

**VIVEKANANDHA**  
**COLLEGE OF ARTS AND SCIENCES FOR WOMEN**  
**(AUTONOMUS)**

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( Affiliated to Periyar University, Approved by AICTE, Re-Accredited with 'A' Grade by NAAC)

**B.B.A.,**  
**GENERAL**

**SYLLABUS**  
**FROM THE ACADEMIC YEAR**  
**2023-2024**

B.B.A., GENERAL

<b>LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME</b>	
<b>Programme:</b>	<b>B.B.A., General</b>
<b>Programme Code:</b>	
<b>Duration:</b>	<b>3 years [UG]</b>
<b>Programme Outcomes:</b>	<p><b>PO1: Disciplinary knowledge:</b> Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study</p> <p><b>PO2: Communication Skills:</b> 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.</p> <p><b>PO3: Critical thinking:</b> 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.</p> <p><b>PO4: Problem solving: Capacity</b> 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.</p> <p><b>PO5: Analytical reasoning:</b> 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.</p> <p><b>PO6: Research-related skills:</b> 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</p> <p><b>PO7: Cooperation/Team work:</b> Ability to work effectively</p>

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.

**PO9: Reflective thinking:** Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

**PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

**PO 11 Self-directed learning:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

**PO 12 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.

**PO 13: Moral and ethical awareness/reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

**PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

**PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

<b>Programme Specific Outcomes:</b>	<p><b>PSO1:</b> To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p><b>PSO 2:</b> To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.</p> <p><b>PSO 3:</b> To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p><b>PSO 4:</b> Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p><b>PSO 5:</b> Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>PSO 1</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 2</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO3</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 4</b>	Y	Y	Y	Y	Y	Y	Y	Y
<b>PSO 5</b>	Y	Y	Y	Y	Y	Y	Y	Y

**3 – Strong, 2- Medium, 1- Low**

**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 fifth 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	<p><b>Foundation Course</b> 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.</p>	<ul style="list-style-type: none"> <li>➤ Instill confidence among students</li> <li>➤ Create interest for the subject</li> </ul>
I, II, III, IV	<p><b>Skill Enhancement papers</b> (Discipline centric / Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> <li>➤ Industry ready graduates</li> <li>➤ Skilled human resource</li> <li>➤ Students are equipped with essential skills to make them employable</li> </ul>
		<ul style="list-style-type: none"> <li>➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.</li> </ul>
		<ul style="list-style-type: none"> <li>➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.</li> </ul>
III, IV, V & VI	<p>Elective papers</p>	<ul style="list-style-type: none"> <li>➤ Strengthening the domain knowledge</li> <li>➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature</li> <li>➤ Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with hands-on-training.</li> </ul>

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

### Credit Distribution for UG Programme

Sem I	Credit	Sem II	Credit	Sem III	Credit	Sem IV	Credit	Sem V	Credit	Sem VI	Credit
1.1. Language - Tamil	3	2.1. Language - Tamil	3	3.1. Language - Tamil	3	4.1. Language - Tamil	3	5.1 Core Course – \CC IX	4	6.1 Core Course – CC XIII	4
1.2 English	3	2.2 English	3	3.2 English	3	4.2 English	3	5.2 Core Course – CC X	4	6.2 Core Course – CC XIV	4
1.3 Core Course – CC I	4	2.3 Core Course – CC III	4	3.3 Core Course – CC V	4	4.3 Core Course – CC VII Core Industry Module	4	5. 3.Core Course CC -XI	4	6.3 Core Course – CC XV	4
1.4 Core Course – CC II	4	2.4 Core Course – CC IV	4	3.4 Core Course – CC VI	4	4.4 Core Course – CC VIII	4	5. 3.Core Course –/Project with viva-voce CC -XII	4	6.4 Elective -VII Generic/ Discipline Specific	3
1.5 Elective I Generic/ Discipline Specific	3	2.5 Elective II Generic/ Discipline Specific	3	3.5 Elective III Generic/ Discipline Specific	3	4.5 Elective IV Generic/ Discipline Specific	3	5.4 Elective V Generic/ Discipline Specific	3	6.5 Elective VIII Generic/ Discipline Specific	3
1.6 Skill Enhancement Course SEC-1 (NME)	2	2.6 Skill Enhancement Course SEC-2 (NME)	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	4.6 Skill Enhancement Course SEC-6	2	5.5 Elective VI Generic/ Discipline Specific	3	6.6 Extension Activity	1
1.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-1	2	2.7 Skill Enhancement Course –SEC-3(NME)	2	3.7 Skill Enhancement Course SEC-5	2	4.7 Skill Enhancement Course SEC-7	2	5.6 Value Education	2	6.7 Professional Competency Skill	2
1.8 Skill Enhancement - (Foundation Course)	2	2.8 Ability Enhancement Compulsory Course (AECC) Soft Skill-2	2	3.7 Ability Enhancement Compulsory Course (AECC) Soft Skill-3	2	4.7 7Ability Enhancement Compulsory Course (AECC) Soft Skill-4	2	5.5 Summer Internship /Industrial Training	2		
				3.8 E.V.S	-	4.8 E.V.S	2				
	<b>23</b>		<b>23</b>		<b>22</b>		<b>25</b>		<b>26</b>		<b>21</b>
<b>Total Credit Points</b>											<b>140</b>



