Routine 7.			_	5			
	Init:3		MATERIALS MANAGE							
mate: Purcl	rials man hase proc	agement. F	Management - Fundamental Principle urchasing—procedure-principles-impordor rating-Vendor development.	t substitutior						
	Init:4		INVENTORY CONT							
point	-SafetySt	tock-Leadt	nportance-Tools-ABC, VED, FSN AnameAnalysis.Storekeeping-Objectives-Location of store –Stores Ledger –Bin	Functions- S			<u>-</u>			

	Unit:5	QUALITY CONTROL AND ISO IMPLEMENTATION	
Qu	ality contro	ol - Types of Inspection - Centralized and Decentralized. TQM: Mo	eaning -
Ob	jectives-ele	ements-Benefits. Benchmarking: Meaning-objectives-advantages.	ISO:
Fea		antages-Procedure for obtaining ISO.	
	Unit:6	Contemporary Issues	
_		es, Online seminars & Webinars	
Te	xt Book(s)		
1	P Saravar Publication	navel and S. Sumathi "Production and Materials management", Maons,	argham
2		A.K.and Gupta, R.C. "Materials Management –Text and Cases" Prorivate Limited, New Delhi.	entice Hall
Re	ference Bo	ooks	
1		A.K. "Materials Management, Procedures, Text and Cases": Prent Ltd, New Delhi.	ice Hall of
2	M.M. Va	rma, Materials Management. Jain Book Agency Publishers, 4 th Ed	ition.
3		iqui, "Introduction to six sigma – Methods, Approaches, and App International Publishers (P) Ltd.	lications",
4	Dr.JEFFF	REY N. LOWENTHAL, "Six Sigma Project Management", New A	Age
	Internatio	nal Publishers (P) Ltd.	
Re	lated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	Mooc:http	os://www.mooc-list.com/course/microeconomics-principles-coursera	

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S. S.	Suinas &	S	S	S	S	M
CO3	M	S	S	S FOUC	TE TO ELM	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					MA r BB														L	T	P	C
Core VII				101		<i>D11</i>	DD.	211((011	<u> </u>		<u> </u>	11 <i>)</i> ,	DD	711(1	11/1/				_	-	
Pre-requisite]	Pri	inci	iple	es c	of N	Ma	na	gen	nen	t			_	yllal ersi		Fir	st
Course Object	ives:	<u> </u>																				
1. To introduce	the role a	and	d in	npor	tanc	ce c	of m	nar	rket	eting	g in	ı bı	usin	iess	WO	rld.						
2. To develop n	narketing	g sk	kills	and	d car	ree	r.															
3. To understan	d the char	ann	nel, i	metł	hod	ls of	f ma	ark	keti	ing	an	d it	ts ir	npa	ict ii	n or	gani	sati	on			
4. To apply and	develop	p m	nark	eting	g re	esea	arch	n, ci	cust	ston	ner	rel	latic	onsl	nips	and	l val	ue t	hrou	ıgh b	rand	ing,
packaging, and																						
5. To provide k					ons	strat	te e-	-ma	ark	keti	ing	for	rms	and	d be	nefi	ts in	ma	ırket	ing		
Expected Cour																						
On the successf																						
1 Recognize	the signi	nific	cano	ce of	f ma	arke	etin	ng a	and	d it	ts ro	ole	in	ecc	non	nic	deve	elop	men	t	K	l
2 Recognize impact on					gy v	WOI	rks,	, ma	nark	ket	seg	gme	enta	atio	n an	nd p	orodi	uct 1	mix	have	K	2,
3 To apply r	narketing	g co	onc	epts,	, pri	icin	ng fo	for t	the	e de	evel	lop	me	nt c	of m	arke	eting	g fur	nctic	n.	K3	3
4 Analyse ar	nd perform	rm t	the	func	ctio	ns o	of n	mar	rke	eting	g ir	n oı	rgai	nisa	tion	1.					K3	3
5 Demonstr											_										K3	
K1 - Remember																	luat	e· K	<u> </u>	Crea		
Unit:1	1, 112			TR		-50				6.6	_						- I Gut	·, 1		Orea		
Marketing: Intr	oduction.	n, ol				- M	100	ap) ap									/lark	et. (Core	e Con	cent	s of
Marketing, Fun			•				1 Al C														Г	
Unit:2				ONS																		
Introduction, C	haracteris	istic	cs,]	Fact	ors	aff	ecti	ing	g C	Cons	sun	ner	Be	hav	/iou	r, T	ypes	of	Buy	ing l	Deci	sion
Behaviour, Con																						
Unit:3					PR	RO	DU	CI	ГC	CO	NC	EF	PTS	5								
The Product - T -product item Products- strate	and prod																					
Unit:4	gics.				P	RIC	CIN	NG	i C	'ON	ICI	EР	TS									
Pricing: Meaning	ng to Riiv	111/0-1	-r &	, Se											ctive	a fa	ctor	s in	flue	ncino	nrio	ring
decisions - Cor																						
Management of					•			_					PTO		· P-		0 -	11)		01501		
Unit:5	<u> </u>				IAR				_			TA	TI	ON								
Segmentation,	Targeting	ng	and													t of	f M	arke	et S	egme	entat	ion,
Benefits of Mar																						
Market Segmen	_					-										_						
market strategie	es, Market	et P	Posi	tion	ing-	- M	Iean	ning	ıg, I	Pos	sitio	oni	ng l	Stra	itegi	ies,	Valı	ie P	ropo	ositio	n	
Unit:6							nten															
Expert lectures,	, online se	sem	nina	rs –	wel	bin	ars															
Text Book(s)																						
1 Marketing	Managem	men	nt -	Phil	lip I	Kot	ler -	- P	Pear	arso	n E	<u>Edu</u>	ıcati	ion/	PH	I, 20	003.					

2	Marketing Management – Rajan Saxena - Tata McGraw Hill, 2002.									
Re	Reference Books									
1	Marketing Management - Ramasamy& Namakumari - Macmillan India, 2002.									
2	Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi									
Re	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]									
1	Mooc: https://www.mooc-list.com/course/microeconomics-principles-coursera									

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 (Codo		PC SOFTWARE (MS OFFICE) – PRACTICAL	L	Т	P	C			
Course	Code		FRACTICAL For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	1	r				
Core - V	III			_	_					
Pre-requ			Basic Computer Knowledge	Syllabus Version		First				
Course C) Djectiv	es:								
Office to	ols cou	rse would	enable the students in crafting professiona	l word do	ocume	nts, e	xcel			
spreadshe	ets, pov	wer point	presentations using the Microsoft suite of of	ffice tools	. To f	amilia	arize			
the studer	nts in pr	eparation	of documents and presentations with office a	utomatior	ı tools					
Expected	l Cours	e Outcon	nes:							
On the su	ccessfu	l completi	on of the course, student will be able to:							
1	Use Mic	crosoft Of	fice programs to create personal, academic ar	nd busines	SS	,	7.1			
			ing current professional and/or industry stand			ŀ	X 1			
			and technical documents incorporating equation		es,	,	70			
1	tables, a	and bibliog	graphies.	, 0		ı	K 2			
3	Develor	technica	and scientific presentations which use charts	and visu	al aids	т.	Χ3			
	to share data.									
4	Build sp	readsheet	s to perform calculations, display data, condu	ıct analysi	is, and	т.	71			
(explore. K4									
5	Design a	and constr	ruct databases to store, extract, and analyse so	cientific ar	nd	I	Κ 5			
1	real-wo	rld data.	Spanner C			ı	V 3			
K1 - Ren	nember;	K2 - Und	erstand; K3 - Apply; K4 - Analyse; K5 - Eva	aluate; K 6	- Cre	eate				
Unit	:1		WORD							
			ocessing - features, creating, saving and ope							
			options - word basic tool bar. Editing and							
		-	paragraph, b <mark>orders an</mark> d shading - headers and			_				
_			 superscript & subscript – mathematical form 	-						
			ng table - graphics – importing graphics – cli	-	-					
_			ot - merging data source and main document.	Design:	Cover	page	of a			
		cards, Ind	1 0							
Unit			POWER POINT							
			bint basics – terminology - getting started wi							
			reating presentations - using auto conten							
-	-	_	design template option. Working with slide							
	-	•	outing of slide- applying transition and anim			_				
	_	_	nt, editing, inserting, deleting, selecting, fo	rmatting	of tex	t, bul	lets,			
		formattin								
Unit			EXCEL							
			ires of MS Excel – spread sheet / works							
		_	into worksheet- parts of MS excel window							
			ing and editing data in worksheet – cell range	e – tormat	tıng –	auto 1	i111 —			
		auvantage I	s. Charts – graphs.	<u> </u>						
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								
Exp	Expert lectures, online seminars – webinars									
Tex	Text Book(s)									
1	Peter Wever	ka- MS office for dummies, Wiley & Sons								
Rela	elated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]									
1	https://onli	necourses.swayam2.ac.in/cec20_cs05/preview								

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

^{*}S-Strong; M-Medium; L-Low



PC SOFTWARE (MS-OFFICE) PRACTICAL LIST OF PRACTICALS

MS Word:

- 1) Type a passage (A4 Page, Times New Roman Font Style, 12 Size Font). Save your document in a specified location. (Say, D:\BBA\MSOffice\.docx). Save the same file with other name in different location using Save As dialogue box and also Open and View the document saved.
- 2) Type a simple matter, check spelling and grammar (use Auto Correct and Auto Text features), bullets and numbering list items, align the text to left, right, justify and centre.
- 3) Prepare a neatly aligned, error free document, add header and footer, also perform find and replace operation and define bookmarks.
- 4) Write any 10 Management Quotes and then change the font, style, color and size of each sentence. Make each one different than previous and next.
- 5) Prepare a job application letter enclosing your bio-data (with neat alignment and using tab setting).
- 6) Take a double column newspaper and design or create similar paragraph style in the word document
- 7) Design E-book cover pages / Magazine / books front/back page using cover page option in Insert Menu. You can assume your college or department in-house magazines.
- 8) Create Business Cards using Shapes, text, and colors. Assume your own company and simply try out a logo too for the same.
- 9) Use smart art and create organization charts with at least 3 levels.
- 10) Make books content page or index page (first line indent, hanging indent and the perfect useof ruler bar)
- 11) Insert Image into the shape. Type a title for the page and apply Styles to the same.
- 12) Write at least dozen mathematical/ statistical formulae known to you and key in the same in MS word.
- 13) Take a double column newspaper and design or create similar paragraph style in the word document.
- 14) Type at least one A4 page with relevant matter to demonstrate superscript, subscript, specialcharacters (such as temp °C, rupee symbol `, Etc.,).
- 15) Create a table in MS Excel with an address (list containing Designation, Name of the Company, Address, Place, PIN). Let it have ten addresses. Use this list for mail merges in a letter developed using MS Word.

MS-PowerPoint:

- 1) Have a PowerPoint presentation for a seminar which you are handling for your classmates.
- 2) Design an advertisement campaign with minimum three slides.
- 3) Prepare a power point presentation with at least three slides for Department inaugural function
- 4) Prepare slides with various features such as charts from Excel, clip arts from hard disc, and animated themes to demonstrate your expertise in using various features included in MS PowerPoint.

