

**SRI SANKARA ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

ENATHUR, KANCHIPURAM - 631561

B.B.A

REGULATION & SYLLABUS

(Effective from the academic year 2023 - 2024)

Choice Based Credit System

Preamble

The objective of any programme at Higher Education Institute is to prepare their students for the society at large.

The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The Under-Graduate Programmes will prepare the students for both, academia and employability.

The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice and also skills for employability and also programme prepares students for sustainability and life-long learning.

The curriculum of Bachelor of Business Administration offer students' core papers that help build their foundation in the area of management. The contents of each course have been carefully designed to prepare students with knowledge and skill sets that will not only make them industry

1. Introduction

Bachelor of Business Administration or BBA is an undergraduate program for Department of Business Administration. The course allows students to obtain the knowledge and skills needed to assume management positions in a wide range of organizations. Bachelor of Business Administration program provides students with a solid foundation in the field of management and strategy designing. The electives allow students to develop deeper knowledge in specific areas of interest – finance, marketing, human resource management and management of global business. In addition to business management course, it will equip students to understand how organizations work, how they are managed, and sensitize students towards national and international environments. Students centered learning focuses on skills and practices that enable lifelong learning and independent problem-solving

2. Learning Outcome-based Curriculum Framework in Programme Bachelor of Business Administration

The LOCF program in BBA provides an opportunity for the students to choose courses from the prescribed courses comprising core and generic elective. The courses will be evaluated following the grading system, which is considered to be better than the conventional marks system. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC guidelines will be

followed.

3. Graduate Attributes (GAs)

The graduate attributes of B.B.A. are the summation of the expected course learning outcomes mentioned at the end of each course. Some of them are stated below.

GA1: Critical Thinking: Ability to employ critical thinking in understanding the concepts in every area of B.B.A. programme.

GA2: Communications skills:

- i. Ability to communicate various concepts of B.B.A. programme effectively using examples..
- ii. Ability to use courses as a precise language of communication in other branches of human knowledge.
- iii. Ability to communicate long standing unsolved problems.
- iv. Ability to show the importance of their courses of B.B.A. as precursor to various scientific developments since the beginning of the civilization.

GA3: Employability Options: This programme will also help students to enhance their employability for jobs in different sectors.

GA4: Discipline-specific Knowledge: Capability of demonstrating comprehensive knowledge of B.B.A. programme and understanding of one or more disciplines which form a part of an undergraduate programme of study.

GA5: Moral and ethical awareness/reasoning: Ability to identify unethical behaviour such as fabrication, falsification or misrepresentation of data and adopting objective, unbiased and truthful actions in all aspects of their programme.

GA6: Multicultural Competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

GA7: Leadership Readiness/Qualities: Capability for mapping out the tasks in a team or an organization, self-motivating and inspiring team members to engage with the team objectives/vision; and using management skills to follow the mapped path to the destination in a smooth and efficient way.

GA8: Analytical Reasoning and Problem Solving: Ability to analyze the results and apply them in various problems appearing in different courses. Capability to solve problems by using research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

GA9: Lifelong learning: Ability to think, acquire knowledge and skills through logical reasoning and

to inculcate the habit of self-learning.

GA10: Self-directed learning: Ability to work independently and do in-depth study of various notions of courses of BBA. Programme.

GA11: Research-related skills: Develop a sense of inquiry and capability for asking relevant and intelligent questions, problematizing, synthesizing and articulating; ability to recognize and establish cause and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

4. QUALIFICATION DESCRIPTORS (QDs)

The qualification descriptors for a BBA program may include the following. The graduates should be able to:

a) Demonstrate

- i) A fundamental/systematic or coherent understanding of the academic field of management, its different learning areas like financial management, human resource management, marketing management, customer relationship management business environment, management information system and its linkages with related disciplinary areas/subjects.
 - ii) procedural knowledge that creates different types of professionals related to different areas of study in management outlined above, including research and development, teaching and government and public service;
 - iii) skills in areas related to specialization area relating the subfields and current developments in the academic field of management.
- b) Use knowledge, understanding and skills required for identifying problems and issues relating to management, collection of relevant quantitative and/or qualitative data drawing on a wide range of sources from various real life case studies and their application, analysis and evaluation using methodologies as appropriate to management for formulating new theories and concepts.
- c) Communicate the results of studies undertaken accurately in a different context using the main concepts, constructs and techniques of management. Develop communication abilities to present these results in technical as well as popular science meetings organized in various universities and other private organizations.
- d) Ability to meet one's own learning needs, drawing on a range of current research and development work and professional materials and interaction with other management people around the world.

- e) Apply one's knowledge of management to new/unfamiliar contexts to identify and analyze problems and issues and solve complex problems in management and related areas with well-defined solutions.
- f) Demonstrate management related techniques of management related job trades and employment opportunities.
- g) contexts and to identify and analyze problems and issues and seek solutions to real-life problems. Demonstrate subject-related and transferable skills that are relevant

5. Program Specific Outcomes

PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.

PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.

PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.

PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.

PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

6. Program Outcomes

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study

PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one’s learning to real life situations.

PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	Y	Y	Y	Y	Y	Y	Y	Y
PSO 2	Y	Y	Y	Y	Y	Y	Y	Y
PSO3	Y	Y	Y	Y	Y	Y	Y	Y
PSO 4	Y	Y	Y	Y	Y	Y	Y	Y
PSO 5	Y	Y	Y	Y	Y	Y	Y	Y

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.

- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the sixth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

➤ **Value additions in the Revamped Curriculum:**

Semester	Newly introduced Components	Outcome / Benefits
I	Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III, IV, V & VI	Elective papers	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature ➤ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.

IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses		Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill

Credit Distribution for UG Programmes

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	5	4.3 Core Course – CC VII Core Industry Module	5	5	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	5	6.4 Elective -VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	3	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	2	2	3.6 Skill Enhancement Course SE C-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course – SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						E.V.S		1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2				
	23	30		23	30		22	30		25	30		26	30		21	30
Total – 140 Credits																	

7. REGULATION B.B.A

REGULATION & SYLLABUS

(Effective from the academic year 2023 - 2024)

Choice Based Credit System

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Degree of Bachelor of Business Administration shall be required to have passed the Higher Secondary Examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an Examination accepted as equivalent thereof by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A Candidate shall be eligible for the award of the Degree only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters prescribed earning 140 credits and also fulfilled the such conditions as have been prescribed thereof.

3. DURATION:

(a) Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters and the third academic year the fifth and sixth semesters respectively.

(b) The odd semesters shall consist of the period from June to November of each year and the even semesters from December to April of each year. There shall be not less than 90 working 'days for each semester.

4. COURSE OF STUDY:

The main subject of Study for Bachelor Degree shall consist of the following and shall be in accordance with **APPENDIX – A**

PART I – Tamil or Other Languages

PART II – English

PART III – CORE Subjects, ALLIED Subjects and PROJECT/ELECTIVE with three courses).

PART IV

1. a) Those who have not studied Tamil upto XII Std. and taken a non-Tamil language under Part-I shall take Tamil comprising of two courses (level will be at 6th standard).
- b) Those who have studied Tamil upto XII Std. and taken a non-Tamil language under Part-I shall take Advanced Tamil comprising of two courses.
- c) Other who do not come under a + b can choose non-major elective comprising of two courses.
2. Skill based subjects (Elective) (Soft Skills)
3. Environmental Studies
4. Value Education

PART V – Extension Activities

5. EXTENSION SERVICE (Part-V)

A candidate shall be awarded a maximum of 1 credits for Extension Service.

All the students shall have to enroll for NSS / NCC / NSO (Sports & Games) Rotract / Youth Red Cross or any other service organizations in the College and shall have to put in compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the College before 31st March in a year. If a student LACKS 40 HOURS ATTENDANCE in the First Year, he/she shall have to compensate the same during the subsequent years.

Students those who complete minimum attendance of 40 hours in One Year will get HALF CREDIT and those who complete the attendance of 80 or more hours in Two Years will get ONE CREDIT.

Literacy and population Education Field Work shall be compulsory components in the above extension service activities.

6. SCHEME OF EXAMINATION:

Scheme of Examination shall be as given in **APPENDIX – B**.

Model Scheme

Course Component Name of the course	Inst. Hour	Credits	Exam Hours	Max. Marks		
				Ext. Mark	Int. Mark	Total
PART-I Language				75	25	100
PART-II English				75	25	100
PART-III Core subject :				75	25	100
Core Subject				75	25	100
Allied Subject				75	25	100
PART – IV 1. (a) Those who have not studied Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Tamil comprising of two course (level will be at 6 th Standard). (b) Those who have studies Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Advanced Tamil comprising of two courses.						
(c) Others who do not come under a + b can choose non-major elective comprising of two courses.						
2*Skill based subjects (Elective) – (Soft Skill)						

The following procedure to be followed for Internal Marks:

Theory Papers: Internal Marks

Tests (2 out of 3)	10 marks
Attendance*	5 marks
Seminars	5 marks
Assignment	5 marks

	25 marks

*Break up Details for Attendance	
Below 60%	No marks
60% to 75%	3 Marks
76% to 90%	4 Marks
91% to 100%	5 Marks

Practical:

Internal Marks	40
Attendance	5 marks
Practical Test best 2 out of 3	30 marks
Record	5 marks

Project:

Internal Marks best 2 out of 3 presentations	20 marks
Viva	20 marks
Project Report	60 marks

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS:

7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Syndicate from time to time.

7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

- 7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the Principals shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee of Rs.250/-each for Theory/Practical examination separately,(Theory Rs.250/- Per semester/Per Student: Practical Rs.250/- Per semester/Per Student) towards the condonation of shortage of attendance. Such fees collected and should be remitted to the University.
- 7.4. **Non-eligibility for condonation of shortage of attendance:** Students who have secured less than 65 % but more than 50 %of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such Students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the program and they may be permitted to take next University examination by paying the prescribed condonation fee of Rs.250/- each for Theory/Practical separately. Such fees shall be remitted to the University. Name of such Students should be forwarded to the University along with their attendance details in the prescribed format mentioning the category (3 copies)Year wise/Branch wise/Semester wise together with the fees collected from them, so as to enable them to get permission from the University and to attend the Theory/Practical examination subsequently without any difficulty.
- 7.5. **Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.
- 7.6. **Condonation of shortage of attendance for married women students:** In respect of married women students undergoing UG programs, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed as 55% instead of 65% if they conceive during their academic career. Medical certificate from the Doctor(D.G.O) attached to the Government Hospital and the prescribed fee of Rs.250/-therefor together with the attendance details shall be forwarded to the university to consider the condonation of attendance mentioning the category.
- 7.7. **Zero Percent (0%) Attendance:** The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding

semester and they have to obtain prior permission from the University immediately to rejoin the program.

7.8. Transfer of Students and Credits: The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

7.8.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature. Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested. Provided the Student should have passed all the courses in the Institution from where the transfer is requested.

7.8.2. The marks obtained in the courses will be converted and grades will be assigned as per the University norms.

7.8.3. The transfer students are eligible for classification.

7.8.4. The transfer students are not eligible for Ranking, Prizes and Medals.

7.8.5. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental/College Committee are allowed to get transfer of credits and marks which will be converted into Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals.

8. PASSING MINIMUM:

A candidate shall be declared to have passed:

- a. There shall be no Passing Minimum for Internal.
- b. For External Examination, Passing Minimum shall be of 40%(Forty Percentage) of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-voce.
- c. In the aggregate (External + Internal) the passing minimum shall be of 40% .
- d. He/She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical's wherever prescribed / as per the scheme of examinations by earning 140 CREDITS in Parts-I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 Credit to qualify for the Degree.

9. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

PART – I TAMIL/OTHER LANGUAGES:

TAMIL/OTHER LANGUAGES OTHER THAN ENGLISH: Successful candidates passing the examinations for the Language and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART – II ENGLISH:

ENGLISH: Successful candidates passing the examinations for English and securing the marks (i) 60 percent and above and (ii) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examination in the THIRD Class.

PART - III CORE SUBJECTS, ALLIED SUBJECTS, AND PROJECT / ELECTIVES :

Successful candidates passing the examinations for Part-III Courses together and securing the marks (i),60 percent and above (ii) 50 percent and above but below 60 percent in the aggregate of the marks prescribed for the Part-III Courses together shall be declared to have passed the examination in the FIRST and SECOND Class respectively. All other successful candidates shall be declared to have passed the examinations in the THIRD Class. .

PART IV (consisting of sub items 1 (a), (b) & (c), 2, 3 and 4) as furnished in the Regulations 4 Part-IV supra.

PART V EXTENSION ACTIVITIES:

Successful Candidates earning a minimum of Half Credit or a maximum of One Credit SHALL NOT BE taken into consideration for Classification / Ranking / Distinction.

10. RANKING

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction;

provided in the case of Candidates who pass all the examinations prescribed for the Course with

a break in the First Appearance due to the reasons as furnished in the Regulations 7. (iii) supra are only eligible for Classification.

11. PATTERN OF QUESTION PAPER

Part – A (30 words)

10 out of 12 questions 10 x 2 marks = 20 marks

Part – B (200 words)

5 out of 7 questions 5 x 5 marks = 25 marks

Part – C (500 words)

3 out of 5 questions 3 x 10 marks = 30 marks

Total 75 marks

12. TRANSITORY PROVISION

Candidates who have undergone the course of study prior to the academic year 2023 – 2024 will be permitted to appear for the examinations under those Regulations for a period of TWO years i.e. upto and inclusive of April - May 2026 Examinations. Thereafter, they will be permitted to appear for the examination only under the Regulations then in force.

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Computer Application in Business)	1	1
	Skill Enhancement Course -SEC-5) (Entrepreneurial Based)	2	2
		22	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1

		25	30
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**Third Year
Semester-V**

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	28
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	-
		26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Professional Competency Skill	2	2
Part-5	Extension Activity	1	-
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	22	18	92
Part IV	4	4	3	6	4	2	23
Part V	-	-	-	-	-	1	1
Total	23	23	22	25	26	21	140

***Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
External Evaluation	End Semester Examination		75 Marks
	Total		100 Marks
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

SEMESTER I		SUBJECTS	LTPO				Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part I	Paper-I	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	BBA-DSC01:Principlesof Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	BBA-DSC02:Accounting for Managers I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	BBA-DGE1:ManagerialEconomics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBASEC1 NME-Basics of Event Management		Y	-	Y	-	2	2	25	75	100
	Foundation Course BBA FC 01- Managerial Communication						2	2	25	75	100
		Total					30	23			

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-II	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-III	BBA-DSC03: Marketing Management	Y	-	-	-	5	5	25	75	100
	Core Paper-IV	BBA-DSC04:Accounting for Managers II	Y	-	-	-	5	5	25	75	100
	Elective - II	BBA-DGE2: International Business	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBASEC2 NME-Managerial Skill Development		Y	-	-	-	2	2	25	75	100
	SEC3 Business Etiquette and Corporate Grooming						2	2	25	75	100
Total							30	23			

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									INT	EXT	
Part I	Paper-III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-V	BBA-DSC05: Organisational Behaviour	Y	-	-	-	5	5	25	75	100
	Core Paper-VI	BBA-DSC06: Financial Management	Y	-	-	-	5	5	25	75	100
	Elective – III	BBA-DGE03:Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	SEC4 Computer Applications in Business		Y	-	Y	-	1	1	25	75	100
	SEC5 Entrpreneurial Skill New Venture Management		Y		Y		2	2	25	75	100
	Environmental Studies		Y	-	-	-	1				
Total							30	22			

SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-IV	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-VII	BBA-DSC07: Business Environment	Y	-	-	-	5	5	25	75	100
	Core Paper-VIII	BBA-DSC08: Business Regulatory Frame Work	Y	-	-	-	5	5	25	75	100
	Elective Paper-IV	BBA- DGE04:Operations Research	Y	-	-	-	3	3	25	75	100
Part IV	SEC6 Tally				Y	-	2	2	25	75	100
	SEC7 Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	1	2	25	75	100
Total							30	25			

Second year Vacation Internship -45 hours							2 credits				
SEMESTER V		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	Core Paper–IX	BBA-DSC09: Human Resource Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	BBA-DSC10: Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	BBA-DSC11: Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	BBA-DSC12: Management Information system	Y	-	-	-	5	4	25	75	100
	Elective–V	BBA – DSE 1A Digital Marketing Or BBA-DSE 1B Industrial Relations or BBA-DSE 1C Financial Services	Y	-	-	-	4	3	25	75	100
	Elective –Project VI	BBA-DSE2A: Consumer Behaviour Or BBA DSE2B: Innovation Management Or BBADSE 2C: Security Analysis & Portfolio Management	Y	-	-	-	4	3	25	75	100
Part IV	Value Education		Y	-	-	-	2	2			
	Summer Internship/Industrial Training						-	2			
Total							30	26			

SEMESTER VI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT	CIA								EXT		
Part III	Core Paper– XIII	BBA-DSC13: Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	Core Paper– XIV	BBA-DSC14 Services Marketing	Y				6	4	25	75	100
	Core Paper– XV	BBA-DSC15 Production and Materials Management	Y				6	4	25	75	100
	Elective–VII	BBA-DSE 3A Fundamentals of Logistics Or BBA-DSE3B: E-business or BBA DSE3C : Strategic Management	Y	-	-	-	5	3	25	75	100
	Elective–VIII	BBA DSE 4 Project with Viva –Voce			Y		5	3	20	80	100
Part IV	Professional Competency Enhancement Quantitative Aptitude						2	2	25	75	100
Part V	Extension Activities		-		Y	-		1			
Total							30	21			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBADSC01	Principles of Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To impart knowledge about evolution of management										
CLO2	To provide understanding on planning process and importance of decision making in organization										
CLO3	To learn the application of principles in organization										
CLO4	To study the process of effective controlling in organization										
CLO5	To familiarize students about significance of ethics in business and its implications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought and approaches.							15	CLO1		
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.							15	CLO2		
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.							15	CLO3		
IV	Direction – Nature and Purpose. Co-ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.							15	CLO4		
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External -							15	CLO5		

	Environment Protection - Responsibilities of Business		
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describe nature, scope, role, levels, functions and approaches of management	PO1	
CO2	Apply planning and decision making in management	PO2, PO3, PO4,PO7	
CO3	Identify organization structure and various organizing techniques	PO1, PO2,PO7	
CO4	Understand Direction, Co-ordination & Control mechanisms	PO1,PO2,PO3,PO4,PO7	
CO5	Relate and infer ethical practices of organisation.	PO1, PO4,PO8	
Reading list			
1.	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.		
2.	Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.		
3	.Stephen A. Robbins & David A. Decenzo& Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011		
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India		
5	Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.		
Reference Books			
1.	P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017		
2.	L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.		
3.	Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017		
4.	Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.		
5.	Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015		
Web Resources			
1	https://www.toolshero.com/management/14-principles-of-management/		
2	https://open.umn.edu/opentextbooks/textbooks/693		
3	https://open.umn.edu/opentextbooks/textbooks/34		
4	https://openstax.org/subjects/business		

5	https://blog.hubspot.com/marketing/management-principles	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S							
CO 2		S	S	S			M	
CO 3	S	M					M	
CO 4	S	S	M	M			M	
CO 5	M			S				L

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L		L	L
CO2	L		L		S
CO3	M	L			
CO4	S				S
CO5	M		L	S	

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CI A	External	Total	
BBA DSC02	Accounting for Managers I	Core	Y	-	-	-	5	5	25	75	100	
Learning Objectives												
CLO1	To impart knowledge about basic concepts of accounting its applications											
CLO2	To analyze and interpret financial reports of a company											
CLO3	To understand the gross profit and net profit earned by organization											
CLO4	To foster knowledge on Hire Purchase system											
CLO5	To understand the procedures of Accounting under Single entry system.											
UNIT	Details							No. of Hours	Learning Objectives			
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance							15	CLO1			
II	Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account							15	CLO2			
III	Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.							15	CLO3			
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.							15	CLO4			
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Prepare Journal, ledger, trial balance and cash book							PO4				
CO2	Classify errors and making rectification entries							PO1,PO2				

CO3	Prepare final accounts with adjustments	PO4,PO5,PO6
CO4	To understand Hire Purchase system	PO3,PO4
CO5	Prepare single and double entry system of accounting.	PO4
Reading List		
1.	Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.	
2.	Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition	
3.	Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.	
4.	Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.	
5.	Tulsian P.C., 2006, Financial Accounting, Pearson Education	
References Books		
1.	Dr.K.Ganesan&S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai	
2.	TS Reddy & A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019	
3.	David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017	
4.	M N Arora; Accounting for Management- Himalaya Publications House 2019.	
5.	SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.	
6.	T. Horngren Charles, L. SundernGary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
Web Resources		
1.	https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf	
2.	https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf	
3.	https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles	
4.	https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system	
5.	https://www.profitbooks.net/what-is-depreciation	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

tion		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M				
CO 2	S	S						
CO 3			S	S	M	S		
CO 4			M	S				
CO 5				S				

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		M	L	L	
CO2		M	M		
CO3		S	S		
CO4		S	S	S	
CO5			L	L	

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE01	Managerial Economics	Gen eric Elec	Y	-	-	-	3	4	25	75	100

		tive									
Learning Objectives											
CLO1	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario										
CLO2	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.										
CLO3	To Understand the optimal point of cost analysis and production factors of the firm										
CLO4	To describe the pricing methods and strategies that are consistent with evolving marketing needs										
CLO5	To Provide insights to the various market structures in an economy.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.							12	CLO1		
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting.							12	CLO2		
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis.							12	CLO3		
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination							12	CLO4		
V	Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly							12	CLO5		
	Total							60			
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
CO1	Analyze & apply the various managerial economic							PO1, PO2			

	concepts in individual & business decisions.	
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO1,PO3, PO4
CO3	Employ production, cost and supply analysis for business decision making	PO1, PO3,PO5
CO4	Identify pricing strategies	PO1, PO5,PO8
CO5	Classify market structures under competitive scenarios.	PO1,PO6
Reading List		
1.	Journal of Economic Literature – American Economic Association	
2.	Arthasastra Indian Journal of Economics & Research	
3.	Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai	
4.	Indian Economic Journal/Sage Publications	
5.	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi	
References Books		
1.	Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019	
2.	Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.	
3.	D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.	
4.	H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.	
5.	Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016	
Web Resources		
1	https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597	
2	https://www.intelligenteconomist.com/profit-maximization-rule	
3	http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134	
4	http://www.simplynotes.in/e-notes/mbabba/managerial-economics/	
5	https://businessjargons.com/determinants-of-elasticity-of-demand.html	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M		S					
CO2	S		S	L				
CO3	S		S		S			
CO4	S				S			L
CO5	S					S		

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M		M		
CO2	S	S	M		
CO3			S	M	M
CO4				S	S
CO5				S	L