MS-Excel:

- 1) Create an excel worksheet containing monthly Sales Details of five companies.
- 2) Prepare a list of students with their marks out of 1200. Find the percentage. Count how many scored more than 60%. Also count the number of students secured between 50% and 60% and create a chart to depict clearly.
- 3) Enter the name, relationship and date of birth of your family members and relatives in a MS Excel worksheet. Calculate their age as of today and arrange them either in descending or ascending order. (ensure to have at least ten entries). Assuming their weight (kg) and height (cm), find out their BMI by using formula.
- 4) Create a table of your friends with their mobile number and mail id. Also add their date of birth. Find out the number of days left to celebrate their birthday and arrange their names in this order. Create a pie chart indicating the number of birth days in each month.

MS-Access:

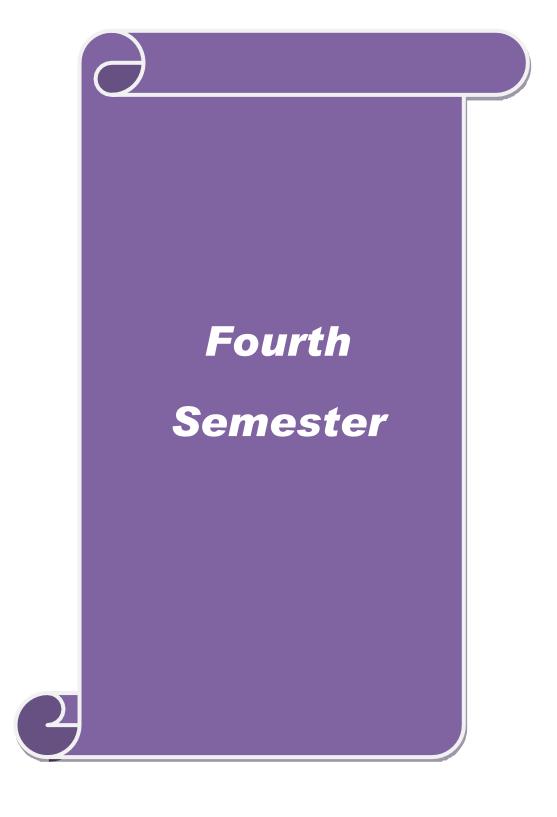
- 1) Use simple commands to perform sorting on name, designation, department and mobile number of employee's database and Address printing using label format.
- 2) Create an Access database named Student_Records.accdb. Assume the required data. Open the Students table in datasheet view and enter the new students either by navigating to the empty field or using the 'New record' button.
- 3) Create a form to enter inventory related data of a supermarketand generate stock report at the end of the day.
- 4)Create an Address Database of the companies in your area. Design a form to enter new datainto the database.

Course code		BUSINESS LAW For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	C
Allied-III		To being being conjugation and the conjugation of t		_	-	
Pre-requisite		Nil	Sylla Vers		Firs	st
Course Object	ctive	s:	VCIB	1011		
The main obje	ectiv	es of this course are to:				
		students to acquire knowledge of legal aspects of busin	ess			
		e brief idea about the frame work of Indian Business La				
3. To prome	ote tl	ne understanding of various concepts relating to business	S			
Expected Co						
On the succes	sful	completion of the course, student will be able to:				
1 Develop	an u	inderstanding on business law in the global context				K1
2 Knowing	g the	relevant legal terms in business				K2
3 To const	ruct	the relationship of ethics and law in business			+	K3
		sic principles of law to business and business transaction	c			<u>K3</u> K4
						Ν4
Disputes	шш	g current law, rules and regulations related to settling bu	siness			K5
	r. K	2-Understand; K3-Apply; K4-Analyze; K5-Evaluate; K6-	Create			
Unit:1	1,182	BUSINESS ETHICS	Cicaic			
	cina	ss Ethics – Ethical principles in Business - Concepts Va	luge on	d Eth	nice	
		Behavior – Soci <mark>al Responsibility</mark> of Business - Corporat				_
		and Scope – Elements of good corporate governance.		0111411		
Unit:2		LAW OFCONTRACT				
Contracts - Es	sent	ials of contract - Agreements - Classification of contra	cts-Off	er-Le	egal 1	ules
as to offer an	d la	pse of offer –Acceptance and rules asto acceptance-C	apacity	of j	partie	es to
create contrac	t- W	agering agreements - Stranger to a Contract and exception	ons.			
Unit:3		CONSIDERATION IN LAW				
		Legal rules as to Consideration - Contractwithoutco				
Coercion-Und	uein	fluence-Misrepresentation- Fraud-Mistake of law ar	nd Mis	stake	of	fact
		ed to public policy - Agreements in Restraint of tr		Ехс	eption	ns -
	contr	ract - Breach of contract - Remedies for breach of Contr	act.			
Unit:4		CONTRACT OF SALE				
		ract of sale –Sale and agreement to sell– Hire-purchase	_			
		contract of sale- Effect of destruction of goods - Doo				
		Caveat - Emptor - Exceptions- Transfer of property				
		CIF, FOR and Ex-ship contracts of sale -Sale by non -	owner	s - R	1ght	of
	o stc	pp pageintransit –Unpaid Vendors rights.				
T T 24. F		CONTRACT OF AGENCY				
Unit:5					otion	ot.
Creation of ag	-	y- Classification of agents - Relations of principal and ag		_	alion	OI
Creation of ag authority-Rela	-	y- Classification of agents - Relations of principal and ago ofprincipalwiththirdparties-Personalliabilityofagent-Ter		_	ation	1 01
Creation of ag	-	· · · · · · · · · · · · · · · · · · ·		_	المالية	1 01

Te	xt Book(s)							
1\5	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							
Re	ference Books							
1	M.C.Shukla-A Manual of Mercantile Law							
2	Pandia R.HMercantile Law							
3	K.P.Kandasami- Banking Law &Practice							
On	Online Content							
http	ps://onlinecourses.swayam2.ac.in/cec20_hs23/preview							

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 M	S	S	M	S	S
CO5	M	S	M	SS	S	S	S	S	S	S

^{*}S-Strong; M-Medium; L-



Course code	HUMAN RESOURCE MANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	С
Core-IX			-	-	
Pre-requisite	Principles of Management	Syllabus Version		First	
Course Objective	·C•		•		

- 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.	К3
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.	К3
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

INTRODUCTION Unit-1

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.

TRAINING AND DEVELOPMENT Unit-4

Meaning and benefits of Induction, Content of an Induction Program-Training and Development. – Performance appraisal - Job evaluation and merit rating - Promotion – Transfer and demotion

	TT 1. F	CARRED DI AMBINICA AND DELINI CONTROL	1								
	Unit-5	CAREER PLANNING AND DEVELOPMENT									
		ng & Development – Stages in Career Planning –Internal and I									
Mo	bility of Er	nployees —Meaning and Sources of Employee Grievance – C	Grievance								
Hai	Handling Systems – Meaning & Process of Collective Bargaining–Indiscipline, Settlement										
Ma	Machinery of Industrial Conflicts.										
	Unit-6	Contemporary Issues									
Exp	pert lecture	s, online seminars –webinars									
Tex	xt Book(s)										
1	Subba Ra	o.P, Personnel and Human Resource Management (Text and C	Cases) Himalaya								
	Publishing	g House2010									
2	C.B.Gupta	a Human resource Management Sultan Chand& Sons 2011									
Ref	ference Bo	oks									
1	Rao S. (20	014)essentials of Human Resource Management & Industria	l Management:								
	Text & Ca	ases. New Delhi: Himalaya Publication.	-								
2	VSP. Rao	- Human Resource Management									
3	B. Nandha	akumar- Industrial Relations Labour Welfare and Labour Law	s-Vijay Nicole								
	Imprints										
Rel	ated Online	e Contents [MOOC,SWAYAM,NPTEL,Websitesetc.]									
1	NOC: Pri	nciples of Human Resource Management–NPTEL									

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	e M	WE'S	// S	S	S	S	S
CO3	S	S	S	Simbatore	Shelled	M	S	S	M	S
CO4	S	S	S	EDUCATE TO ELEV	ATE M	S	S	M	S	S
CO5	M	S	M	S	S	S	S	S	S	S

S-Strong; M-Medium; L-Low

Cour			FINANCIAL MANAGEMENT	L	Т	P	C				
Code			For BBA/BBA(CA)/BBA(IB)/BBA(RM)								
Cor	re – X				-	-					
	-requis		Financial Accounting	Sylla Vers		Firs	t				
	ırse Ol	-									
			ves of this course are:								
			owledge of Finance Functions.								
			concepts of Capital Budgeting & Cost of Capital for Finan-	_		ons.					
			ess on the Capital Structure in which Financial Managemer	it opei	rate.						
1			derstanding of Dividend Decisions.	1.		. 1					
			edge using concepts, methods & procedures involved in W	orking	g Cap	ıtal					
	agemen		o Outcomos								
			se Outcomes:								
			d completion of the course, students will be able to:								
1			ss finance terms and concepts while communicating.]	K3				
2	Expla	in the	financial concepts used in making financial management d	ecisio	n.						
3	Use e	ffecti	ve methods to promote respect and relationship for financia	l deals	S.						
4	Utiliz	e info	rmation to maximize and manage finance.]	K4				
5	Demo	onstrat	te a basic understanding of Working Capital Management.]	K2				
K1-	Remen	nber; I	K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate;K6-C	reate							
Ur	nit:1		FINANCE FUNCTIONS (THEORY ONLY)								
Finar	nce Fun	ctions	s: Definition and Scope of Finance Functions-Objectives of	Finar	cial						
Mana	agemen	t - Pro	ofit Maximization and Wealth Maximization. Sources of Fi	nance	- Sho	ort-te	rm-				
Bank	source	es–Lo	ng-term-Shares – Debentures - Preferred Stock – Debt.								
	nit:2		INVESTMENT AND FINANCING DECISIONS								
			(PROBLEM ONLY)								
			: Meaning, objectives &techniques-Payback -ARR -NPV-				ity				
			ROBLEM ONLY). Financing Decisions: Cost of Capital-C			cific					
		_	l-Equity-Preferred Stock Debt-Reserves –Weighted Average	ge Cos	t of						
	,		PROBLEM ONLY)								
Ur	nit:3		CAPITAL STRUCTURE THEORIES LEVERAGE								
<u> </u>	1.0		(THEORY ONLY)		F1						
_			Meaning, objectives and Importance –Optimal Capital Struc	cture-	Theo	ry of					
		cture-	Operating Leverage and Financial Leverage.								
	<u>nit:4</u>	1 D.	DIVIDEND DECISIONS (THEORY ONLY)	• 1	1 D 1						
			idend policy: Meaning-Sources available for Dividends-Di	viaeno	1 Poli	icy					
			Dividend Policy— Models: Gordon & Walter's Model								
			KING CAPITAL MANAGEMENT (THEORY ONLY)		100						
	_	-	Management: Working Capital Management- concepts - im Vorking capital. Cash Management: Motives for holding ca	-		tivos	and				
			Management. Receivables Management: Objectives-Credi		U	uves	anu				
	it:6	i Casi.	Contemporary Issues	ι μοπ	.108.						
01	110.0				1						

Expert lectures, Online seminars & Webinars									
THEORY carries 80% Marks, PROBLEMS carry 20% Marks									
Text Book(s)									
I. M. Pandey - Financial Management									
P.V. Kulkarni - Financial Management									
Reference Books									
S.N. Maheswari - Management Accounting									
2 Khan and Jain - Financial Management									
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]									
NOC: Financial Management For Managers - NPTEL									

	0									
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	Т	P	С
Pre-requisit	te	Financial Accounting	Sylla Versi		Firs	st
Course Obj	ectives	S:				
The main ob	ojective	es of this course are:				
To acquire the	he kno	wledge of Financial Management.				
To learn diff	ferent o	concepts of Financing Decisions.				
To enable av	warene	ss on the Capital Structure in which Financial Management of	perate	e.		
To develop a	an und	erstanding of tools on Working Capital Management.				
To provide k	knowle	dge using concepts, methods & procedures involved in Budg	geting.			
Expected C			<u>. J</u>			
		completion of the course, students will be able to:				
1 Under	rstand	basic Accounting concepts and principles			K	3
		enerate Accounting and Inventory Masters, Vouchers and Ba	sic			
	rts in T	· · · · · · · · · · · · · · · · · · ·	.510		K	4
•		Advanced Accounting and Inventory in Tally. ERP 9			K	3
		lerstanding of Advanced Accounting and Inventory in Tally.	ERP 9	1		4
		basic concepts and practical application of VAT, CST, TDS			17	· T
	ce Tax	basic concepts and practical application of VAT, CST, TDS	and		K	2
		K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate;	K6 – (Creat	e	
Unit:1		INTRODUCTION				
	to T	ALLY ERP 9- Salient features – Accounting Features –	Enha	ncen	nents	
		ment- Components of TALLY ERP 9 – Creation and Alteration				
Unit:2		STOCK GROUPS			1 2	
Introduction	to S	tock Groups- Stock Categories - Stock Items- Godo	wns	– U	nits	of
Measuremen		-				
Unit:3		GROUPS				
Introduction	to Gro	oups – Ledgers – Voucher Type – Purchase Orders- Sales Or	ders –	Invo	ices.	•
Unit:4		REPORTS				
		Y ERP 9 -Working with Balance Sheet- Profit & Loss				
•		 Ratio Analysis – Trial Balance – Day Book. Introduc 			•	
	_	ries – Employee Groups – Employees- Attendance Produ	action	type	es- F	ay
	oll Vo	uchers Entry/ Transactions – Payroll reports.	1			
Unit:5	, 7	SERVICE TAX		7 1	A 1	1 1
		rvice Tax – Tax Collected at Source- Tax Deducted at Sou				
		ervice Tax- Activating GST for your company- Deactivating	VAI	, Exc	ise a	ınd
		es – Creating Tax Ledger-Expense Ledger- Party Ledger.				
		oorary Issues				
Text Book(s		lline seminars &Webinars				

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									
Rela	ated Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]									
1	https://onlinecourses.swayam2.ac.in/cec19_cm03/preview									

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

Cours	se Code		TAXATION LAW AND PRACTICE For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	T	P	С
Allie	d - IV		TOT BBA/BBA(CA)/BBA(IB)/BBA(RM)		-	+	
	requisite		RIIGINACC I AW	Syllal Versi		Firs	t
Cour	se Objec	tives:		1. 5-2-			
			nis course are:				
On su	uccessful	completion	of this course, the students should have understood F	Princip	f		
Direc	et and Ind	irect Taxes.					
Stude	ents will a	cquire kno	wledge on Calculation of Tax Procedures.				
		=	wledge on tax Procedures and Tax Authorities.				
			the administration of Indirect taxes and constitutiona	1 fram	ewor	rk of	
GST	ovide ini	owiedge on	the administration of indirect takes and constitutional	11411	 01	01	
	iira knowl	edge on the	e procedural compliance of tax.				
		rse Outcor					
			etion of the course, student will be able to:		1	т—	
1			tanding of theoretical and technical knowledge of tar apply through legislation, for both individuals and			K	32
2	Analyse, taxation	-	and transmit solutions to complex problems in r	elatio	n to	K	5
3	To effici		oute tax for Business and Profession and knowled	ge on	tax	K	3
4	To effici	ently handle	e indirect taxes and GST.			K	3
5	To be a p	otential per	rson on the procedural compliance of tax.			K	3
K1 -	Remembe	er; K2 - Un	derstand; K3 - Apply; K4 - Analyse; K5 - Evaluate; I	K6 – (Creat	e	
	nit:1		DIRECT TAXES				
Direc	t Taxes	at a Glanc	e: Basic concepts of Income Tax —General Princ	iples	of Ta	axati	on,
			and Indirect taxes-Important definitions under Incor				
			s of Charge-Income exempted from income tax-Head				
	nit:2		COMPUTATION OF INCOME				
Comp	putation o	f Income u	nder Salary and House Property. (Problems to be incl	uded)			
U	nit:3		INCOME TAX AUTHORITIES				
Comp	putation o	of Income	under Profits and Gains of Business or Profession	(Pro	blem	s to	be
inclu	ded). Inco	me tax Au	horities – Duties and their Powers.				
	nit:4		INDIRECT TAXES				
			nd Service Tax – Concept of Indirect Taxes at a gla				
		-	taxation; Indirect taxes in India – An overview; Pre-				
			tration of Indirect Taxation in India; Existing tax stru				
			ax GST': Basics concept and overview of GS	5T; C	onsti	tutio	nal
		GST; GST	Model – CGST / IGST / SGST / UTGST.				
U	nit: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.

Unit:6 Contemporary Issues

Expert lectures, Online seminars & Webinars

Note: THEORY and PROBLEMS shall be distributed at 60% & 40% respectively.

Text Book(s)

- 1 Bhagwati Prasad Income Tax Law & Practice
- 2 Dr. Girish Ahuja and Dr. Ravi Gupta Practical Approach to Direct & Indirect Taxes
- 3 Dingare Pagare Business Taxation
- 4 Balasubramanian Business Taxation

Reference Books

- 1 V. S. Datey Indirect Taxes Law and Practice (Taxman's)
- 2 Dr. Girish Ahuja and Dr. Ravi Gupta Systematic Approach to Taxation
- 3 S.R. Myneni Principles of Taxation & Tax Law Part 1

Online Content

https://onlinecourses.swayam2.ac.in/ugc19_hs27/preview

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

S – Strong; M-Medium; L-Low



Course Code					NT ACCO A(IB)/BBA(L	Т	P	С
Core - XII Pre-requisite		F	INANCIA	AL ACC	OUNTING	i r	Sylla Vers		Firs	st
Course Objec	tives:									
The main object	ctives of th	nis course a	re to:							
This course is					_		_			_
which will pro										
to effectively of			erial decision	ons in fu	nctional are	as like fina	ince ar	nd cos	ting.	
Expected Cou										
On the success	sful comple	etion of the	course, stu	dent will	be able to:					
	_	oncept of co		-	-			its of	K	1
		nt accountin							1,	.1
		neets for the		of stores	control the	ough econ	omic	order	K	2
		l material is							1,	
		al statemen	ts through	compar	ative and c	ommon siz	ze by	using	K	5
	nancial rati									
		ow and cash	flow state	ements by	y calculatin	g funds and	d cash	from	K	4
operations										
		lgets and ap	ply standai	rd costing	g for materi	al variance	s; mar	ginal	K	3
	r cost volu		70	- CV E	1 T/F	Г 1 .	T 7.6	<u> </u>		
K1 - Remembe							K6 -	Create	9	
Unit:1		NTRODUC	P. 2724 VIIII							
Meaning-defin										
Accounting-dia			Coumbatore	0.07		ccounting -	Elem	ents o	of co	st -
cost concepts a	and costs c		CS2 (VIII III 110 CSC) (II	W	•		1			
Unit:2					S CONTRO					C
Preparation of	cost sheet	-stores cont	rol- EUQ-	maximui	m, minimui	n, reorderi	ng lev	els-pr	ıcıng	01
materials issue						'RICE-met	noas	-iaboi	ır co	ost-
remuneration a Unit:3	and meenu	,			suons) ΓANALYS	etc				
	mont Anol						totom	anta	molr	7010
Financial state and interpretat										
firm compariso				ni oi ran	58-iiquiuity	, promaom	ty, soi	vency	/ — II.	псі
Unit:4		UND FLOV		HFLOV	V STATEN	TENT				
Fund flow ana					VOIAILIV	1121 (1				
Unit:5	<u> </u>	GINAL CO	<u> </u>		NDARD (OSTING				
Standard costi							osting	-cost	volu	me
profit analysis.	-	-					Journe	, 2000	, 514	
Unit:6	(=====================================	1001011	Contempo							
Expert lectures	s, Online se	eminars & V		J =8.			<u> </u>			
Text Book(s)	,									
1 /	2012) C	ost and Mar			7.71	مل مرمناها مناطع	ouga F)v 1 1 4	1	

2 *Jain S.P and Narang*, 2016. Cost Accounting Principles and Practice. Kalyani Publishers, New Delhi, 5th Edition.

Reference Books

1 Saxena and Vashisth: Cost and Management Accounting, Sultan Chand and Sons, New Delhi, 2008.

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

- 1 Mooc: https://www.mooc-list.com/course/managerial-accounting-cost-behaviors-systems-and-analysis-coursera
- 2 | E Books: https://www.icsi.edu/docs/webmodules/Publications/2.%20CMA-Executive.pdf

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 FORMANAGEMENT For BBA/BBA(CA)/BBA(IB)/BBA(RM)	L	Т	P	С			
Core- XIII Pre-requisite	Quantitative Techniques for Management	Syllab Versio		- Fir	st			
Course Object	tives:							
The main obje	ectives of this course are to:							
	roduce the basic concepts of research and apply the fundament	ntals of	sam	pling	5			
and	d scaling techniques along with methods of data collection.							
	arn the process of analyzing the collected data, interpretation,	report	writ	ing a	nd			
apj	plication of computers in research and documentation.							
F 4 10								
	rseOutcomes:							
	fulcompletionofthecourse, studentwillbeable to:							
1 Understan	Understandfundamentalconceptsofresearch, types and research process.							
2 Summariz	ethesamplingdesignandscalingtechniques.			K	2			
	Constructamethod fordatacollection andable toedit,code, classifyand tabulatethecollected data.							
	e collecteddatatoproveordisprovethehypothesis.			K4				
	nedataandpreparea rese <mark>archreport.</mark>			K				
1	r; K2 -Understand; K3 -Apply; K4 -Analyze; K5 -Evaluate; K6 -	Create		17				
Unit:1	INTRODUCTIONTORESEARCHMETHODOLOGY							
Research -Det online researc Defining a P Relating to Re	Finition-Significance—Criteria of Good Research—Types—Grown — Research Process—Selecting the Research Problem — Tectoblem -Research Design: Features of a Good Design - Seearch Design - Different Research Designs.	hnique	s Înv	olve	d i			
Unit:2	SAMPLINGANDSCALING							
	ign—Steps-Types-Sampling Errors and Non-Sampling Errors			C1	•			
Techniques.	e Size of the Sample - Scaling – Classification of Measureme	int Scar	es –	Scar	mg			
Unit:3	DATACOLLECTIONANDPREPARATION							
L L	Primary Data: Observation Method –Interview Method- Ques	 stionnai	re M	etho	<u></u>			
	thod-Online data collection methods-Collection of Secondary			Cuio	u			
	ethod – Data Preparation: Editing - Coding- Classification -							
Graphical Rep		2 000 07200	-011					
Unit:4	PROCESSINGANDANALYZINGOF DATA							
Hypothesis-B	asicConceptsConcerningTestingofHypothesis-							
Procedurefor	IypothesisTesting-ZTest -TTest-Chi-Square Test-ANOVA-A	pplicat	ion c	f				
	Problems Only).							
Unit:5	INTERPRETATIONANDREPORTWRITING							
Of the Research	Techniques -Precautions-Report Writing-Steps in Writing R ch Report-Types of Reports -Mechanics of Writing a Research	-	-	ut				
rrecautions fo	r Writing Research Reports – Plagiarism – Research Ethics.							