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC03	MARKETING MANAGEMENT	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To understand the marketplace.										
CLO2	To identify the market segmentation and the Product mix										
CLO3	To select the different pricing methods and channels of distribution.										
CLO4	To know the communication mix and sales promotion tools										
CLO5	To prepare according to the latest trends in market.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.							15	CLO1		
II	Segmentation – Need And Basis of Segmentation -Targeting – Positioning Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging.							15	CLO2		
III	Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.							15	CLO3		
IV	A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance							15	CLO4		

	- CRM – Importance.		
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To list and identify the core concepts of Marketing and its mix.	PO1, PO7	
CO2	To sketch the market segmentation, nature of product, PLC	PO1, PO3,PO6,	
CO3	To analyze the appropriate pricing methods	PO1, PO4,PO5 PO8	
CO4	To determine the importance of various media	PO1, PO2,	
CO5	To assess the sales force and applications of digital marketing	PO1, PO2, PO7,PO8	
Reading List			
1.	Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.		
2.	Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.		
3.	L.Natarajan, Marketing, Margham Publications, 2017.		
4.	J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.		
5.	K Karunakaran, Marketing Management, Himalaya Publishing House,2017.		
References Books			
1.	C.B.Gupta& Rajan Nair Marketing Management, Sultan Chand &Son 2020		
2.	V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,		
3.	Cranfield, Marketing Management, Palgrave Macmillan.		
4.	Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.		
5.	Sontakki C.N, Marketing Management, Kalyani Publishers,		

	Ludhiana.2016	
Web Resources		
1.	http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf	
2.	https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf	
3.	https://www.enotesmba.com/2013/01/marketing-management-notes.html	
4.	Industrial Marketing Management Journal ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management Taylor & Francis Online (tandfonline.com)	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S						L	
CO 2	S		S			S		
CO 3	S			L	L			S
CO 4	S	M						
CO 5	M	S					L	L

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes,

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	L	L			M
CO 2	S	S			M
CO 3	L	S			M
CO 4	S	S			S
CO 5	L	S			M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
BBA DSC04	Accounting for Managers II	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To provide basic understanding of cost concepts and classification.										
CLO2	To develop skills in tools & techniques and critically evaluate decision making in business.										
CLO3	To understand various ratios and cash flow related to finance										
CLO4	To recognize the role of budgets and variance as a tool of planning and control.										
CLO5	To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios										
UNIT	Details							No. of Hours	Learning Objectives		
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation							12	CLO1		
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.							12	CLO2		
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.							12	CLO3		
IV	Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget							12	CLO4		
V	Marginal Costing – CVP analysis – Break even analysis							12	CLO5		
Total							60				
Course Outcomes											
Course Outcomes	On completion of this course, students will;							Program Outcomes			

CO1	Interpret cost sheet & write comments.	PO1, PO5, PO8
CO2	Compare cost, management & financial accounting	PO1,PO3,PO5
CO3	Analyze the various ratio and compare it with standards to assess deviations	PO1, PO4,PO7,PO8
CO4	Estimate budget and use budgetary control	PO1, PO4,PO7,PO8
CO5	Evaluate marginal costing and its components	PO1, PO5,PO7,PO8

Reading List

1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2.	T. S. and A .Murthy. Management Accounting. Chennai: Margham, 2007.
3.	Jain S.P and K.L Narang. Advanced Accountancy (Part II).Kalyani, 2007.
4	Maheshwari S.N, Advanced Accountancy (PartII). Vikas, 2007.
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.

References Books

1.	Dr.K.Ganesan& S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai
2.	T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016
3.	Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015.
4.	HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013.
5.	Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.

Web Resources

1	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/
2	https://efinancemanagement.com/financial-accounting/management-accounting
3	http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859
4	https://www.wallstreetmojo.com/ratio-analysis/
5	http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-

	varianceanalysis-cost-accounting/10656	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M				M			S
CO 2	M		M		M			
CO 3	M			S			L	S
CO 4	L			S			L	L
CO 5	S				M		L	L

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		S	S		S
CO2		M	M		M
CO3		M	M		S
CO4		M	S		S
CO5		M	S		S

S	U	B	J	E	S	U	B	J	E	C	T	N	A	M	E	C	A	L	T	P	O	C	I	M	a	r	k	s
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CO3	Understand Foreign exchange market and FDI	PO1, PO3
CO4	Outline the Global Business Environment	PO1, PO3, PO6
CO5	Identify the relevance of international institutions and trading blocs.	PO1, PO3
Reading List		
1.	Gupta CB, International Business, S Chand & Co. Ltd, 2014	
2.	Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.	
3.	Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.	
4.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010	
5.	Paul, J., International Business, 5th Edition, PHI Learning, 2010	
References Books		
1.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.	
2.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.	
3.	Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4 th edition, Pearson ,2017	
4.	AswathappaK , International Business , 7th Edition, McGraw-Hill, 2020	
5.	Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016	
Web Resources		
1	https://online.hbs.edu/blog/post/international-business-examples	
2	https://saylordotorg.github.io/text_international-business	
3	https://www.imf.org/en/home	
4	https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/	
5	http://www.simplynotes.in/e-notes/mbabba/international-business-management/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or	

	Presentations
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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S					
CO 2			M					
CO 3	S		M					
CO 4	S		S			S		
CO 5	S		S					

S –Strong M-Medium L-Low
**CO-PO Mapping with program specific outcomes,
 Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	L	L			M
CO 2	M	M			S
CO 3	S	S			S
CO 4	S	S			
CO 5	M	M			M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 05	Organizational Behaviour	Specific Elective	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organizational Culture and Organizational Structure										
CLO5	To understand Organizational Change, Conflict and Power										
UNIT	Details							No. of Hours	Learning Objectives		
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills,							10	CLO1		

	positive work environment, ethics)		
II	<p>INDIVIDUAL BEHAVIOUR:</p> <p>1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.</p> <p>2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,</p> <p>3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)</p> <p>4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:</p>	18	CLO2
III	<p>GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);</p>	17	CLO3
IV	<p>ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options</p>	15	CLO4
V	<p>ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics.</p>	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To define Organisational Behaviour, Understand the opportunity through OB.	PO1,PO2, PO3, PO6, PO7	
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO1,PO2,PO4, PO5, PO6	
CO3	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO3,PO4, PO5, PO6	
CO4	To impact and bring positive change in the culture of the organisaiton.	PO2, PO3, PO4 PO5,PO7, PO8	
CO5	To create a congenial climate in the organization.	PO1, PO2, PO3,PO5 PO6, PO8	
Reading List			
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.		
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata Mc Graw Hill, 2017.		

3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011	
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System LLC (28 April 2017)	
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).	
References Books		
1.	Uma Sekaran, <i>Organizational Behaviour Text & cases</i> , 2 nd edition, Tata McGraw Hill Publishing CO. Ltd	
2.	Gangadhar Rao, Narayana, V.S.P Rao, <i>Organizational Behaviour</i> 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1 st edition	
3.	S.S. Khanka, <i>Organizational Behaviour</i> , S. Chand & Co, New Delhi.	
4.	J. Jayasankar, <i>Organizational Behaviour</i> , Margham Publications, Chennai, 2017.	
5.	John Newstrom, <i>Organizational Behaviour: Human Behaviour at Work</i> , McGraw Hill Education; 12th edition (1 July 2017)	
Web Resources		
1	https://www.iedunote.com/organizational-behavior	
2	https://www.london.edu/faculty-and-research/organisational-behaviour	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior Emerald Publishing	
5	https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M		S			S	M	
CO 2	S				S	M		
CO 3	S		M		S	M		S
CO 4	S		S				L	
CO 5	M		M					M

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	M				L
CO 2	S		S		
CO 3	S			M	
CO 4	L			S	
CO 5	S		S		S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
BBA DSC06	Financial Management	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	Understand the basics of finance and roles of finance manager										
CLO2	Evaluate Capital structure & Cost of capital										
CLO3	Evaluate Capital budgeting										
CLO4	Assess dividends										
CLO5	Appraise Working Capital										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.							15	CLO1		
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept. Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)							15	CLO2		
III	Capital Budgeting: ARR, Pay back period, Net							15	CLO3		

	present value, IRR, Capital rationing, simple problems on capital budgeting methods.		
IV	Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis)	15	CLO4
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.	15	C5
Total		75	
Course Outcomes			
Course Outcomes	On Completion of this course, the students will	Program Outcomes	
CO1	Understand the basics of finance and roles of finance manager	PO1,PO3,PO4,PO5	
CO2	Evaluate Capital structure & Cost of capital	PO1,PO3,PO4,PO5	
CO3	Evaluate Capital budgeting	PO3,PO4,PO5,PO6	
CO4	Assessing dividends	PO1,PO5,PO1	
CO5	Appraise Working Capital	PO3,P04,PO6	
Reading List			
1.	Kulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011		
2.	Advanced Financial Management kohok, M A, Everest Publishing House		
3.	Financial Management Kishore R M, Taxman Allied Service		
4.	Strategic Financial Management Jakhotiya		
5.	Financial Management & Policy Srivastava, R M Himalaya		
References Books			
1.	Dr. K. Ganesan &S.Ushena Begam, Financial Management, Charulatha Publications , Chennai		
2.	Financial Management - I.M.Pandey, 2009 Vikas Publishing		
3.	Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi		
4.	Financial Management – S.N.Maheswari		
5.	Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons		
6.	Financial Management – A. Murthy		
Web Resources			
1.	https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/		
2.	https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf		
3.	Journal of Financial Management (esciencepress.net)		
4.	Financial Management on JSTOR		
5.	Financial Management Wiley online library		
Methods of Evaluation			
Internal Evaluation	Continuous Internal Assessment Test		25 Marks
	Assignments		

	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S	S	S			
CO 2	S		S	S	S			
CO 3			S	M	S	S		
CO 4	S			S	M			
CO 5			M	S		M		

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	L	S	M	S	S
CO 2	S	S	M	S	M
CO 3	M	S	S	M	S
CO 4	L	S	M	S	S
CO 5	M	S	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DGE03	BUSINESS STATISTICS	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100	
Learning Objectives												
CLO1	Apply the Measures of Central Tendency in business											
CLO2	Understanding the Measures of Variation											
CLO3	Analyze of Time Series											
CLO4	Understand Index Numbers and Statistical quality control											
CLO5	Testing of hypothesis											
UNIT	Details							No. of Hours	Learning Objectives			
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.							12	CLO1			
II	Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve – Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.							12	CLO2			
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations							12	CLO3			
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.							12	CLO4			
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.							12	CLO5			
								60				
Course Outcomes												
Course Outcomes	On Completion of the course the students will							Program Outcomes				

CO1	Measures of Central Tendency	PO1,PO4,PO5,PO6
CO2	Measures of Variation	PO1,PO4,PO3,PO5
CO3	Analyze of Time Series	PO3,PO4,PO5,PO6,
CO4	Understand Index Numbers	PO1,PO3,PO4,PO5
CO5	Test Hypothesis	PO3,PO4,PO5,PO6
Reading List		
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.	
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi,2007.	
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
References Books		
1.	David M. Levine, David F. Stephanetal. Business Statistics : A first Course, 7 th edition	
2.	Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation	
3.	Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12 th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	
Methods of Evaluation		
Internal	Continuous Internal Assessment Test	25 Marks