Unit:6	CONTEMPORARYISSUES									
Expertle	ectures, Online seminars & Webinars									
TextB	ook(s)									
1	C.R.Kothari, GauravGarg. 2019. ResearchMethodology (Methods & Techniques).									
	NewAgeInternationalPublishers,NewDelhi.4thEdition.									
2	S.P.Gupta.2017. Statistical Methods . Sultan Chand & Sons, New Delhi.44 th Edition.									
Refere	enceBooks									
1	Boyd and West fall: Marketing Research									
2	Gown M.C. Marketing Research									
3	Green Paul and Tall: Marketing Research									
	Online Content									
	https://onlinecourses.swayam2.ac.in/cec20_hs17/preview									

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

			RETAIL SUPPLY CHAIN MANAGEMENT							
Cou	rse code		FOR BBA(RM)	L	T	P	C			
Core	e XIV		- ()		-	-				
Pre -	– requisit	e	Nil Syllabus Revision							
Cou	rse Objec	tives:								
The	main obj	ectives of t	his course are:							
_			ding on Supply Chain Management.							
		-	of Supply Chain Management.							
_		_	wards procurement of Supply Chain.							
			ts of Logistics Management.							
			s faced in Supply Chain Management.							
		rse Outcor	mes: etion of the course, student will be able to:							
1						K 2				
			amentals of Supply Chain Management.			K2				
2	Understand the Operations of Supply Chain.									
3			methods of Procurement in Supply Chain.			K				
4	Understa	nd Logistic	s Management and Supply Chain Integration.			K2	<u> </u>			
5	Analyze the issues in Supply Chain Management.									
K1 -	Rememb	er; K2 - Un	derstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Create	e				
appr	oly Chain oaches to	Manageme SCM - Key	uction to supply chain management nt - Meaning, Definition, Need and Evolution - Trad rissues in SCM - Phases of SCM - SCM in Organiza	itiona tions.		Mod	ern			
Unit			CHAIN MANAGEMENT AND ITS OPERATION IN SCM: Type of Manufacturing Systems - Lean Manufacturing Systems -		turina	M	000			
			urcing - Service Operations Management - Man							
Dem		Outsot	irenig bervice operations wanagement wan	agmg	Supp	,1 y (ına			
Unit		PROCUR	REMENT FOR SUPPLY CHAIN							
			Chain: Type of Purchases - Inventory Models - I	nvent	ory C	ount	ing			
			Code - Materials Requirement Planning - Just In		-		_			
Man	agement I	nventory.								
Unit			ICS MANAGEMENT							
			Elements of Logistics Management - Supply							
			ail Logistics - Distribution Management and Strateg							
			ing and Warehouse Management Systems - Packag	ging f	or Log	gistic	cs -			
	•	•	PS and GIS Technologies.							
Unit			LISSUES IN SCM	and d	Naga F	\				
			orces behind Globalization - World Class SCM - W World Class Logistics Management (WCLM).	oria C	lass L	Jema	ana			
Unit		Contempor								
			minars – webinars							
	Book(s)	., omme 501	TI COMMEN							
1		Altair - Suj	pply Chain Management - Concepts and Cases, Pre	ntice	Hall o	f Inc	lia,			

Re	ference Books							
1	David Simchi Levi, Philip Kaminsky and Edith Simchi Levi - Managing the Supply Chain- The Definitive Guide, Tata McGraw Hill, 2004.							
2	David Burt, Donald Dobler and Stephen Starling - World Class Supply Management: The Key to Supply Chain Management, Tata McGraw Hill, Seventh Edition, 2006.							
3	Christopher Ryan, High - Performance Interactive Marketing, Viva Books Ltd., 2003.							
On	Online Content							
http	https://onlinecourses.swayam2.ac.in/imb20_mg29/preview							

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	S	S	S	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	M	S	S	S	S	M

^{*}S-Strong; M-Medium; L-Low



Course code		RETAIL OPERATIONS, SYSTEMS AND INVENTORY For BBA RM	L	Т	P	С					
Core - XV Pre-requisite	.	RETAIL SUPPLY CHAIN MANAGEMENT	RETAIL SUPPLY CHAIN MANAGEMENT Syllabus Version								
Course Obje	ctives	:	u .								
The main obj	ective	s of this course are to:									
Introduce stu	dents t	o the retail business environment.									
-		s basic functional skills and knowledge in a variety of reta		e scen	arios	.					
		lls in deepening inventory knowledge and retail operations									
Expected Co											
On the succes	sful c	ompletion of the course, student will be able to:									
		nowledge to students in concise and understandable form I learn and apply these concepts in their career for the grow		that	K1	L					
	To develop transferrable skills among the students for managing retail operation efficiently so that they could be ready to join the retail industry.										
	To provide brief insight about floor operation, product display, product handling, inventory management and retail sales.										
	The ability to perform service-related skills in providing basic customer service, problem-solving and communicating effectively										
5 Knowir	g var	ious issues associated with store operation, visual mer g, inventory management, retail sales etc.	chand	ising,	Ke	5					
		2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat	e						
Unit:1	ST	ORE LOCATION									
Choosing a S	tore L	ocation: Importance of location to a retailer – Trading Are	a Ana	lysis 1	egio	nal					
		eristics of the trading areas.									
Unit:2	SIT	TE SELECTION AND STORE LAYOUT									
of the availab	ole site	al site analysis and selection – Choice of a general locatice – Retail store layout – the circulation plan – space mix – Floor space management.									
Unit:3		EMENTS OF OPERATION MANAGEMENT									
Operations M	lanage	ment: Operating a retail business – operations Blueprint –	store	maint	enar	ice,					
Energy mana	geme	nt and renovations - Inventory management - store secu	ırity -	- Insu	ranc	e –					
Credit manag	ement	- Computerisation - Outsourcing - Crisis Management.									
Unit:4	RE	TAIL OPERATIONS									
_		operation: Store operating parameters – Using the strategic	e reso	urce n	node	l in					
		g a performance programme.									
Unit:5		VENTORY MANAGEMENT									
		nventory Planning – Return on inventory investments an									
	nagen	nent – Physical and perpetual inventory systems – retail n	nethod	l of in	vent	ory					
valuation.											
Unit:6		ntemporary Issues									
		ine seminars – webinars									
Text Book(s)											

1	Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall								
	of India, Tenth edition, 2006								
2	James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005.								
Ref	Reference Books								
1	Gibson G Vedamani - Retail Management - Functional Principles and Practice, Jaico								
	Publishing House, Second edition. 2004.								
2	Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing								
	Company Ltd., 2004.								
Rel	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://onlinecourses.swayam2.ac.in/imb20_mg29/preview								

	U									
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	S	S	S	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	M	S	S	S	S	M

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





Cou			ENTREPRENEURSHIP AND SMALL				
			BUSINESS MANAGEMENT	L	T	P	C
code	2		For BBA/BBA(CA)/BBA(IB)/BBA(RM)				
Core	e- XVI				-	-	
D			NI21	Syll	abus	T2:	
Pre-	requisite		Nil	Ver	sion	Firs	st
	rse Objec						
	5		course are:				
1.		ent Progra	ents to acquire the knowledge of Entrepreneurship, Entremmes, Project management, Institutional support to entrempt to entrempt.				
2.			wareoftheimportanceofentrepreneurshipopportunitiesav	ailable	inthes	ociet	У
Evn	ected Cou		vith the challengesfacedbythe entrepreneur				
			etionofthecourse, student willbe ableto:				
			preneur andwhat hisorhercharacteristicfeaturesare, what			17.1	
1			essfuland what qualities are required to be come an Entrepre			K 1	
2			heareasofentrepreneurial growthandequipwithdifferent	Jiicui.		K2	,
2			opmentprogrammes.			182	
3			isapowerful disciplineinthecoreareasofprojectlifecyclear	nd		+	
		•	sandrespons <mark>ibilitiesofaprojec</mark> tmanager.			K3	3
4			fitsofdeliveringtheprojectidentification and selecting the			17.5	
	successful	projectwit	hthevariousguidelinesissuedbytheauthorities.			K5)
5	Classifyth	evariousso	purcesofbusinessfinanceandidentify thedifferentinstitution	ons		K4	1
	thatsuppor	rtingentrep	oreneurs. The Han Willes 18			IX-	F
K1-l	Remember	r; K2 -Und	erstand; K3 -Apply; K4 -Analyze; K5 -Evaluate; K6 -C	reate			
Unit	::1	CONCE	EPTOFENTREPRENEURSHIP				
Mea	ning of Er	ntrepreneu	rship – characteristics, functions and types of entre	prene	urship) —	
Gree	en Entrepro	eneurs – I	Digital Entrepreneurs –Entrepreneurial Motivation -	– Nee	d for		
Achi	ievement [Theory-R	isk-taking Behaviour–Innovation and Entrepreneur	– Rol	e of		
entre	epreneursh	nip in ecor	nomic development.				
Unit	::2	POLIC	Y&INSTITUTIONALECOSYSTEMFOR				
		ENTRE	PRENEURSHIP				
Fact	ors affecti	ng entrepi	reneur growth -Economic-Non-economic .Entrepre	eneurs	hip		
Deve	elopment l	Programm	nes- Need - Objectives -Course contents - Phases -				
Eval	uation. – l	Institution	al support to entrepreneurs.				
Unit	::3	BUSINI	ESSPLAN				
Intro	duction to	Small B	usiness: Evolution &Development–Meaning–Cond	epts -	-Cate	gorie	S
			l business Role, importance and responsibilities of				
			s and incubating; Technical Assistance for small be				
Dron	aration of	Feasibilit	y Reports, Legal Formalities and Documentation				

Un	it:4	PROJECTIMPLEMENTATION	
Bu	siness Plar	- Outline - Components - Marketing strategy for small bu	siness – Market
Su	rvey–Mark	et Demands–Sales forecast – Competitive Analysis–The ma	arketing plan –
Ma	arketingAs	sistancethroughgovernmentalchannels–RiskAnalysis–Break	evenanalysis
Un	it:5	ENTREPRENEURIALFINANCE	
Sta	rt-up costs	- The financial Plan - Source of finance for new ventures -	– small business –
Ins	titutional f	inance supporting SSIs —bounties to SSIs —Venture Capital	-basic start-up
Pro	oblems – N	eed for Angel investors.	
Un	it:6	Contemporary Issues	
Ex	pert lectu	res, online <mark>semina</mark> rs –webinars	
Te	xtBook(s)		
1	KhanM.A	-Entrepr <mark>eneurshi</mark> pDevelopment Programmes <mark>inIn</mark> di <mark>a,Delhi,K</mark> anisl	nkaPublishing
	House.		
2	•	andSrin <mark>ivasanN</mark> .P,199 <mark>2,Entre</mark> preneurshipDev <mark>elo</mark> pment,NewDell,	ni,SultanChand
	andSons.	The street of th	
Re	ferenceBo	oks	
1	MishraD.l	N.,1990,Entr <mark>epreneurship,Entrepreneur Developmentan</mark> dPlanning	ginIndia,
		,ChughPublis <mark>hers.</mark>	7
2		& Liedholm, C. Thedynamics of microands mall enterprises indeven	loping
	countries.		
Re		neContents[MOOC,SWAYAM,NPTEL,Websitesetc.]	
1	-	1.100.133.129:81/econtent/Uploads/Entrepreneurship_Deve	* *
2	https://ww	w.mooc-list.com/course/essentials-entrepreneurship-thinking-ac	tion-coursera

Mapping with Programme Outcomes Superintered 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	RETAIL ADVERTISING AND	L	Т	P	C					
code	PROMOTION For BBA (RM)			+						
Core – XVII Pre-requisite	Marketing Management	Syll: Vers	- abus sion	- Firs	st					
Course Objectives:		V C1	31011							
,	f advertising and promotion that affects Retail busi	ness wo	orld							
	vertising and sales promotion as a marketing tool.									
	appropriate selection of media for advertising and									
Synthesize information r	regarding testing the effectiveness of advertising an	d sales	promo	otion						
Expected Course Outco	omes:									
•	etion of the course, student will be able to:									
1 To identify adverti	sing mediums, traditional, new and experimental in	retail.		K 1						
2 To Understand the	function of Advertising Agencies			K1						
3 To Understand the	erstand the principles of advertising layout and campaign									
4 To Apply various sales promotion strategies and techniques										
5 To enable to manage to Sales force										
	nderstand; K3 - Apply; K4 - Analyze; K5 - Evalua	te; K6	– Crea	ite						
Unit:1 INTROD										
Advertising in retailing:	Advertising principles-steps in planning a retail a	dvertis	ing ca	mnai	σn_					
advertising for the retail		auverus	ing ca	шраг	gn-					
	TISING COPY									
Media and copy decision	ns: Media objectives-planning and budgeting-adv	ertising	g evalı	ation	-					
creating and producing c										
	TION MIX									
	rategy: Promotional objectives, promotional b	udget,	select	ing	the					
	menting the promotional mix. PROMOTION									
· · · · · · · · · · · · · · · · · · ·	promotion: Role of sales promotion-types of sales	es pro	motion	1						
evaluating sales promoti		r								
Unit:5 PERSON	AL SELLING									
C I	plicity: Publicity and special events-role of person	al selli	ng in							
retailing-process in perso	Č									
l	MPORARY ISSUES									
Expert lectures, online so Text Book(s)	emmars — weomars									
	es and Spoone, Janice Ha-Retail Fashion Promo	tion an	d Adv	ertisi	ng,					
	on, New Delhi, First Edition, 2003.									
Reference Books										
	Appannaiah-An Introduction to Advertising and	Marke	ting R	Resear	ch,					
Himalaya Publishing										
2 Patrick M Dunne, R	obert F. Lusch and David A. Grififth-Retailing,									

- Thomson Asia Pvt. Ltd. 2002. Gillespie, Hecht and Lebowitz-Retail Business Management, McGraw Hill Book Company, Third Edition, 2002.
- 4 Dr.Barani Kumar, Advertising & Sales Promotion. 2015

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

1 https://onlinecourses.swayam2.ac.in/cec20_ge07/preview

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	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	M	S	S	M	M	M	S	S	M	M
CO5	M	S	S	M	M	M	S	S	M	M

^{*}S-Strong; M-Medium; L-Low



Course code		L MANAGEMENT R BBA (RM)	L	T	P	C
Core - XVIII				-	-	
Pre-requisite	RETAIL SUPPLY	Y CHAIN MANAGEMENT	•	Syllabus Version		

Course Objectives:

- 1. To introduce the role and importance of Channel management in business world.
- 2. To develop marketing skills and career at global level by understanding their channels strategy.
- 3. To understand the channel methods of marketing and channel members and its impact in international organization
- 4. To apply and develop retail channels and handle the conflicts efficiently
- 5. To provide knowledge on global channel management for business competitiveness

Expected Course Outcomes:

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

1	Understand various channel management concepts and the functions at various levels of business	K1
2	Identify and understand the various types of channels and their participants and functions	K1
3	Interpret how a good channel structure and coordination is needed for effective business	K2
4	Understand the various types of channels strategy and how to apply in retail business decision making process	K2
5	Estimate and promote efficient and optimal utilization of resources through proper channels	К3

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

Unit:1 INTRODUCTION

Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure.

Unit:2 Channel Strategy

Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels.

Unit:3 Channel Development

Channel development and marketing: Negotiations in marketing-negotiation strategy channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction.

Unit:4 Issues in Channel Management

Issues in retail channel management: Channel dynamics-impact of information age information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation.

Unit:5 Channel Institutions

Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services. Retail organizations- independent retailers-chain retailers-leased departments- franchises integrated and consumer co-operatives.

Unit:6 CONTEMPORARY ISSUES

Expert lectures, online seminars – webinars

Text Book(s)

1 Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002

Reference Books

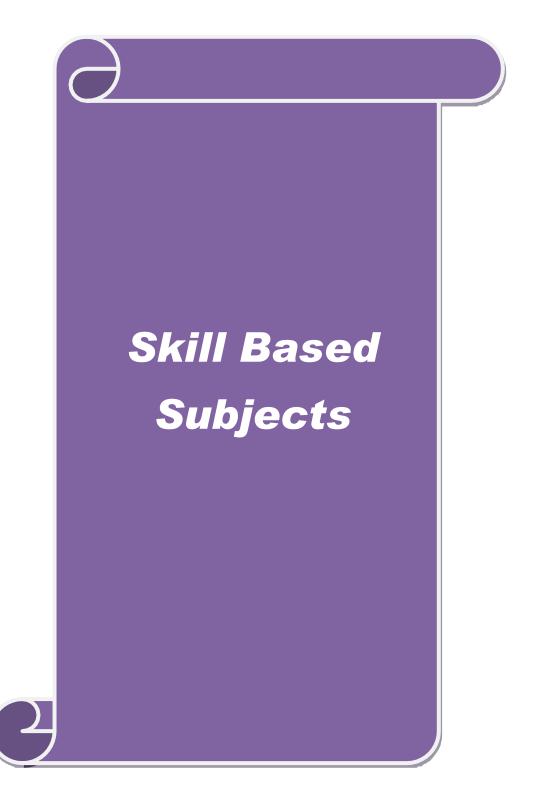
- Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India Sixth Edition, 2003.
- 2 Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006.
- 3 | Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003.

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

1 https://onlinecourses.nptel.ac.in/noc20_mg13/preview

COS/POS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	AS UNIVE	Sign	S	S	S	S	S
CO2	S	S	S	LIM DELEVATE	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



Bachelor of Business Administration (BBA) <u>ALL</u> streams <u>Skill Based Subjects</u> 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		C	AMPUS T	O CORPO	RATE	L	Т	P	C
Course coue		For BI	,	, ,)/BBA(RM)	L	1	•	
			Skill Bas	sed Subject	- 3	G 1	<u> </u>		
Pre-requisite			Commu	nication Sk	ills		abus sion	Firs	st
Course Object									
The main obje									
		s to present hir		ployable ca	ndidate				
		ry requirement							
-		ess etiquette ar							
		and logical abil	lities						
5. Set up a r									
Expected Cou			oumaa atud	ont will bo	hla tar				
On the success	•			ent will be a	able to:		I		
		ustry expectati						K	1
		portance of etic	-					K	2
3 Able to de	ı C								
4 Demonstr	rate a goo	d command in	respondin	g to any que	eries			K	4
5 Achieve t	5 Achieve the desired result thro proper evaluation of competencies and be creative								5,
		i	is a superior	C.	•			K	6
K1 - Rememb	er; K2 - U	Understand; K	3 - Apply;	K4 - Analy	ze; K5 - Evalua	te; K6 –	Creat	te	
Unit:1	Organis	ational Cultur	re 💮	THE THE STATE OF T					
Culture, Cultu	ıral traits,	personality an	nd behviou	r, s <mark>oc</mark> ializati	on - Exercises				
Unit:2		s etiquette and							
Etiquette, busi	iness attir	e, requirement	s, confider	ice building	, pleasing man	nerisms,	greeti	ngs a	and
salutations, ne	_		Si Sibsuurion 2-	LIT DE LE					
		g aptitude skill							
					tnership, profit				
-	terest, av	erage, time ai	nd distance	e, permutat	ion and combi	ınatıon,	proba	bility	/ —
Exercises	X 7. 1. 1.	1. •1•4							
Unit:4	Verbal a						4004		~~.
synonyms, gra		,	1	*	rearrangement	, cioze	iesi, a	ınaro	gy,
	Logical		uii - Exerci	568					
			re calenda	re blood r	elations, staten	nents an	d ara	ıımeı	nte
syllogism, alpl	_	-	c, carcilda	113, 0100 u 1	ciations, staten	iiciits aii	u arg	umcı	113,
Unit:6	naoet test		TEMPOR A	ARY ISSUI	ES				
I.	ousiness c				al adaptability, i	multi-cu	ltural		
environment.			_ /	3611611					
Text Book(s)									
1.	ndran K.k	K., and K.K. Ka	arthik, Pear	rson Educat	ion, 2016				
					p to employabil	lity, Sag	e		
publicatio	ns, 2015	-							

Re	ference Books								
1	Barun K. Mitra, Personality Development and Soft Skills, Oxford Higher Education, 2012								
Re	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1	https://services.india.gov.in/service/detail/career-informationassessment-tests								

2: 2 to p p 22	-8	2 2 9 2 3 2 2 2 2		0011100						
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	Т	P	С
		For BBA/BBA(CA)/BBA(IB)/BBA(RM)		+	
		Skill Based Subject-4	- ha		
Pre-req	uisite	Sylla Vers		Firs	t
	Objectives				
		s of this course are to:			
		dents to understand the importance of soft-skills.			
	-	ent soft skills to be an employable person.	1	, •	
		competitive edge and increasing the chances of recruitment and	selec	tion.	
_		Outcomes:			
		ompletion of the course, student will be able to:		T	
		e various organizational entry level skill requirements		K	<u> </u>
		e need for different skill requirement at different occasions		K	(2
3 Ab	le to approp	priately respond to the situation during recruitment and selection		K	X3
4 De	monstrate a	good command in work environment		K	4
5 Ac	hieve the de	esired result of a good employability		K	5,
				K	6
K1 - Re	member; K	2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 -	Crea	te	
Unit:1	Eme	otional Intelligence			
Emotio	nal intellig	ence, emotional quotient, ability to understand, use manage o	wn e	motic	ons,
positive		ieve stress, empathy and resolving conflict – Exercises			
Unit:2		m Spirit and Growth			
	-	h mindset, high performing teams, trust and mind alignment,	focu	s, tai	get
		me compliance.			
Unit:3		nness to Feedback			
Feedbac		ng negative feedback, improving self-awareness, criticis	m-typ	oes	and
Unit:4	ning the sho	ptability			
		ning and nature, change in thought process, willingness	to to	ko r	iolz
-	•	towards open mindedness, continuous learning	io ia	KC I	15K,
Unit:5		rk Ethics			
		s, reliability, dedication, discipline, productivity, cooperati	on. i	ntegr	itv.
		essionalism.	· · · ·		10),
Unit:6		CONTEMPORARY ISSUES			
Interacti	on with ex	ecutives, success stories of professional and business people.			
Text Bo	ok(s)				
		man, Shalini Upadyay, Soft skills: Key to success in workplace, 1 st Edition 2017	Cenga	age	
	ce Books	1 Danion 2017			
1 Bar	un K. Mitra	a, Personality Development & Soft Skills, Oxford Higher Educat	ion, 2	012	
•		ontents [MOOC, SWAYAM, NPTEL, Websites etc.]	•		

https://learnenglish.britishcouncil.org/skills

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
	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
Campus to Corporate	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
S	SDRN's originality and maintenance

A note

Various activities /practices/games and role-plays adopted in this skill development subjects are to be recorded in the SDRN. The aforesaid aspects are only guidelines and it may be altered/added/deleted to suit the ground realities. The above listed delivery strategies are purely suggestive and situational demands may warrant a distinctive and unique approach which can be adopted to suit the local conditions. Such practices may be documented and shared among the colleagues so that novel and new methods of this skill-builder can be spread to all concerned. However, ensure the fulfillment of the objectives to get the desired learning outcomes.