Evaluation	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

S-Strong M-Medium L-Low

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	S	M
CO2	L	S	M	S	S
CO3	M	S	S	S	M
CO4	L	M	S	S	M
CO5	M	S	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 07	Business Environment	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of business environment & its significance										
CLO2	To know the political environmental factors and its impact on business.										
CLO3	To know the Economic environmental factors and its impact on business										
CLO4	To throw light on importance of the types of Social Organization.										
CLO5	To create awareness of industrial-technological advancements.										
UNIT	Details							No. of Hours	Course Objectives		
I	The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions							12	CLO1		
II	Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention							12	CLO2		
III	Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization							12	CLO3		
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation							12	CLO4		
V	Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics							12	CLO5		
Total							60				
Course Outcomes											
Course Outcome	On completion of this course, students will;										

s		
CO1	To understand the concepts of Business Environment.	PO1,PO2,PO3
CO2	To apply knowledge in the business and strategic decisions.	PO1,PO2,PO4,PO5,PO6,
CO3	To analyze the importance of business in various social groups.	PO4,PO5, PO6
CO4	To evaluate the types of economic environment and its impact on business.	PO3,PO6,
CO5	To construct and assess the environment for real-time business	PO1,PO2,PO6,PO7
Reading List		
1.	Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition	
2.	Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition	
3.	K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6 th Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
References Books		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment Ruchi GoyalPublisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment,FourthEdition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
Web Resources		
1.	https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/	
2.	https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 th Revised Edition,India.	
4.	https://pestleanalysis.com/political-factors-affecting-business/	
5.	https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S					
CO 2	S	M		S	S	S		
CO 3				S	M	S		
CO 4			S			S		
CO 5	S	S				S	M	

S-Strong M-Medium L-Low
CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	M	S	S	S	S
CO 2	S	M	S	S	S
CO 3	M	S	S	S	S
CO 4	S	M	S	S	S
CO 5	S	S	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC08	BUSINESS REGULATORY FRAME WORK	Core	Y	-	-	-	5	5	25	75	100
Course Objectives											
CLO1	Explain Indian Contracts Act										
CLO2	Understand Sales of goods act& contract of agency										
CLO3	Understand Indian Companies Act 1956										
CLO4	Understand Consumer Protection Act – RTI										
CLO5	Understand Cyber law										
UNIT	Details							No. of Hours	Learning Objectives		
I	Brief outline of Indian Contracts Act - Special contracts Act							15	CLO1		
II	Sale of goods Act - Contract of Agency							15	CLO2		
III	Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up							15	CLO3		
IV	Consumer Protection Act – RTI							15	CLO4		
V	Brief outline of Cyberlaws – IT Act 2000 & 2008							15	CLO5		
								75			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	Explain Indian Contracts Act							PO1, PO2,PO5			
CO2	Understand Sales of goods act and Contract of Agency							PO1,PO3,PO4,PO5			
CO3	Understand Indian Companies Act 1956							PO1,PO2,PO5,PO6			
CO4	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO5			
CO5	Understand Cyber law							PO1,PO2,POP3,PO5			
Reading List											
1	Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications										
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand										
3	N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons										

4	Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni	
5	Business Law (Commercial Law) – Dr. M.R. Sreenivasan	
References Books		
1	Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.	
2	Business Regulatory Framework, <u>Garg K.C., Sareen V.K., Sharma Mukesh, 2013</u>	
3	Business Regulatory Framework, Pearson Education India, 2011	
4	Bare Acts- RTI, Consumer Protection Act	
5	Business Regulatory Framework, <u>Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015</u>	
Web Resources		
1	https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html	
2	http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/	
3	https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661	
4	International Journal of Law (lawjournals.org)	
5	https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S			S			
CO 2	S		S	S	S			
CO 3	S	M			S	S		
CO 4	S	S	S		M			
CO 5	M	S	S		S			

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	L	S	S	S
CO 2	S	M	M	S	S
CO 3	S	S	S	S	S
CO 4	M	S	S	S	S
CO 5	M	S	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DGE04	Operation Research	Gen eric Elec tive	Y	-	-	-	3	3	25	75	100
Learning Objectives											
CLO1	Introduction to Operations Research definition and concept Essential features of LPP.										
CLO2	Formulation of Transportation problem and finding an initial basic feasible solution.										
CLO3	Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem.										
CLO4	Analyse Network models and constructing network- critical path, various floats.										
CLO5	Analyse Game Theory and Decision Theory										
UNIT	Details							No. of Hours	Learning Objectives		
I	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-							12	CLO1		

	simple problems.		
II	Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.	12	CLO2
III	Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.	12	CLO3
IV	Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT	12	CLO4
V	Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.	12	CLO5
		60	

Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Analyse Linear Programming	PO1,PO4,PO3,PO5, PO6
CO2	Analyse Transportation problem	PO1,PO4,PO3,PO5, PO6
CO3	Analyse Assignment problem	PO1,PO4,PO3,PO5, PO6
CO4	Analyse Network models	PO1,PO4,PO3,PO5, PO6
CO5	Analyse Game Theory and Decision Theory	PO1,PO4,PO3,PO5, PO6

Reading List

1.	Operational Research Research.com
2.	Operations Research PubsOnLine (informs.org)
3.	Prabandhan : Journal of Management
4.	International Journal of Operations research
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai,

	2019	
References Books		
1.	P.R. Vittal & V. Malini, Operative Research – Margham Publications – Chennai – 17.	
2.	P.K. Gupta & Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi	
3.	V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi	
4.	Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi	
5.	P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.	
Web Resources		
1	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf	
2	chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf	
3	https://www.onlinemathlearning.com › linear-programming-example	
4	https://www.kellogg.northwestern.edu › weber › Notes_6_Decision_trees	
5	www.pondiuni.edu.in › sites › default › files	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

(K5)	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S		S	S	S	S		
CO2	S		S	S	S	S		
CO3	S		S	S	S	S		
CO4	S		S	S	S	S		
CO5	S		S	S	S	S		

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	S	S
CO2	M	S	S	S	S
CO3	M	S	S	S	S
CO4	M	S	S	S	S
CO5	M	S	S	S	S

INSTITUTIONAL TRAINING *

Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits

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

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

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

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

Reporting Proforma: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors' details, number of employees and their brief profile, share capital & Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

Outcome: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC09	HUMAN RESOURCE MANAGEMENT	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Explain the concepts, functions and process of HRM										
CLO2	Examine the selection and placement process										
CLO3	Evaluate the training and performance										
CLO4	Understand the importance of employee engagement and compensation										
CLO5	Understand the recent trends in HR										
UNIT	Details							No. of Hours	Learning Objectives		
I	Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept & scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world							15	CLO1		
II	Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,							15	CLO2		
III	Training and Development, Training Process,							15	CLO3		

	Methods, Training Need Assessment , Career Development. Transfer and Promotion. Performance Management –Meaning- Process- Performance appraisal methods-Performance Monitoring and review.		
IV	Employee Engagement- Meaning- Importance- evaluation- measuring employee employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures	15	CLO4
V	Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM&Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce.Global HRM	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Explain the concepts, functions and process of HRM	PO1, PO3,PO4,PO5,PO6	
CO2	Examine the selection and placement process	PO1,PO2,PO3,PO4,P05	
CO3	Evaluate the training and performance appraisal	PO1, PO3,PO2,PO4,PO6,PO7	
CO4	Understand the employee engagement and compensation	PO1,PO2,PO3,PO5,PO6,	
CO5	Understand the recent trends in HR	PO2,PO3,PO5,PO4,PO6, PO7	
Reading List			
1.	Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018		
2.	Steve Brown , HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1 st Edition, 2017		
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 st Edition, 2018		
4	Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015		
5	Srinivas R Kandula, ,Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013		
References Books			
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 rd Edition ,2010		
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 th Edition		

3.	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 rd Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
Web Resources		
1	https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf	
2	http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf	
3	https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf	
4	https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835	
5	http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S	S	S	S		
CO 2	S	S	M	S	S			
CO 3	S	S	S	M		S	S	
CO 4	S	S	S		S	S		
CO 5		S	M	S	M	S	S	

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	M	M	M
CO 2	S	S	S	M	S
CO 3	S	S	S	L	S
CO 4	S	S	S	M	S
CO 5	M	S	M	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
BBA DSC 10	Research Methodology	Core	-	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	To familiarize the students to the basic concepts of Research and operationalize research problem										
CLO2	To provide insights on research design and scaling										
CLO3	To throw light on data collection and presentation										
CLO4	To elucidate on Hypothesis Testing and other statistical Test										
CLO5	To summarize and present research results with focus on ethics and plagiarism										
UNIT	Details						No. of Hours	Learning Objectives			
I	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.						15	CLO1			
II	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.						15	CLO2			
III	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.						15	CLO3			

IV	Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data.	15	CLO4
V	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.	15	CLO5
Total		75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	Understand the concepts and principles of Research	PO1, PO3, PO5,PO6	
CO2	Comprehend and decide the usage of design and formulate hypothesis	PO1,PO3,PO4,PO5,P O6,PO7	
CO3	Analyze data collection sources and tools	PO1,PO2,PO3,PO4, PO5,PO6	
CO4	Summarize and establish solutions through data analysis	PO1,PO2,PO3,PO5,P O6	
CO5	Compare and justify the process of writing and organizing a research report.	PO1, PO2,PO3,PO5,PO6	
Reading List			
1	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 th Edition, Pearson Education India 2014		
2	Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 th Edition Pearson India 2011		
3	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014		
4	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 th Edition , 2022		
5	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019		
Reference Books			
1.	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.		
2.	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.		
3.	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.		
4.	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.		
5.	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021		
Web Resources			
1.	https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf		
2.	https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf		
3.	https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf		

4.	https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf	
5.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S		S	S		
CO 2	S		M	S	S	S	S	
CO 3	S	S	S		S	S		
CO 4	S	S	M		S	S		
CO 5	S	S	S		S	S		

S-Strong M-Medium L-Low

**CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	M	S
CO 2	S	S	S	S	S
CO 3	M	S	S	M	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC11	Business Taxation	Core	Y	-	-	-	4	5	25	75	100

Learning Objectives			
CLO1	To understand the basic concepts of Taxes.		
CLO2	To provide insights on the Income Tax Act.		
CLO3	To evaluate the procedure for assessment and methods of valuation for customs.		
CLO4	To discuss on GST.		
CLO5	To analyze and apply the returns, Tax payment and Penalties under GST		
UNIT	Details	No. of Hours	Learning Objectives
I	Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.	15	CLO1
II	Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure	15	CLO2
III	Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback.	15	CLO3
IV	Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT.	15	CLO4
V	Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		
CO1	To define and understand the basic concepts of tax.	PO1, PO3,PO5,	
CO2	To Examine and apply GST rules in real-time business situations.	PO1, PO3, PO5,PO4	

CO3	To analyze the elements of GST mechanism in India.	PO1,PO3,PO4,PO5,
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.	PO1,PO2,PO3,PO4,P O5,
CO5	To prepare the needed documents under GST Compliance.	PO1,PO2,PO3,PO5,P O7
Reading List		
1.	V.S. Datey, Central Excise , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	Business Taxation (Goods & Services TAX - GST) , Margam Publication, Edition 2019.	
3.	Srinivasan N.P and Priya Swami. M, Business Taxation , Kalyani publishers Edition 2013	
4.	Pagaredinkar, Business Taxation , Sultan Chand and Sons, 2012.	
5.	VISION: Journal of Indian Taxation	
References Books		
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 th Edition.	
2.	Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.	
3.	Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020	
4.	DR. Vandhana Bangar , Yogendra Bangar , Indirect tax laws, Aadhya Prakasam Allahabad 2018.	
5.	T.S. Reddy & Y. Hari Prasad Reddy , Business Taxation, Margham Publications, Chennai 2018.	
Web Resources		
1.	https://www.gst.gov.in/	
2.	https://gstcouncil.gov.in/	
3.	https://taxguru.in/custom-duty/types-duties-customs.html	
4.	https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901	
5.	https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