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

SUGGESTED BOOKS FOR REFERENCE

Study Guides Basic Business Communication: Skills for Empowering the Internet Generation by Lesikar&Flatley.

Business Communication: The Real World and Your Career. By Seguin

Business Communication: Process and Product by Mary Ellen Gaffe and Dana Loewy

Contemporary English Grammar, Structure and composition By David Green - Macmillan

Creative English communication by N. Krishna swami and T. Shiroma

Good English in Business A P H Publishers.

Getting from College to Career: Your Essential Guide to Succeeding in the Real World by Lindsey Pollack

Soft Skills Enhancing Employability: **Connecting Campus With Corporate** by M.S. Rao. I.K. International

Effective Communication and Soft Skills by Bhavnagar

Spoken English – A self-learning Guide to Conversation Practice (Audio) by V. Sasikumar, P.V. Dhamija.

Sparkplug to Creative Communication (eBook) by Littleton, John

Let's Talk: Negotiation & Communication at the Workplace by MuktaMahajani

The Power of Focus for College Students by Luc D'Abadie, Les Hewitt, Andrew Hewitt (Health Communications - 2005)

The Power of Focus for College Students by Trump Donald (Westland - 2006)

Enhancing Employability @ Soft Skills by Varma

Personality Development and Soft Skills by Barun K Mitra

INSTITUTIONAL TRAINING *

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

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

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

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

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

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

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

Evaluation Method:

There shall be a university-approved comprehensive viva-voce examination at the end of fifth semester. Students shall maintain a [Institutional Training Record – ITR] individually for the purpose of the oral examinations.

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

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





Pre-requisite	Business Law	Syllabus Version		Firs	st
Elective- I (A)			-	-	
code	FOR BBA, BBA CA ,BBA RM AND BBA IB	L	1	1	
Course	INTELLECTUAL PROPERTY RIGHTS	т	т	D	C

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	К3
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 t	to Copyright - Conceptual Basis - Copy Right And Related Rights - Author &								
Ownership of	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								
GEOGRAPHI	CAL INDICATIONS: Concept of Appellations of Origin, Indication of Source and								
Geographical 1	Indication – What is a geographical indication? How is a geographical indication								
protected? Wh	ny protect geographical indications? Classical examples and its case study NEW								
PLANT VARI	IETIES: 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	t? How long do the breeder's rights last? How extensive is plant variety protection?								
Unit:6	Contemporary Issues								
Expert lectures	s, online seminars – webinars								
Text Book(s)									
1 INTELLE	CTUAL PROPERTY RIGHTS Text and Cases: Dr. R. Radhakrishnan, Dr.								
S. Balasut									
Reference Boo	oks								
1 Intellectua	al Property Patents, Trade Marks, & Copy Rights - Richardstim								
Related Onlin	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]								
1 https://npt	tel.ac.in/courses/110/105/110105139/								

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 FRANCHISE OPERATIONS MANAGEMENT FOR BBA (RM)								L	Т	P	С
	ctive – I (-requisite	<u>, </u>	Retail	Operations	s, System	ns and Inve	ntory	Sylla Vers		- First	
Cor	ırse Obje	ctives:						VEIS	1011		
			ccess factors	s for manag	ring a frai	nchise.					
				franchise in							
	_				•	in franchisi	ng				
		urse Outc		•							
				course, stu	ident will	be able to:					
1	Define t	he concept	and pros &	cons of fran	nchisee o	ntion				K1	
2				ocess of frai		F				K1	
3						isee, Resolv	e the con	flict		K2	
	-		& franchis		22 Hunon		2 1110 0011			1.2	•
4			marketing pl							K2	·
5	_				al Marke	t entry strate	egies			K3	3
	•					nalyze; K5		2. K6	Cran		
Uni		DC1, IX2 C	macristana,	тьэ түргу	, IXT 11.	maryze, 113	Lvaluati	<u>, 110</u>	Cico		
Inte Uni Mar Fran Disa	rnational t:2 naging F nchising advantage	Franchise (Franchise Steps sto Franchise	Overview Business involved	Thresho in prepa	old Busi aring for	ness Issue or franchis ements of	s – Th	ne Fea	asibili ntages	ty c	of d
Uni		Evaluation									
Cho fran Sele Fran	oosing Frachising ecting, and achise Bush	ranchisees: — Multiplend Manag	What's the unit from the transfer of the trans	ranchising	– Key Understaı	Sources Franchisis nding Chai g	ng Polic	cies -	- Re	cruiti	ing,
Uni											
Ben Prod	efits of B cess – Ru	rand name inning a Fi	e – The Fut ranchise –N	ure of Fran	chising - & Manag	— Franch The France Ting a France	hise Busi	iness F	Plan &	Mai	rket
Uni	t:5										
Lev Dev	el Franci elopment	hising – /Encroachr	Company ment – The	Owned S	stores Position	Provided – Multi-Connn – Financo Ct	ncept Fr	anchis	es –	Mai	rket

Un	it:6	CONTEMPORARY ISSUES							
Ex	pert lecture	es, online seminars – webinars							
Te	xt Book(s)								
1	Norman, (2006). Franchising. USA: Kaplan Publishing								
Re	ference Bo	ooks							
1	Bisio,R.	2011). The Educated Franchisee . Bascom Hill Publishing							
2	Fairbourn	e, J. Gibson, S.W., Micro Franchising: Creating wealth at the	bottom of the						
3	Pyramid.	Edward Elgar Publishing							
Re	lated Onli	ne Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	https://or	linecourses.swayam2.ac.in/imb20_mg29/preview							

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

	CUSTOMER RELATIONSHIP							
Course code	MANAGEMENT	L	\mathbf{T}	P	C			
Course code	FOR BBA ,BBA IB AND BBA RM		1	•				
Elective- I (C)			-	-				
Pre-requisite	Marketing Management		abus ision First					
Course Objective	: To enable the students to learn the basics of	f Customer	Relat	ions	hip			
Management								
•	essful completion of the course the students should	have:						
	tionship Marketing							
2. Learnt Sales For								
3. Learnt Database								
Expected Course								
	ompletion of the course, student will be able to:		K2					
	Understand the Basics of Relationship Marketing							
2 Understand C	RM		K2					
3 Understand S	les Force Automation		K2					
4 Understand V	lue chain		K2					
5 Understand M	arketing Database		K2					
K1 - Remember; K	2 - Understand; K3 - Apply; K4 - Analyze; K5 - Ev	aluate; K6 –	Creat	e				
Unit:1 Ba	ics of Relations <mark>hip Marketing</mark>							
Overview of Relat	onship marketi <mark>ng – Basis of buil</mark> ding relationship	- Types o	f relat	ions	hip			
marketing – custon	er life cycle							
	oduction to CRM							
	and evolution of the concept – CRM and Relation	nship mark	eting -	- CI	RM			
	te of customer divisibility in CRM							
	s Force Automation Officer 10 steel 18	N. F. 1 . 1 . 3	<u>-</u>					
core beliefs – CRM		Marketing N	lanage	emer	1t –			
Unit:4 Va	ue chain and Vendor selection							
Value Chain – cond	ept – Integration Business Management – Benchma	rks and Met	rics –					
	gnment with customer eco system – Vendor selection	n						
	rketing Database							
	g - Prospect database - Data warehouse and Da							
	p technologies – Best practices in marketing Technologies	ology – Indi	an sce	nario).			
Contemporary Iss								
Reference Books	ne seminars – webinars							
	olotionship Morketing McCross IVII 1007							
	elationship Marketing – McGraw Hill, 1997							
2. Paul Green Be	g – CRM – Tata McGraw Hill, 2002 Philip Kotler	marketing m	anage	men	t			
Online conten								
https://onlinec	urses.swayam2.ac.in/imb19_mg10/preview							

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 FOR BBA (RM) Elective –I (D) L T F	Pre-requisite	Marketing Management	Sylla Vers		Firs	st
Course code	Elective –I (D)			-	-	
BRAND MANAGEMENT	Course code		L	T	P	C

Course Objectives:

The main objectives of this course are:

To give a basic understanding on Brand and its implications.

To examine brand concepts and explain the purpose of branding.

To know the importance of positioning the Brand.

To acquire knowledge on Brand value.

It also helps in understanding various branding strategies.

Expected Course Outcomes:

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

1	Learn the fundamentals of Brand Management.	K2
2	Students will understand the Principles of Branding, Role of Brands, Elements and	K2
	components of Brands.	
3	The ways and methods of brand success will be learnt by students	К3
4	Students will understand the ways to create Brand Value	K4
5	The Implications of Planning, Implementing and Evaluating Branding Strategies	K5
	will also be learnt by the students.	