(K2)	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	S	M	S	S
CO5	S	M	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC12	MANAGEMENT INFORMATION SYSTEM	Core	Y	-	-	-	4	5	25	75	100
Learning Objectives											
CLO1	Understand MIS in decision making										
CLO2	Explain MIS, its structure and role in management functions										
CLO3	Classify & discuss information system categories, Database Management systems										
CLO4	Discuss SDLC and functional information system categories										

CLO5	Outline functions of BPO, Data mining and the recent trends in information management		
UNIT	Details	No. of Hours	Learning Objectives
I	Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues	12	CLO1
II	Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage	12	CLO2
III	Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.	12	CLO3
IV	System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.	12	CLO4
V	Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.	12	CLO5
		60	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	Understand MIS in decision making	PO1, PO3,PO5	
CO2	Explain MIS, its structure and role in management functions	PO1,PO2, PO3,PO5,PO6,	
CO3	Classify & discuss information system categories, Database Management systems	PO1,PO2, PO5	
CO4	Discuss SDLC and functional information system categories	PO1, PO3, PO5,PO6	
CO5	Outline functions of BPO, Data mining and the recent trends in information management	PO1,PO2,PO3,PO5, PO6	
Reading List			
1.	Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India		
2.	Dr. S.P. Rajagopalan, “Management Information Systems and EDP ”, MarghamPublications , Chennai.		
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2 nd Edition		
4	Management Information System by Ozz Effy		

5	Sadagopan, "Management Information Systems" - Prentice- Hall of India	
References Books		
1.	Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.	
2.	Management Information System by Concise study by Kelkhar S A	
3.	CSV Murthy -"Management Information Systems" Himalaya publishing House.	
4.	Michael Alexander (2014) Business Intelligence Tools for Excel Analysts	
5	Management Information System by Oka MM	
Web Resources		
1.	https://www.tutorialspoint.com/management_information_system/management_information_system.htm	
2.	http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf	
3	JMIS - Journal of Management Information Systems (jmis-web.org)	
4	Management Information Systems Quarterly AIS Affiliated Journals Association for Information Systems (aisnet.org)	
5	https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S		S			
CO 2	S	S	M		S	S		
CO 3	S	S			S			

CO 4	S		M		S	S		
CO 5	S	S	S		S	S		

S-Strong M-Medium L-Low
CO-PO Mapping (Course Articulation Matrix)
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	M	S	M	L	S
CO 2	S	S	S	S	S
CO 3	S	S	M	S	S
CO 4	M	M	S	M	S
CO 5	S	S	M	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE1A	Digital Marketing	Specific Elective	Y	-	-	-	3	4	25	75	100

Learning Objectives

CLO1	To provide basic knowledge about digital marketing.
CLO2	To understand and develop various digital marketing tools used for business.
CLO3	To know the digital analytics and measurement tools used for digital marketing.
CLO4	To familiarise online and Social media marketing
CLO5	To Understand various data analytics and measurement tools in digital marketing

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.	12	CLO1
II	Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.	12	CLO2
III	Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.	12	CLO4
IV	Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.	12	CLO5

V	Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value)	12	CLO3
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Discuss digital marketing and its framework	PO1, PO3, PO4	
CO2	Identify, use appropriately and explain digital marketing tools	PO1,PO2,PO4,PO5	
CO3	Explain social media marketing and crowdsourcing	PO1,PO3,PO5,PO6, PO7	
CO4	Discuss online reputation management and its influence	PO1,PO3,PO4,PO5, PO6	
CO5	Identify the various data analytics and measurement tools in digital marketing	PO1,PO4,PO5	
Reading List			
1.	Journal of Digital & Social Media Marketing		
2.	International Journal of Internet Marketing and Advertising		
3.	Understanding Digital Marketing,Damian ryan,4 th Edition 2017 publisher:Korgan page limited USA		
4.	Digital Marketing current trends ,vandanahuja,7 th edition2015 Oxford University press ,Chennai		
5.	Digital Marketing essentials you always wanted to know,7 th edition2012,Vibrant publishers USA		
References Books			
1.	Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications,		

	First Edition, 2016.	
2.	Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.	
3.	Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.	
4.	Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.	
5.	Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.	
Web Resources		
1	https://www.soravjain.com/ebook/ebook.pdf	
2	https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners	
3	https://www.optron.in/blog/digital-marketing/	
4	https://www.tutorialsduniya.com/notes/digital-marketing-notes	
5	https://digitalmarketinginstitute.com/resources/ebooks	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S		S	S				
CO2	S	S		S	S			
CO3	S		S		S	S	S	
CO4	S		S	S	S	S		
CO5	S			S	S			

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	M	S	M	S	S
CO5	S	S	S	M	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE1B	Industrial Relations	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	To educate about the Industrial legislation in India.										
CLO2	To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,										
CLO3	To know about Labor Legislation										
CLO4	To provide knowledge about the Councils and Collective Bargaining										
CLO5	To educate about Trade Unions										
UNIT	Details							No. of Hours	Learning Objectives		
I	Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.							12	CLO1		
II	Industrial Dispute: Causes and Consequences, Strikes –							12	CLO2		

	Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Meditation, Arbitration and Adjudication.Grievance: Causes & Redressal Procedure, Standing Orders		
III	Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923 ,Payment of wages act,1936, Payment of Bonus act,1965, Employee Provident Fund and Miscellaneous Provisions Act 1952 , Payment of Gratuity act,1972	12	CLO3
IV	Workers’ participation in management: Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process &Importance.	12	CLO4
V	Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures,Types and Functions,Social	12	CLO5
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the role and importance of Industrial Relations	PO1, PO2,PO3,PO4,PO5	
CO2	Understanding the concepts of industrial Disputes and settlement.	PO1,PO2,PO4,PO5, PO7,	
CO3	Understanding the concepts of Labour legislation.	PO1,PO3,PO4,PO5, PO7	
CO4	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4,PO5, PO6,PO7	
CO5	Understanding the concepts of Trade Union	PO1,PO4,PO5,PO7	
Reference Books			
1.	Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018		
2.	<u>Gupta CB (Dr), Kapoor N.D., Tripathi PC</u> ; Industrial Relations and LabourLaws, Sultan Chand and Sons, 2020.		
3.	Chris Hall; Trade Union and its State, Princeton University, 2017		
4.	S C Shrivastava, Industrial Relations &Labour Laws, Vikas Publishing,2022		
5.	R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd,		

	2016	
	Text Books	
1	Dr.CBMamoria, Satish Mamoria,P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022	
2	Arun Monappa, Industrial Relations &Labour laws,Tata McGraw Hill, 2012	
3	C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2 nd Edition	
4	A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition	
5	P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e	
	Web Resources	
1.	https://labour.gov.in/industrial-relations	
2.	https://www.srcc.edu/e-resources?field_e_resources_tid=447	
3.	https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union	
4.	https://theintactone.com/2022/08/17/joint-management-councils/	
5.	https://labourlawreporter.com/	
	Methods of Evaluation	
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
	Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or	

	Presentations
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Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	S	S	S			
CO2	S	S		S	S		S	
CO3	S		S	S	S		S	
CO4	S	S		S	S	S	S	
CO5	S			S	S		S	

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S
CO 2	M	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	M	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE1C	FINANCIAL SERVICES	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the types of financial services and its environment										
CLO2	Recognize role and functions of merchant banker and capital market										
CLO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance										
CLO4	Understand Consumer Finance, Venture capital and credit rating										
CLO5	Understand mutual funds and its functions										
UNIT	Details							No. of Hours	Learning Objectives		
I	Meaning and importance of financial services – Types of financial services – Financial services and economic and technological environment – Players in Financial Services Sector. Financial Environment; Financial System-RBI, Commercial Banks; Financial Institutions-National Stock Exchange; Non-Banking Financial Companies (NBFCs)							12	CLO1		
II	Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI							12	CLO2		
III	Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor							12	CLO3		
IV	Venture Capital – Credit Rating – Consumer Finance							12	CLO4		
V	Mutual Funds: Meaning – Types – Functions – Advantages. Introduction to digital payments- crypto currency.							12	CLO5		
								60			
Course Outcomes	On Completion of the course the students will							Program Outcomes			
CO1	List types of financial services and their role							PO1,PO2,PO6			
CO2	Recognize role and functions of merchant banker and capital market							PO1, PO2, PO3, PO4, PO6			

CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6
CO4	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6
CO5	Understand mutual funds and its functions	PO2, PO8
Reading List		
1.	Management of Banking and financial services by Padmalatha suresh and Justin Paul	
2.	Financial Services By Thmmuluri Siddaiah	
3.	Financial Services By Kevin D Peterson	
4.	Financial markets and services By E.Gordon and K.Natarajan	
5.	Financial services and Markets By Dr Punithavathy pandian	
References Books		
1.	1. Financial Services –M.Y.Khan	
2.	2. Financial Services –B.Santhanam	
3.	3. Law of Insurance – Dr.M.N.Mishra	
4.	4. Indian Financial System – H.r.Machiraju	
5.	5. A Review of current Banking Theory and Practice – S.K.Basu.	
Web Resources		
1.	http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf	
2.	http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf	
3.	https://academyfinancial.org/journal	
4.	Financial Remedies Journal	
5.	https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate	Longer essay/ Evaluation essay, Critique or justify with pros and cons	

(K5)	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	-	-	-	S	-	-
CO 2	M	M	M	M	-	S	-	-
CO 3	S	S	M	-	-	M	-	-
CO 4	-	S	-	-	-	M	-	-
CO 5	-	S	-	-	-	-	-	M

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M			
CO 2	M	L	M	S	L
CO 3	L	S	S	L	M
CO 4		L			
CO 5		M			

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE2A	CONSUMER BEHAVIOR	Spec ific Elec tive	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the different concepts relating to nature, scope and application of consumer behavior										
CLO2	Understand the various internal influences on consumer behavior										

CLO3	Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market.		
CLO4	Learn about the various external influences on consumer behavior		
CLO5	Understand the process of human decision making in a marketing context.		
UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying	15	CLO1
II	Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.	15	CLO2
III	Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model	15	CLO3
IV	External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.	15	CLO4
V	Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation	15	CLO5
	Total	75	

Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4	
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6	
CO3	Analyze the consumer decision process.	PO6, PO8, PO2	
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6, PO8	
CO5	Determine customer satisfaction and consequent post purchase behavior	PO3, PO1, PO2	
Text Books			
1.	Consumer Behaviour – Satish K Batra, S H H Kazmi		
2.	Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai		
3.	Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006		
4.	Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning		
5.	Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015		
References Books			
1.	Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.		
2.	Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited		
3.	Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi		
4.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi		
5.	David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.		
Web Resources			
1.	https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457		
2.	https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition		

3.	https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr	
4.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf	
5.	https://www.iedunote.com/attitude-and-consumer-behavior	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S				
CO 2		S	S	S		L		
CO 3		S				S		S
CO 4						S		S
CO 5	S	S	S					

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes,

Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	L			M	L
CO 2		L	M	L	L
CO 3		L			S
CO 4					
CO 5		M	L		