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

Unit:1 INTRODUCTION TO BRAND MANAGEMENT

Introduction to the concept of Brand Management - Evolution of Brands - Functions of Brand - Role of Brand-Advantages of Brand - Creation of Brands - Challenges to Brand Builders - Steps in Brand Management Process

Unit:2 BRANDING CHALLENGES AND OPPORTUNITIES

Branding Challenges and Opportunities:Brand Positioning- Evolution of Brand Positioning - Positioning Guidelines - 3C's of Positioning - Competitive Positioning - Positioning Strategy - Brand Success

Unit:3 CREATING BRAND VALUE

Defining Brand Values - Internal Branding - Steps in Building Brands - Brand image dimensions - Building Superior Brands - Brand Equity - Meaning- Sources - Brand equity Assets & Liabilities - Establishing Effective Brand Equity Management Systems

Unit:4 PLANNING AND IMPLEMENTING BRAND MARKETING

Planning and implementing Brand Marketing – Choosing Brand Elements – Measuring and Interpreting Brand Performance – Brand Value Chain – Brand identity –Need for Identity – Dimensions of Brand Identity

Unit:5 IMPLEMENTING BRAND STRATEGIES								
Implementing Brand Strategies - Brand Product Matrix - Breadth and Depth of Branding								
Strategy - Brand Hierarchy - Brand Extensions - Advantages and Disadvantages - Leveraging								
Brand Knowledge – Meaning – Dimensions - Choosing Brand Elements – Logos and Symbols								
and benefits – Slogans and Benefits								
Unit 6: Contemporary Issues								
Expert lectures, online seminars – webinars								
Text Book(s)								
1 Kelvin Lane Keller, Strategic Brand Management, Prentice Hall India, 2003.								
2 Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education								
Limited, Second Edition, 2007.								
Reference Books								
1 Jean Noel Kapferer, Strategic Brand Management, Prentice Hall, 2004.								
2 Michael Moon and Doug Millison, Building Brand Loyalty in the Internet Age, Tata								
McGraw Hill, 2000.								
3 Ajay Kumar, Brand Management Text and Cases, India Book Distributors, 2000.								
Online Content								
https://onlinecourses.swayam2.ac.in/imb19 mg04/preview								

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 TRAITH	MNIVERS	S	S	S	S	M	S
CO3	S	S	S OFFICE OF THE STATE OF THE ST	C Statore	S	S	S	S	S	S
CO4	M	S	M	A7 SO ELEVATE	S	M	S	M	S	S
CO5	M	S	S	S	S	M	S	S	S	S

^{*}S-Strong; M-Medium; L-Low

Course	APPLICATION OF IT IN BUSINESS	T								
code	FOR BBA, BBA (IB), AND BBA (RM)	T	P	C						
Elective- I (E)										
Pre-requisite	NII	Syllabus Version First								
Course Objectives:		<u> </u>								
need for digital transform 1. Artificial Ir	nd Data Analytics	ndustry	4.0,							
Expected Course Outco	omes:									
On the successful compl	letion of the course, student will be able to:									
1 Understand the drivers and enablers of Industry 4.0										
2 Appreciate the sm smart services	nartness in Smart Factories, Smart cities, smart product	s and	K2)						
3 Able to outline the an Industry 4.0 wor	various systems used in a manufacturing plant and their r	ole in	К3	}						
	ver of Cloud Computing in a networked economy		K4							
	portunities, challenges brought about by Industry 4.0 ar ndividuals should prepare to reap the benefits	nd how	K5	í						
	Inderstand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6	– Crea	te							
Unit:1 Industry										
Technologies of Industry Things - Cyber Security	dopting Industry 4.0 - Definition — Goals and Design y 4.0 — Big Data — Artificial Intelligence (AI) — Industri — Cloud — Augmented Reality									
	l Intelligence									
Foundations of AI -The and Tools - Associated T	Artificial Intelligence (AI) – What & Why? - History AI - environment - Societal Influences of AI - Applicate Fechnologies of AI - Future Prospects of AI - Challenges of and IoT	ion Do								
0	Data Evolution - Data: Terminologies - Big Data Definition	ns - Ess	entia	ıl of						
· ·	0 - Big Data Merits and Advantages - Big Data Compos									
•	ata Processing Frameworks - Big Data Applications - B		_							
•	k: Big Data in Data Science - Big Data in IoT - Big D	_								
•	Databases - Big Data Use cases. Big Data in Social Cause									
	es and Skills -Big Data Roles - Learning Platforms; Int	_								
•	IoT - Architecture of IoT - Technologies for IoT - I			_						
	ons of IoT - Security inIoT	1								
Unit:4 Applicat	ions and Tools of Industry 4.0									

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 **Contemporary Issues** Unit:6 Expert lectures, online seminars – webinars Text Book(s) Higher Education for Industry 4.0 and Transformation to P. Kaliraj, T. Devi, Education 5.0, 2020 **Reference Books** Alasdair Gilchrist, Industry 4.0: The Industrial Internet of Things, APRESS

Mapping with Programme Outcomes

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

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

https://onlinecourses.nptel.ac.in/noc20 cs69/preview

^{*}S-Strong; M-Medium; L-Low



Course			ER BEHAVIOUR	L	Т	P	C
Code		FOR BBA, B	BA IB AND BBA RM				Ľ
Elective- II (A)						
Pre-requisite	2	Marketi	ing Management	_	abus sion	Firs	st
Course Obje	ctives:						
1. Present ma	terial relatir	g to the topics both vo	erbally and in written form.				
	eting this	ourse, students will:	Appreciate the challenge	s facing	in c	onsui	mer
behaviour;							
			g to consumer behaviour				
_		es towards consumer	f saustaction. f consumer behaviour theory	67			
Expected Co			consumer behaviour meor	y.			
		ion of the course, stu	dent will be able to:				
		fluences in consumer				K2	
			ehaviour influences and the	in		IX2	_
relations		different consumer o	enaviour minuences and the	:11		K2	2
			viounthoonios and someonts	40 0	4: ~	+	
		ce of consumer benav	viour theories and concepts	то тагке	ung	K3	3
decision		1: .: .: .: .: .: .: .:	1			17.	
		te combinations of th				K 4	+
_		ethical implications	of marketing actions on cor	isumer		K5	5
behavio		The state of the s	THE CONTRACTOR OF THE CONTRACT				
			; K4 - Analyze; K5 - Evalu	ate; K6 -	- Crea	te	
Unit:1	INTROD	JCTION RATHIAR U	Wife.				
Introduction -	Consumer	Behaviour — definiti	on - scope of consumer beha	aviour —	- Disc	ipline	e o
consumer bel	naviour — C	ustomer Value Satisfa	action — Retention — Marl	keting et	nics.		
Unit:2	CONSUN	ER RESEARCH					
Consumer res	search — P	radigms — The prod	cess of consumer research	- consun	ner mo	otivat	tion
		•	ves — consumer perception				
Unit:3	1	ER LEARNING					
Consumer Lo	earning —	Behavioural learning	theories — Measures of	consume	r lear	ning	_
	_	nation — Strategies f				C	
Unit:4		CLASS CONSUME					
			le Profiles of consumer cla	sses — (Cross	Culti	ıra
Customers Bo		=	. I I TOTAL OF COMMUNICATION		21000	- 4111	U
Unit:5		ER DECISION MA	KING				
	l .		eadership — Dynamics —	- Types	of c	onsui	me
		del of Consumer Dec	•	- J P 68	J. V	J 110 WI	
Unit:6	1	PORARY ISSUES					
				1			

Text Book(s)

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice -Hall of India, Sixth Edition, 1998.

Reference Books

- 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
- 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 லக்கழக	S	S	M	M	S	S

Course code		INDUSTRIAL RELATIONS AND LABOUR LAW	L	Т	P	C		
		FOR BBA, BBA(CA) BBA(IB) & BBA(RM)						
Elective- II (B	3)			-	-			
Pre-requisite		Human Resource Management	Sylla Vers		First			
Course Objec	tives:							
The main obje	ctives of this	course are to:						
-	_	on industrial relation, determines of industrial rela	ition a	nd in	dust	rial		
	cenario in Ind		1	-4-14	- 4	1 .		
	IR managem	s to acquire knowledge of trade unions, legislation	on rei	atea t	o tr	ade		
	_	standing of various Industrial Disputes Act, The	Pavme	ent of	Wa	ges		
-	actories Act	ountains or various manageria. 2 ispanes 1100, 1110 is		01		6 •5		
Expected Cou	rse Outcome	es:						
On the success	ful completion	on of the course, student will be able to:						
1 Develop	an understand	ding on industrial relation determinates of IR and I	R scer	nario	K1			
in India.								
2 Develop	skill in negot	iation with unions and conflict resolution.			K2	,		
3 Handle g	rievances.	, நல ^{லக்க} ழகம்			K3	;		
4 Develop	skill in collec	ctive bargaining.			K4			
5 Know th	e application	of Industrial dispute Act 1947and The Employ	yee's S	State	17.5			
Insurance	e Act, 1948.				K5	1		
K1 - Remembe	er; K2 - Unde	erstand; K3 - Apply; K4 - Analyze; K5 - Evaluate;	K6 –	Creat	e			
Unit:1	INTRODU	CTION TO INDUSTRIAL RELATIONS						
Industrial relat	ions - industr	ial disputes - causes - handling and settling dispute	s - em	ploye	ee			
		nce handling - causes for poor industrial relations -						
Unit:2	COLLECT							
	PARTICIP	PATION						
Collective Bar	gaining: - Co	oncept - Principles and forms of collective bargai	ning -	Proc	edui	re -		
conditions for	effective coll	ective bargaining - worker's Participation in manag	ement	t.				
Unit:3	FACTORI							
	COMPENS	SATION ACT						
Factories Act	948 - The W	orkman's Compensation Act, 1923.						
Unit:4	THE IND	OUSTRIAL DISPUTES ACT AND THE						
	TRADE U	NION ACT						
The Industrial	Disputes Act	1947 - The Trade Union Act, 1926.						
Unit:5	THE PAY	YMENT OF WAGES ACT AND THE						
	EMPLOYE	EE'S STATE INSURANCE ACT						
	•	1936 - The Employee's State Insurance Act, 1948	•					

Uni	it:6	Contemporary Issues						
Exp	pert lectures	, online seminars – webinars						
Tex	kt Book(s)							
1	P.C.Tripat	hi - Personnel Management & Industrial Relation						
2	B.Nandhal	kumar - Industrial Relations Labour Welfare and Labour Laws -	-Vijay Nicole					
	Imprints							
3	N.D Kapoor – Industrial Law.							
Ref	ference Boo	oks						
1	R.Venkata	pathy&AssissiMenachery - Industrial Relations &Labour Legislatio	n					
	- Aditya P	ublishers.						
2	Srivastava	- Industrial Relations and Labour Laws, Vikas 4th Edition, 2008.						
3	P.Subbara	o - Essentials of Human Resource Management and Industria	Relations –					
	Himalaya	Publishers						
Rel	Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]							
1	https://onl	inecourses.swayam2.ac.in/nou20_mg02/preview						

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	Š	S	M	S	S
CO5	S	S	S	S Bissin	M_LLIT BE	S	S	S	S	M

^{*}S-Strong; M-Medium; L-Low

Course	MANAGING CONSUMER SERVICES	L	T	P	C
code	For BBA (RM)				
Elective –II (C)					
Pre – Requisite	Marketing Management	Sylla	abus	Fi	rst
_		Rev	ision		

The main objectives of this course are:

To help students Develop an understanding of the "state of the art" of service management thinking. To study "breakthrough" services in order to understand the operations of successful service firms.

Expec	ted Course Outcomes:	
1	Introduce Customer Service and Expectation	K1
2	Understand Customer Service Culture	K2
3	Outline duties of Customer Service	K2
4	Understand role of technology in Customer Service	K2
5	Understand Service breakdown and Recovery	K2

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

Unit:1 Introduction to Customer Service

The Customer Service Workplace: What is Customer Service? – Winning Customer Service – Customers (complex and multi-dimensional) Revealed – Customer Expectations – The Challenges of Customer Service – Growth of services sector – Societal Factors Affecting Customer Service.

Unit:2 Customer Service Environment and Culture

The Customer Service Environment: Contributing to the Service Culture – Problem Solving – Moving Forward with The Four P's – Traits of Outstanding Customer Reps – Measuring Customer Service – Defining a Service Culture – Empowerment – Customer Loyalty – Customer Influencers.