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA DSE 2B	Innovation Management	Core	Y	-	-	-	3	4	25	75	100	
Course Objectives												
CLO1	To have a broad understanding on the concept innovation management.											
CLO2	To familiarize the students about the creativity and innovation in product development.											
CLO3	To have a broad understanding of the innovation strategy and its competitive advantage.											
CLO4	To provide the knowledge about the technical innovation and its need and importance.											
CLO5	To understand the business strategy and objectives in current scenario.											
UNIT	Details							No. of Hours	Course Objectives			
I	Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.							15	CLO1			
II	Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.							15	CLO2			
III	Areas of Innovation Product Innovation: Concept, New product development, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering							15	CLO3			
IV	Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.							15	CLO4			
V	Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.							15	CLO5			
Total							75					
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To understand the concepts of Innovation management.							PO1,PO2				
CO2	To apply knowledge new business plans and strategy.							PO1, PO2,PO3				
CO3	To demonstrate the value of customers in increasing the profitability ratio.							PO2,PO4, PO5,PO8				

CO4	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
CO5	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8
Reading List		
1.	Innovation and Entrepreneurship, Peter F. Drucker	
2.	The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen	
3.	"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis	
4.	"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen	
5.	Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons	
References Books		
1.	Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House	
2.	James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000	
3.	Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.	
4.	Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm. New York: Doubleday, 2001	
5.	Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.	
Web Resources		
1.	https://www.coursera.org/learn/innovation-management	
2.	https://sloanreview.mit.edu/tag/innovation-management/	
3.	https://www.worldscientific.com/worldscinet/ijim	
4.	https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf	
5.	https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/	MCQ, True/False, Short essays, Concept explanations, short summary or	

Comprehend (K2)	overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S						
CO 2	S	S	M					
CO 3		S		M	S			M
CO 4			M	M	S	S	L	
CO 5	S	S	M					M

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	L	L			M
CO 2	L	L	M		L
CO 3		L		L	M
CO 4		M	L		
CO 5			S	M	

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE2C	Security Analysis and Portfolio Management	Specific Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Understand the basic concepts and terminologies relating to stock market										
CLO2	Evaluate the value of different equity and debt instruments										
CLO3	Comprehend the different methods of performing fundamental and technical analysis										
CLO4	Evaluate portfolio based on different portfolio theories										
CLO5	Possess a basic knowledge of derivatives, its types and characteristics										
UNIT	Details							No. of Hours	Learning Objectives		
I	<p>Theory : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges- BSE, NSE, OTCEI. SEBI – functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.</p> <p>Problem: Measurement of risk and return</p>							15	CLO1		
II	<p>Equity and bond valuation</p> <p>Theory : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity</p> <p>Problem: Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return</p>							15	CLO2		
III	<p>Security analysis</p> <p>Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency.</p>							15	CLO3		

	Charts, Patterns, Trend Lines, Support and Resistance Levels Problems : Relative Strength Analysis, Moving Averages, breadth of market		
IV	Portfolio management Theory: steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory Problems: Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model	15	CLO4
V	Derivatives Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Recall the meaning of the basic terminologies used in stock market.	PO1	
CO2	Explain and infer the final worth of various investment processes	PO3, PO4, PO5, PO6, PO8	
CO3	Solve problems relating to various investment decisions	PO3, PO4, PO5, PO6, PO8	
CO4	Analyze theories and problems relating to stock market	PO3, PO4, PO5, PO6, PO8	
CO5	Interpret the various investment models that aid in investment decision making	PO3, PO4, PO5, PO6, PO8	
Text Books			
1.	<u>Punithavathy Pandian</u> (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition		
2	Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6 th edition		
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7 th edition		
4	S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition		

5	L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai	
References Books		
1.	Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.	
2.	Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.	
3.	V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.	
4.	V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012	
5.	Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press	
Web Resources		
1.	www.stock-trading-infocentre.com	
2.	www.sebi.gov.in	
3.	https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/	
4.	https://www.investopedia.com/terms/t/technicalanalysis.asp	
5.	https://groww.in/p/portfolio-management	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S							
CO 2				S	S	S		S
CO 3				S	S	S		S
CO 4				S	S	S		S
CO 5				S	S	S		S

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S				
CO 2		S	S		M
CO 3		S	S		M
CO 4		S	S		M
CO 5		S	S		M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
BBA DSC13	Entrepreneurship Development	Core	Y	-	-	-	4	6	25	75	100
Course Objectives											
CLO1	To impart knowledge on the concept of Entrepreneur and Entrepreneurship.										
CLO2	To know the various ideas and implementation of business plan.										
CLO3	To throw light on importance of the Business analysis and evaluation.										
CLO4	To discuss the role of Government in developing entrepreneurship.										
CLO5	To understand the problems and remedies of Entrepreneurial failure.										
UNIT	Details							No. of Hours	Course Objectives		
I	Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.							15	CLO1		
II	Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks.							15	CLO2		
III	Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises.							15	CLO3		
IV	Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development.- Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.							15	CLO4		
V	Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.							15	CLO5		
Total							75				
Course Outcomes											

Course Outcomes	On completion of this course, students will;	
CO1	To understand the concepts of Entrepreneurship development.	PO1,PO2
CO2	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
CO3	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
CO5	To evaluate and assess the various problems and remedies of entrepreneurship	PO3,PO4, PO5, PO6, PO8
Reading List		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asianperspective.- Cengage, New Delhi.	
3.	Leach/Melicher, Entrepreneurial Finance – Cengage.	
4.	K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.	
5.	Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001.	
References Books		
1.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
2.	The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries	
3.	http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/	
4.	Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker	
5.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
6.	Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010	
7.	Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010	
Web Resources		
1.	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf	
2.	https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf	
3.	https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf	
4.	http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf	
.Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	

	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S						
CO 2	S	S	M					
CO 3		M		S	S			S
CO 4			M	S	S	M	S	
CO 5			M	S	M	S		M

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	L				
CO 2	M	L	L		L
CO 3		S	M	L	
CO 4		M		L	S
CO 5			L	M	

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC	Services Marketing	Spec	Y	-	-	-	4	6	25	75	100

14		ific Elec tive										
Learning Objectives												
CLO1	To recall the basic concepts of Services Marketing.											
CLO2	To know the Marketing Mix in Service Marketing.											
CLO3	To examine effectiveness of Service Marketing.											
CLO4	To discuss on delivering Quality Service.											
CLO5	To analyze the Marketing of Services.											
UNIT	Details										No. of Hours	Learning Objectives
I	Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.										15	CLO1
II	Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.										15	CLO2
III	Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy.										15	CLO3
IV	Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality.										15	CLO4
V	Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.										15	CLO5
	Total										75	
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	To define and understand the concepts of Services										PO1, PO4, PO6, PO8	

	Marketing.	
CO2	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8
CO3	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6
CO4	To evaluate the role of delivering Quality Service.	PO2, PO7
CO5	To design the tools of Marketing	PO1, PO3, PO5, PO8
Reading List		
1.	Reddy P.N. (2011)– Services Marketing – Himalaya Publication	
2.	Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher	
3.	The Journal Of Services Marketing	
4.	Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi	
5	C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi	
References Books		
1.	Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.	
2.	S.M. Jha, Services marketing, Himalaya Publishers, India	
3.	Baron, Services Marketing, Second Edition. Palgrave Macmillan	
4.	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.	
5.	Thakur.G.S. Sandhu supreet& Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.	
Web Resources		
1	https://www.managementstudyguide.com/seven-p-of-services-marketing.htm	
2	https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875	
3	https://www.marketingtutor.net/service-marketing/	
4	https://www.marketing91.com/service-marketing/	
5	https://www.marketing91.com/service-marketing-mix/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe,	

(K3)	Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

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

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L				
CO2		L			S
CO3	L		L	M	
CO4			M		L
CO5	M	L	L	S	

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSC 15	Production & Materials Management	Core	Y	-	-	-	4	6	25	75	100
Learning Objectives											
CLO1	To provide comprehensive outlook on basic concepts and practices of production.										
CLO2	To understand types of layout facilities										
CLO3	To analyse work study methods and quality control										

CLO4	To enable the students to gain knowledge on Inventory control and Vendor rating		
CLO5	To give an insight to Purchase management		
UNIT	Details	No. of Hours	Learning Objectives
I	Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends.	15	CLO1
II	Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.	15	CLO2
III	Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts.	15	CLO3
IV	. Integrated materials management- the concept-service function advantages- Inventory Control-Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED-FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions	15	CLO4
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management	15	CLO5
	Total	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6	

CO2	Identify right plant location and plant layout of factory	P01, PO2,PO6
CO3	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6
CO4	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7
CO5	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8
Reading List		
1.	K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020	
2.	R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015	
3	Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010	
4	Anil Kumar S and N Suresh, Operation Management, New Age International 1 st Edition, 2018	
5	,William J. Stevenson , Operations ManagementMcGraw Hill; 13th Edition, 2022	
References Books		
1.	P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015	
2.	M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004	
3.	P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.	
4.	P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.	
5.	S.N.Chary, Production and Operations Management, JBA Publishers, Edition Edition VI	
Web Resources		
1	https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTE_S.pdf	
2	https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf	
3	https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf	
4	https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf	
5	https://examupdates.in/materials-management-notes/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks

on		
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M				S		
CO 2	S	S				S		
CO 3	S	S	M			S		
CO 4	S					S	M	
CO 5	S	S				S		S

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	L	L	M
CO 2	L	L	M		L
CO 3			M		
CO 4	L			L	
CO 5		M			L

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE3A	Fundamentals of Logistics	Specific Elective	Y	-	-	-	3	5	25	75	100

	Management										
Learning Objectives											
CLO1	Understand the various basic concepts and terms relating to Logistics										
CLO2	Comprehend the importance of customer service and outsourcing relevant to logistics										
CLO3	Evaluate the importance and issues in global logistics										
CLO4	Possess an overall knowledge about the services and factors allied to logistics										
CLO5	Understand the technological impact of logistics										
UNIT	Details						No. of Hours	Learning Objectives			
I	Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy						15	CLO1			
II	Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing						15	CLO2			
III	Global Logistics Global Supply Chain. Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics- Role of 3PL&4PL. Brief overview of EXIM						15	CLO3			
IV	Key logistics activities Warehousing: Meaning, Types,Benefits. Transportation Meaning;Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning,						15	CLO4			

	Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.		
V	Technology & Logistics :Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits	15	CLO5
	Tot	75	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Explain the basic concepts relating to logistics	PO1	
CO2	Analyse the role of outsourcing and customer service in logistics	PO4, PO5, PO6, PO8	
CO3	Appraise the needs, modes and issues relating to global logistics	PO4, PO5, PO6, PO8	
CO4	Describe about the different activities allied to logistics	PO4, PO5, PO6, PO8	
CO5	Identify the various areas of logistics where technology can be applied	PO4, PO5, PO6, PO8	
Text books			
1.	Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited		
2.	Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009		
3	Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012		
4	Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011		
5	Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012		
References Books			
1.	Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.		
2.	Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.		
3.	Fundamentals of Logistics Management (The Irwin/McGraw-Hill		

	Series in Marketing) by Douglas Lambert, James R. Stock, and Lisa M. Ellram McGraw-hill/Irwin, First Edition,1998	
4.	Fundamentals of Logistics Management by David Grant, Douglas M. Lambert, James R. Stock, and Lisa M. Ellram, McGraw Hill Higher Education,1997.	
5.	Logistics Management, Ismail Reji, Excel Book, First Edition,2008.	
Web Resources		
1.	https://www.techtarget.com/searcherp/definition/logistics-management	
2	https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/	
3	https://www.track-pod.com/blog/functions-of-logistics/	
4	https://www.projectmanager.com/blog/logistics-management-101	
5	https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S							
CO 2				S	S	S		S
CO 3				S	S	S		S
CO 4				S	S	S		S
CO 5				S	S	S		S