Unit:3 Customer Service duties and CRM

Customer Service Duties:. Communications in Customer Service – Teams & Leadership in Customer Service – Customer Service Teamwork – Company Culture – Customer-Friendly Systems – Assertive vs. Aggressive approaches – Encouraging Customer Loyalty – The Role of Trust & Customer Loyalty – Customer Relationship Management

Unit:4 Role of technology in Customer Service

Customer Service Skill sets: Customer Service and Behaviour – Identifying Behavioural Styles – Communicating with Each Style – Marketplace – Coping with Challenging Customers – Customer Service via Technology – The Role of Technology in Customer Service – Call Centres/Help Desks – Tapping into Web-Based and Mobile Technologies – Customer Service via SMS, E-mail and the Internet

Unit:5 | Service breakdown, Recovery and Retention

The Customer Service Profession: Service Breakdowns and Service Recovery – Define Service Breakdown – Implementing a Service Recovery Strategy – Customer Retention and Measurement of Satisfaction –Enhancing Customer Satisfaction as a Strategy for Retaining Customers – Careers in Customer Service

Unit 6: Contemporary Issues

Expert lectures, online seminars – webinars

TEXT BOOKS:

1. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 4th Ed., Irwin/McGraw-Hill, 2004.

2. Robert W Lucas, Customer Service, Skills for Success, 6th Edition

REFERENCES:

Colin Shaw and John Ivens, Building Great Customer Experiences. ISBN 1403939497 2. Lovelock, Christopher and JochenWirtz (2011), Services Marketing – People, Technology, Strategy. 7th ed., Upper Saddle River, New Jersey: Prentice Hall.

Online Content

https://onlinecourses.nptel.ac.in/noc20_mg36/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

Course Code	STRATEGIC MANAGEMENT For BBA (CA)/BBA (RM)	L	T	P	С
Elective –II (D)	TO BBA (CA)/BBA (KM)		-	_	
Pre - requisite	Principles of Management	Sylla Revi		Fi	rst
The main objectives of					
	n the basics of Strategic Management p	rocess	and in	npl	ementation
Course Objectives:					
Expected Course Outco	egic Management process			K	1
	te Mission and SWOT Analysis			K	
3 Understand types of	<u> </u>			K	
4 Outline Strategy Imp				K	
				K	
	valuation and Control	7.F. D	1 4		.1
	nderstand; K3 - Apply; K4 - Analyse; F	13 - EV	aruat	e;	
	o Strategic Management		1 .	<i>,</i> ·	TTI 1 1 C
	Concepts- Difference between strate agement Process- Benefits, TQM and cial audit.				
Unit:2 Corporate Mis	ssion and SWOT Analysis				
Guidelines, Goals: Fea analysis-ETOP-Value ch Unit:3 Types of Strate Choice of strategy: BC	egies CG matrix-The GE nine cell planning	ng- No	eed A	Арр	roaches- SWOT
Unit:4 Strategy Imple	ansion, Retrenchment, Combination stra	negies.			
Strategic Implementatio Factors -Approaches, competitive advantage	n: Role of top management-Process- A Mckinsey's 7's framework, Strategic lation and Control				
_	mportance- Criteria- Quantitative and Types, Essential features of effective e	_			_
Unit 6: Contemporar	y Issues				
Expert lectures, online so	eminars – webinars				
Reference Books;					
	nt- Francis Cherunillam-Himalaya Publi				
2 Strategic Planning and	d Management- P.K.Ghosh-Sultan Char	id & So	ons, 2	000	
	rmulation of corporate strategy,-V.S.Ramillan Business Books, 2001.	maswa	ımy&		
Online Content					

https://onlinecourses.swayam2.ac.in/imb19_mg08/preview

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

^{*}S-Strong; M-Medium; L-Low



Pre-requisite	Quantitative techniques for Management	Sylla Versi		Firs	st
Elective- II ()		-	-	
code	FOR BBA ,BBA CA ,BBA IB AND BBA RM		1	1	
Course	BIG DATA ANALYTICS	T	Т	P	C

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:

	r	
1	Identify and distinguish big data analytics applications	K2
2	Describe big data analytics tools	K2
3	Explain big data analytics techniques	К3
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	K5
	big data analytics problems	KJ

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
- 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

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 doon	MIAR UN	S	M	S	S	M	S
CO4	S	S	S	Sibulineon 2	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

^{*}S-Strong; M-Medium; L-Low



Course code	E-COMMERCE FOR BBA, BBA CA ,BBA IB AND BBA RM	L	T	P	С
Elective- III (A)			-	-	
Pre-requiste	Nil	Sylla Revi		First	t

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 analyze 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									

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	5S 56, C.	S	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
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CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	MYRATHIA	Suivers	S	S	S	M	S

^{*}S-Strong; M-Medium; L-Low

~			MI	ERCHAND	ISE MANAGEN	MENT			_	
Coi	ırse code			Fo	r BBA RM		L	T	P	C
Ele	ctive – III ((C)						-	-	
Pre	-requisite			Marketi	ng Management			abus ision	Firs	st
Cou	ırse Object	tives:								
The	main objec	ctives of this co	ourse a	re to:						
Τοι	understand	general concep	pts of n	nerchandisii	ng					
To l	learn how to	o receive, prese	sent and	l maintain n	nerchandise.					
Toι	understand	and apply mer	rchandis	se pricing st	rategies.					
Exp	ected Cou	rse Outcomes	s:							
On	the success:	ful completion	n of the	course, stud	lent will be able t	o:				
1	To under	stand the basic	c conce	pts of mercl	nandise managem	ent				K2
2	To be abl	e to develop a	n merch	andise plan						K6
3	To under	stand merchan	ndise flo	ow in the sh	opfloor					K2
4	To evaluate the process of pricing, price changes and planogram								K5	
								K4		
K1					K4 - Analyze; K	5 - Evalu	ate; K	6 – Cr	eate	
Uni		Merchandisi			ų _o					
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Uni	t:2	Merchandise	se plani	ning	2 1					
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		ing strategies –								
Uni	t:4	Retail pricin	ng							
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perf	Formance —	- methods.								
Uni	t:5	Visual merc	chandis	sing						
Visi	ual Mercha	ndising — type	oes of di	isplay — di	splay planning —	- methods	of di	splay -	— Ех	terior
and	interior dis	play — space	manage	ement — pl	anning lay out					
Uni		temporary Iss								
Exp	ert lectures	, online semina	nars – w	ebinars						
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1			jith —	Retail Ma	nagement — Ox	ford Un	iversi	y Pre	ss, S	econd
	Edition, 20		•					-		

2	Gillespie Hecht and Lebowitz — Retail Business Management, McGraw Hill Book
	Company, Third Edition, 2002
3	James Rogden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005
4	Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico
	Publishing House, Second Edition, 2004
	Online Content
	https://onlinecourses.swayam2.ac.in/imb19_mg02/preview

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



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5	Underst	and design t	thinking integr	ration in or	ganisatio	ns				K3	í
K 1	- Remem	ber; K2 - U	nderstand; K3	- Apply; k	4 - Anal	yze; K5 - E	valuate;	K6 –	Crea	te	
Uni	it: 1	DEFI	NITION AND	THE PERS	SPECTIV	E ON DESI	IGN				
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	Innovatio	n. 1st ed. Ric	o de Janeiro: M.	JV Press, pp). 1-85. 2. <u>]</u>	Lıng, D., 20	15				

Reference Books

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

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

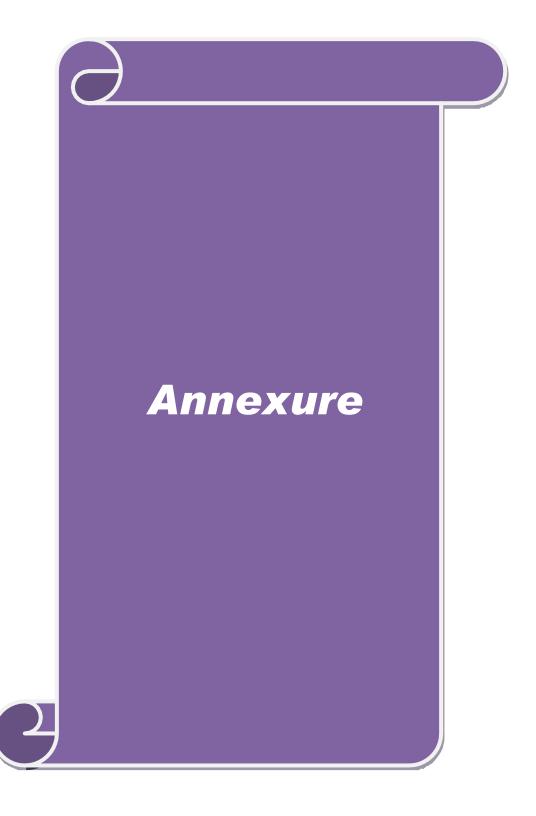
^{*}S-Strong; M-Medium; L-Low



Co	urse		ARTIFICIAL INTELLIGENCE	L	Т	P	C			
cod			FOR BBA, BBA CA, BBA RM AND BBA IB		_					
Ele	ctive- III	(E)			-	-				
Pre	e-requisite	2	Basic Computer Knowledge	Sylla Versi		First				
Co	urse Obje	ctives:								
gro con hea adv	wing areanpelling the lithcare, agains	s of Com- opics rela- griculture a	n opportunity to gain expertise in one of the most far puter Science through classroom program that co ted to human intelligence and its applications in and many other areas. This course will give the nal graduate-level foundation in Artificial Intelligence	vers fa n indu student	scinat stry,	ing a	and ise,			
			letion of the course, student will be able to:							
1			and pros &cons of franchisee option			K1				
2	Identify legal formalities & process of franchisee									
3	Develop	Develop relationship between Franchisor & franchisee; Resolve the conflict between franchisor & franchisee.								
4	Develop	Franchisee	marketing plan			K2				
5	Analyze	the way to	o enter into International Market entry strategies			К3				
K1	- Remem	ber; K2 - U	Understand; K3 - Apply; K4 - Analyze; K5 - Evaluat	e; K6 –	Crea	te				
Uni	it:1	Introduc	tion							
Ap _j Coı	plications mputer vis	of Artificion, Natura	ial Intelligence, Foundations and History of Arcial Intelligence, Intelligent Agents, Structure of al Language Possessing.							
	it:2		tion to Search							
	_		Uniformed search strategies, Informed search strate	_						
_		nd optimis	tic problems, Adversarial Search, Search for gam	ies, Al	oha –	Bet	a			
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Intr	oduction,		rinciples of pattern recognition system, Statistical	Pattern	reco	gniti	on,			
			ethods - Principle Component Analysis (PCA) and							
Ana	alysis (LD	A), Classi	fication Techniques - Nearest Neighbour (NN) Ru	le, Bay	es C	lassif	ier,			
Sup	port Vect	or Machine	e (SVM), K – means clustering.							

Unit:6		CONTEMPORARY ISSUES									
Exp	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										

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
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BACHELOROF BUSINESS ADMINISTRATION

BBA (Retail Management)

Syllabus

(With effect from 2022 to 2023)

Program Code:25R



DEPARTMENT OF BUSINESS ADMINISTRATION

Bharathiar University

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

Coimbatore- 641 046. INDIA