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S				
CO 2		S	S		M
CO 3		S	S		M
CO 4		S	S		M
CO 5		S	S		M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE3B	E-Business	Specific Elective	Y	-	-	-	3	5	25	75	100
Learning Objectives											
CLO1	To understand the basic concepts of electronic business.										
CLO2	To identify web-based tools.										
CLO3	To examine the security threats to e-business.										
CLO4	To discuss the strategies on marketing.										
CLO5	To analyze the business plan for e-business.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business							15	CLO1		
II	Web based tools for e - business - e - business software - overview of packages							15	CLO2		
III	Security threats to e - business - implementing security for e - commerce and electronic payment systems.							15	CLO3		
IV	Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals							15	CLO4		
V	The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business							15	CLO5		
	Total							75			
Course Outcomes											
Course Outcomes	On completion of this course, students will;										

CO1	To define and understand the basic concepts of business done through web	PO1
CO2	To Examine and apply web tools in real-time business situations.	PO3, PO4, PO5
CO3	To analyze the security threats in e-business.	PO3, PO4, PO5
CO4	To evaluate strategies for marketing.	PO3, PO4, PO5
CO5	To prepare the environment for e-business.	PO3, PO4, PO5
Text Books		
1.	Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000	
2.	Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business	
3.	Kosivr, David - Understanding E-Commerce	
4.	Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.	
5.	C S Rayudu, E Commerce E Business, HPH	
References Books		
1.	Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.	
2.	Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.	
3.	Smantha Shurety,; E-Business with Net Commerce, Addison - Wesley, Singapore.	
4.	David Whitely, E Commerce Strategy, Technology and Applications, TMH	
5.	J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
Web Resources		
1	https://www.tutorialspoint.com/e-commerce/e-commerce-tutorial.pdf	
2	https://www.techtarget.com/searchcio/definition/e-business	
3	https://www.britannica.com/technology/e-commerce	
4	https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/	
5	https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	

External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S							
CO 2			S	S	S			
CO 3			S	S	S			
CO 4			S	S	S			
CO 5			S	S	S			

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1			S		S
CO 2			S		S
CO 3			S		S
CO 4			S		S
CO 5			S		S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	M a r k s		
									CIA	External	Total
BBA DSE3C	Strategic Management	Core	Y	-	-	-	3	5	25	75	100
Learning Objectives											

CLO1	To understand the concept of strategy and strategic management process.		
CLO2	To create awareness of evolving business environment.		
CLO3	To understand strategic alternatives and make appropriate strategic choice		
CLO4	To know the basics of strategic implementation		
CLO5	To understand recent trends for competitive advantage		
UNIT	Details	No. of Hours	Learning Objectives
I	Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy Strategic Intent-Vision and Mission Business Definition	12	CLO1
II	External Environment Appraisal using PESTEL Competitor Analysis using Porter's 5-Forces model Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis	16	CLO2
III	Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies	16	CLO3
IV	Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control	16	CLO4
V	Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability	15	CLO5
		75	
Course Outcomes	On Completion of the course the students will	Program Outcomes	
CO1	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO3, PO4	
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO3, PO4, PO5, PO6,PO7	
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO3, PO4, PO5, PO6,PO7	
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO3, PO4, PO5, PO6,PO7	

CO5	To familiarize with current developments	PO3, PO4, PO5, PO6,PO7
Reading List		
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14 th Edition (2017)	
2.	Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)	
3.	Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7 th Edition)	
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12 th Edition)	
5.	Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
References Books		
1.	Thomson &Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)	
2.	N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)	
3.	Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)	
4.	Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons	
5.	Kenneth Carrig,Scott A Snell.StrategicExecution:Driving Breakthrough performance in business, Stanford University Press(2019)	
Web Resources		
1	Strategic management journal https://onlinelibrary.wiley.com/journal/10970266	
2	https://str.aom.org/teaching/all-levels	
3	https://online.hbs.edu/courses/business-strategy/	
4	https://study.sagepub.com/parnell4e	
5	https://www.strategicmanagement.net/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S		S	S				
CO 2			S	S	S	S	S	
CO 3			S	S	S	S	S	
CO 4			S	S	S	S	S	
CO 5			S	S	S	S	S	

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1		S	S	S	S
CO 2		S	S	S	S
CO 3		S	S	S	S
CO 4		S	S	S	S
CO 5		S	S	S	S

BBA DSE4 PROJECT WORK (GROUP)- 5 Hours, 3 Credits

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

Learning Objectives	
CLO1	To Give Idea about Research Project
CLO2	To identify the research problem
CLO3	To review Literature
CLO4	To give knowledge on Data Collection and Analysis
CLO5	To Learn Project Preparation

Course Outcome	On completion of this course, students will;	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2,PO3
CO3	Improve practice in review of literature	PO3,PO6,PO7
CO4	Gain knowledge on Data Collection and Analysis	PO1,PO2
CO5	Be Proficient in Project Preparation	PO6,PO7,PO8

PROJECT DESCRIPTION

GUIDELINES

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	
External Evaluation	Project Report – Viva Voce	80 Marks
	Total	100 Marks

Method of Assessment

Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S							
CO 2		M	M					
CO 3			M			M	L	
CO 4	M	L						
CO 5					M	L	S	

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M				M
CO2		M	M		
CO3			M	M	
CO4	L	S			
CO5				S	L

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC01 NME	Basics of Event Management	NM E	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To know the basic of event management its concepts										
CLO2	To make an event design										
CLO3	To make feasibility analysis for event.										
CLO4	To understand the 5 Ps of Event Marketing										
CLO5	To know the financial aspects of event management and its promotion										

UNIT	Details	No. of Hours	Learning Objectives
I	Introduction: Event Management – Definition, Need, Importance, Activities.	6	CLO1
II	Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design	6	CLO2
III	Event Feasibility: Resources – Feasibility, SWOT Analysis	6	CLO3
IV	Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations	6	CLO4
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To understand basics of event management	PO2, PO3, PO7	
CO2	To design events	PO3, PO4, PO7	
CO3	To study feasibility of organising an event	PO3, PO4, PO5, PO6	
CO4	To gain Familiarity with marketing & promotion of event	PO1 PO2 PO7	
CO5	To develop event budget	PO1, PO3, PO6, PO7	
Reading List			
1.	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.		
2.	Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009		
3.	Event Management & Public Relations by Savita Mohan - Enkay Publishing House		
4	Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross		
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers		
References Books			
1.	Event Management By Chaudhary, Krishna, Bio-Green Publishers		

2.	Successful Event Management By Anton Shone & Bryn Parry	
3.	Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid	
4.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers	
5.	Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex GenadinikCreateSpace Independent Publishing Platform, 2015	
Web Resources		
1.	https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf	
2	https://www.inderscience.com/jhome.php?jcode=ijhem International Journal of Hospitality & Event Management	
3	https://www.emeraldgrouppublishing.com/journal/ijefm International Journal of Event and Festival Management	
4	https://www.eventbrite.com/blog/?s=roundup	
5	https://www.eventindustrynews.com/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or	

	Presentations
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Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		S	S				S	
CO 2			S	S			S	
CO 3			S	S	S	S		
CO 4	M	S					S	
CO 5	M		S			S	S	

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1		S	S	S	S
CO 2			S	S	S
CO 3	S	S	S	S	M
CO 4		S	S	M	S
CO 5		S	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA FC 01	Managerial Communication	Core	Y	-	-	-	2	2	25	75	100
Course Objectives											
CLO1	To educate students role & importance of communication skills										
CLO2	To build their listening, reading, writing & speaking communication skills.										
CLO3	To introduce the modern communication for managers.										
CLO4	To understand the skills required for facing interview										
CLO5	To facilitate the students to understand the concept of Communication.										
UNIT	Details							No. of Hours	Course Objectives		
I	Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette.							6	CLO1		
II	Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry,							6	CLO2		

	replies, Order, Sales, circulars, Grievances.		
III	Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language	6	CLO3
IV	Communication through Reports – Agenda- Minutes of Meeting - Resume Writing	6	CLO4
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites	6	CLO5
Total		30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand communication process and its barriers.	PO1 PO2 PO3 PO7	
CO2	Develop business letters in different scenarios	PO2 PO5 PO7	
CO3	Develop oral communication skills & conducting interviews	PO1 PO2 PO3 PO7	
CO4	Use managerial writing for business communication	PO1 PO2 PO3 PO6 PO7	
CO5	Identify usage of modern communication tools & its significance for managers	PO1 PO2 PO3 PO7	
Reading List			
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008		
2.	Mallika Nawal –Business Communication – CENGAGE		
3.	Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.		
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008		
5.	Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.		
References Books			
1.	Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017		
2.	Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017		
3.	R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006		
4.	Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010		
5.	R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015		

Web Resources		
1.	https://www.managementstudyguide.com/business_communication.html	
2.	https://studiousguy.com/business-communication/	
3.	https://www.oercommons.org/curated-collections/469	
4.	https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/	
5.	https://open.umn.edu/opentextbooks/textbooks/8	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S				S	
CO 2		S			S		S	
CO 3	S	S	S				S	
CO 4	S	S	S			S	S	
CO 5	S	S	S				S	

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		S	S	S	S
CO2		S	S		S
CO3	S	S	S		S
CO4		S	S	S	S
CO5	S	S	S	S	S

Subject Code	Subject Name	U	CS	L	T	P	O	U	I	Marks
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	Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.		
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Identify the personal qualities that are needed to sustain in the world of work.	PO1 PO2 PO3 PO4 PO5 PO6 PO7	
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1 PO2 PO3 PO4 PO5 PO6 PO7	
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	PO1 PO2 PO3 PO4 PO5 PO6 PO7	
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1 PO2 PO3 PO4 PO5 PO6 PO7	
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO1 PO2 PO3 PO4 PO5 PO6 PO7	
Reading List			
1.	Managerial Skill Articles		
2.	The Management Skills of SALL Managers - SiSAL Journal		
3.	Managerial Skills by Dr.K.Alex S.CHAND		
4.	Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP		
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV		
References Books			
1.	Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication		
2.	McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.		
3.	Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.		
4.	P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012		
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan		
Web Resources			

1.	https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63
2.	https://www.academia.edu/4358901/managerial_skill_development_pdf
3	https://www.academia.edu/4358901/managerial_skill_development_pdf
4	https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf
5	https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf

Methods of Evaluation

Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S	S	S	S	S	
CO 2	S	S	S	S	S	S	S	
CO 3	S	S	S	S	S	S	S	
CO 4	S	S	S	S	S	S	S	
CO 5	S	S	S	S	S	S	S	

S-Strong M-Medium L-Low

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1				S	S
CO 2	M	M	M	M	M
CO 3	M	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC03	Business Etiquette and Corporate Grooming	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to Business Etiquette: Introduction-ABCs of etiquette- meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business-professional conduct and personal spacing.							6	CLO1		
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings-Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment-real life workplace scenarios -company policy for business etiquette							6	CLO2		
III	Telephone Etiquette, email etiquette and Disability Etiquette - Mastering the telephone courtesy, handling rude							6	CLO3		

	or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices		
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication	6	CLO4
V	Business Attire and Professionalism Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Describe basic concepts of business etiquette and corporate grooming.	PO1, PO2,	
CO2	Outline the etiquette and grooming standards followed in a business environment, as well as the significance of communication.	PO1 PO2 PO4 PO5	
CO3	Create cultural awareness and moral practices in real-life workplace scenarios.	PO1 PO2 PO7	
CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success.	PO4 PO5 PO7	
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO1 PO2 PO4 PO5 PO7	
Reading List			
1.	Journal of Computer Mediated Communication By ICA		
2.	Business and Professional Communication by Sage Journals		
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse		
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow		
5.	Shital Mehra, "Business Etiquette: A guide for the Indian Professional", HarperCollins Publisher (2012) Kakkar		
References Books			
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers		
2.	Nina Kochhar, At Ease with Etiquette, B. Jain Publisher, 2011		
3.	Nimeran Sahukar, Prem P. Bhalla, The Book of Etiquette and Manners, Pustak Mahal Publishers, 2004.		
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Private Limited.		

5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S						S
CO 2	S	S		M	M		M	S
CO 3	S	S					M	S
CO 4				M	M		S	
CO 5	S	M		S	M		M	S

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1					S
CO 2					S
CO 3			M	M	S
CO 4			S	S	M
CO 5	S	S	M	M	M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC04	Computer Application in Business	SEC	Y	-	Y	-	1	1	25	75	100
Learning Objectives											
CLO1	To build skills in Ms-Word										
CLO2	To build skills in Ms-Excel,										
CLO3	To build skills in Ms- Power Point										
CLO4	To understand the basics of tally										
CLO5	To familiarize students with google forms for students with relevance in business scenario and its applications.										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents .							6	CLO1		
II	Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace,							6	CLO2		

	filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet- Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization		
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation-Setting presentation style, adding text, Formatting-Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts.	6	CLO3
IV	Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet	6	CLO4
V	Use Google forms to develop & share questionnaire.	6	CLO5
	Total	30	

Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO3, PO4, PO5
CO2	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO3, PO4, PO5
CO3	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO3, PO4, PO5
CO4	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO3, PO4, PO5
CO5	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO3, PO4, PO5

Reading List

1.	International Journal of Computer Applications in Technology
2.	International Journal of Computer Applications – IJCA
3.	P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
4.	Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran

5.	Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .	
References Books		
1.	P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.	
2.	Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman	
3.	Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.	
4.	Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.	
5.	S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.	
Web Resources		
1.	https://www.microsoft.com/en-us/microsoft-365/blog/	
2	https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18	
3	https://byjus.com/govt-exams/microsoft-word/	
4	https://edu.gcfglobal.org/en/google-forms/	
5	https://www.tutorialkart.com/tally/tally-tutorial/	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	S	S	S			
CO 2	S	S	S	S	S			
CO 3	S	S	S	S	S			
CO 4	S	S	S	S	S			
CO 5	S	S	S	S	S			

S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1		S	S		S
CO 2		S	S		S
CO 3		S	S		S
CO 4		S	S		S
CO 5		S	S		S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC05	Entrepreneurial Skill New Venture Development	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To learn to generate and evaluate new business ideas										
CLO2	To learn about a business model that generates money										
CLO3	To understand how to find, evaluate and buy a business										
CLO4	To evaluate the feasibility of idea into a Venture										
CLO5	To understand sources who lend for new ventures										
UNIT	Details							No. of Hours	Learning Objectives		
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.							3	CLO1		
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							3	CLO2		

III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability	3	CLO3
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.	3	CLO4
V	Financing the New Venture: Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions.	3	CLO5
	Total	15	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2, PO3, PO5, PO6	
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO3, PO5, PO6	
CO3	Develop a credible business plan for real life situations.	PO2, PO3, PO5, PO6	
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO2, PO3, PO5, PO6	
CO5	Evaluate different sources for financing new venture	PO2, PO3, PO5, PO6	
Reading List			
1.	Journal of Business Venturing – Elsevier		
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald		
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,		
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)		
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill		
References Books			
1.	New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)		
2.	Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.		
3.	Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.		
4.	The Manual for Indian Start -ups Tools to Start and Scale – up Your New		

	Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise	
5.	Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication	
Web Resources		
1.	https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217	
2.	https://core.ac.uk/download/pdf/98660713.pdf	
3.	https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf	
4.	https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm	
5.	https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
		25 Marks
External Evaluation	End Semester Examination	
		75 Marks
Total		100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcome

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1		S	S		S
CO 2		S	S		S
CO 3		S	S		S
CO 4		S	S		S

CO 5		S	S		S
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S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		S	S		S	S		
CO 2		S	S		S	S		
CO 3		S	S		S	S		
CO 4		S	S		S	S		
CO 5		S	S		S	S		

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA SEC06	Tally	SEC	Y	-	Y	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic use of Tally and its functions										
CLO2	To understand the creation of groups and Ledgers										
CLO3	To provide understanding about Data Management in Tally										
CLO4	To understand the process of GST, EPF etc.										
CLO5	To familiarize students about significance of Tally in implications in the Organizations										
UNIT	Details							No. of Hours	Learning Objectives		
I	Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration.							6	CLO1		
II	Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure.							6	CLO2		
III	Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.							6	CLO3		
IV	Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.							6	CLO4		

V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9	6	CLO5
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	To understand about the basic accounting and Tally. ERP 9	PO1	
CO2	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7	
CO3	Creation of various vouchers and bill wise details	PO1, PO4, PO7	
CO4	Understand various taxes returns and filing	PO2, PO6, PO7	
CO5	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7	
Reading List			
1.	Journal of Emerging Technologies and Innovative Research		
2.	Global Journal for Research Analysis		
3.	Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press		
4.	Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017		
5.	Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications		
References Books			
1.	Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015		
2.	Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications		
3.	Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education		
4.	Bimlendu Shekhar, Tally Practical Work Book -1, 2 nd Edition		
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020		
Web Resources			
1.	https://tallysolutions.com/learning-hub/		
2.	https://www.tutorialkart.com/tally/tally-tutorial/		
3.	https://sscstudy.com/tally-erp-9-book-pdf-free-download/		
4.	https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/		
5.	https://www.javatpoint.com/tally		

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	<u>S</u>							
CO 2	<u>S</u>	<u>M</u>					<u>S</u>	
CO 3	<u>S</u>			<u>S</u>			<u>M</u>	
CO 4		<u>S</u>				<u>M</u>	<u>M</u>	
CO 5		<u>M</u>					<u>S</u>	

S –Strong M-Medium L-Low

CO-PO Mapping with program specific outcomes,

Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	M	L		
CO 2		S		L	M
CO 3			M		
CO 4		S		M	
CO 5	L				M

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA SEC07	Intellectual Property Rights	SEC	Y	-	-	-	2	2	25	75	100	
Learning Objectives												
CLO1	To learn aspects of intellectual property rights to students who will play a major role in the development and management of innovative projects in industries.											
CLO2	To disseminate knowledge on patents, patent regime in India and abroad, and registration aspects.											
CLO3	To evaluate the copyright law											
CLO4	To disseminate knowledge on copyrights and their related rights and registration aspects.											
CLO5	To understand about Geographical Indicators											
UNIT	Details							No. of Hours	Learning Objectives			
I	PR Introduction: And the Need for Intellectual Property Rights—IPR in India—Different Classifications— Important Principles of IP Management— Commercialization of Intellectual Property Rights by Licensing—Intellectual Property Rights in the Cyber World							6	CLO1			
II	Introduction, Classification, Importance, and Types of Patent Applications in India: Patentable Inventions and Inventions Not Patentable.							6	CLO2			
III	Introduction—Fundamentals—Concept—Purpose— Functions—Characteristics—Guidelines—For Registration of Trademark—Kinds of TM— Protection—Non-Registrable Trademarks—Industrial Designs—Need for Protection of Industrial Designs.							6	CLO3			
IV	Introduction to Copyright—Conceptual Basis— Copyright and Related Rights—Author and Ownership of Copyright—Rights Conferred by Copyright— Registration—Transfer—Infringement—Copyright Pertaining to Software/Internet and Other Digital Media.							6	CLO4			
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance							6	CLO5			
	Total							30				
Course Outcomes												
Course	On completion of this course, students will;							Program Outcomes				

Outcomes		
CO1	Imbibe the knowledge of IPR through various laws	PO1, PO6
CO2	Apply the knowledge of patents	PO5, PO6
CO3	Understand the process of acquiring a trademark	PO2, PO6
CO4	Create an awareness about copyrights	PO6, PO8
CO5	Understand geographical indicators	PO6, PO8
Reading List		
1.	Journal of Intellectual Property Rights	
2.	Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	Intellectual Property Patents, TradeMarks, And Copy Rights–RichardStim	
4.	Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley	
5.	Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS	
References Books		
1.	Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing	
2.	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis	
3.	Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House	
4.	Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh	
5.	Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D Llewelyn and T Pain	
Web Resources		
1.	https://nptel.ac.in/courses/110/105/110105139/	
2.	https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf	
3.	https://ipindia.gov.in/	
4.	https://www.tutorialspoint.com/explain-the-intellectual-property-rights	
5.	https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M							
CO 2	M	S					S	
CO 3	M			S			S	
CO 4		M				M	M	
CO 5		M					S	

S –Strong M-Medium L-Low

**CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's**

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	L	M		
CO 2		L		M	S
CO 3		M		S	
CO 4	L		S		
CO 5		L		M	S

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
BBA PCE01	Quantitative Aptitude	PCE	Y	-	-	-	2	2	25	75	100	
Learning Objectives												
CLO1	To categorize, apply, and use thought processes to distinguish between concepts of quantitative methods.											
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to time.											
CLO3	To be able to solve questions relating to percentages, Profit and loss											
CLO4	To analyze data in Charts											
CLO5	To understand the application Geometry and mensuration											
UNIT	Details							No. of Hours	Learning Objectives			
I	Numerical computation: Applications based on numbers, the chain rule, and ratio and proportion.							6	CLO1			
II	Numerical Estimation - I Applications Based on Time and Work, Time and Distance							6	CLO2			
III	Numerical Estimation – II Applications based on percentages, profit, loss and discount, simple and compound interest, partnerships, shares, and dividends.							6	CLO3			
IV	Data interpretation related to averages, mixtures, and allegations, bar charts, pie charts, and Venn diagrams.							6	CLO4			
V	Application in industry in geometry and mensuration							6	CLO5			
	Total							30				
Course Outcomes												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	Use their logical thinking and analytical abilities to solve reasoning questions							PO3, PO4, PO5				
CO2	Solve questions related to time and distance and time and work							PO3, PO4, PO5				
CO3	Apply concept of percentages, Profit and loss, discount							PO3, PO4, PO5				
CO4	Interpret data using bar charts and diagrams							PO3, PO4, PO5				
CO5	Solve questions relating to Geometry and Mensuration							PO3, PO4, PO5				
Reading List												

1.	Quantitative aptitude by RSAgarwal, SChand Publication	
2.	Fast Track Objective Airthmetic by Rajesh Verma , Arihant	
3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI	
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by RajatVijayJain , Disha Publications	
5.	Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications	
References Books		
1.	Barron's by Sharon Welner Green and Ira K. Wolf (Galgotia Publications Pvt. Ltd.)	
2.	Quantitative Aptitude by U Mohan Rao Scitech publications	
3.	Quantitative Aptitude by Arun Sharma McGraw hill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
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Mapping with program outcome

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			S	S	S			
CO 2			S	S	S			
CO 3			S	S	S			
CO 4			S	S	S			

CO 5			S	S	S			
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S –Strong M-Medium L-Low
CO-PO Mapping with program specific outcomes,
Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1			S		
CO 2			S		
CO 3			S		
CO 4			S		
CO 5			S		