**CREDIT DISTRIBUTION FOR U.G.**

<b>3 – Year UG Programme Credits Distribution</b>			
		<b>No. of Papers</b>	<b>Credits</b>
<b>Part I</b>	Tamil( 3 Credits )	4	12
<b>Part II</b>	English( 3 Credits)	4	12
<b>Part III</b>	Core Courses (4 Credits)	15	60
	Elective Courses :Generic / Discipline Specific ( 3 Credits)	8	24
		<b>Total</b>	<b>108</b>
<b>Part IV</b>	NME ( 2 Credits)	2	4
	Ability Enhancement Compulsory Courses Soft Skill( 2 Credits)	4	8
	Skill Enhancement Courses (7 courses) Entrepreneurial Skill -1 Professional Competency Skill Enhancement Course	1	2
	EVS ( 2 Credits)	1	2
	Value Education ( 2 Credits)	1	2
			<b>Part IV Credits</b>
<b>Part V</b>	Extension Activity (NSS / NCC / Physical Education)		1
		<b>Total Credits for the UG Programme</b>	<b>140</b>

### 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	11	11	11	11	22	18	84
Part IV	6	6	6	7	3	3	31
Part V	-	-	-	-	-	1	1
<b>Total</b>	23	23	23	24	25	22	<b>140</b>

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

SEMESTER I		SUBJECTS	L	T	P	O	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	-	-	-	4	3	25	75	100
Part III	Core Paper-I	<b>BBA-DSC01: Principles of Management</b>	Y	-	-	-	5	4	25	75	100
	Core Paper-II	<b>BBA-DSC02: Accounting for Managers I</b>	Y	-	-	-	5	4	25	75	100
	Elective Paper-I	<b>BBA-DGE1: Managerial Economics</b>	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
	Ability Enhancement compulsory Course – AECC 1 Soft Skill I						2	2	50	50	100
	Total						30	23			

\*NME: Choose anyone from the other Department

<b>SEMESTER II</b>		<b>SUBJECTS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>O</b>	<b>Hrs/week</b>	<b>CREDIT</b>	<b>MAXMARKS</b>		<b>TOTAL</b>
<b>COURSE COMPONENT</b>									<b>CIA</b>	<b>EXT</b>	
PartI	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-II	English	Y	-	-	-	4	3	25	75	100
PartIII	CorePaper-III	BBA-DSC03: <b>Marketing Management</b>	Y	-	-	-	4	4	25	75	100
	CorePaper-IV	BBA-DSC04: <b>Accounting for Managers II</b>	Y	-	-	-	5	4	25	75	100
	Elective -II	BBA-DGE2: <b>International Business</b>	Y	-	-	-	4	3	25	75	100
PartIV	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
	Ability Enhancement compulsory Course – AECC 2 SoftSkillIII		Y	-	Y	-	2	2	50	50	100
	EVS		Y				1				
	Total						30	23			

SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									INT	EXT	
PartI	Paper-III	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-III	English	Y	-	-	-	4	3	25	75	100
Part III	CorePaper-V	<b>BBA-DSC05: Organisational Behaviour</b>	Y	-	-	-	4	4	25	75	100
	CorePaper-VI	<b>BBA-DSC06: Financial Management</b>	Y	-	-	-	5	4	25	75	100
	Elective – III	<b>BBA-DGE03:BusinessStatistics</b>	Y	-	-	-	4	3	25	75	100
PartIV	SEC4 Computer Applications in Business		Y	-	Y	-	2	2	25	75	100
	SEC5 Entrepreneurial Skill New Venture Management		Y		Y		2	1	25	75	100
	Ability Enhancement compulsory Course – AECC 3 SoftSkill III						2	2	50	50	100
	EnvironmentalStudies		Y	-	-	-	1				
	Total						30	22			

SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXM ARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
PartI	Paper-IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
PartII	Paper-IV	English	Y	-	-	-	4	3	25	75	100
PartIII	CorePaper-VII	<b>BBA-DSC07: Business Environment</b>	Y	-	-	-	4	4	25	75	100
	CorePaper-VIII	<b>BBA-DSC08: Business Regulatory FrameWork</b>	Y	-	-	-	5	4	25	75	100
	ElectivePaper-IV	<b>BBA-DGE04:Operations Research</b>	Y	-	-	-	4	3	25	75	100
PartIV	SEC6 Tally				Y	-	2	2	25	75	100
	SEC7 Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	EnvironmentalStudies		Y	-	-	-	1	2	25	75	100
	Ability Enhancement compulsory Course – AECC 4 SoftSkill-IV		Y	-	-	-	2	2	50	50	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	<b>BBA-DSC09:</b> Human Resource Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	<b>BBA-DSC10:</b> Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	<b>BBA-DSC11:</b> Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	<b>BBA-DSC12:</b> Management Information system	Y	-	-	-	4	3	25	75	100
	Elective–V	<b>BBA – DSE 1A</b> Digital Marketing Or <b>BBA-DSE 1B</b> Industrial Relations or <b>BBA-DSE 1C</b> Financial Services	Y	-	-	-	4	3	25	75	100
	Elective - Project	BBA DSE 2 Project with Viva –Voce	-	-	Y	-	5	4	20	80	100
Part IV	Value Education		Y	-	-	-	2	2			
Total							30	26			

SEMESTER VI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAX MARKS		TOTAL
COURSE COMPONENT									CIA	EX T	
Part III	Core Paper- XIII	<b>BBA-DSC13: Entrepreneurial Development</b>	Y	-	-	-	6	4	25	75	100
	Core Paper- XIV	<b>BBA-DSC14 Services Marketing</b>	Y				5	4	25	75	100
	Core Paper- XV	<b>BBA-DSC15 Production and Materials Management</b>	Y				5	4	25	75	100
	Elective- VI	<b>BBA-DSE3A: Consumer Behaviour</b> Or <b>BBA DSE3B: Innovation Management</b> Or <b>BBADSE 3C: Security Analysis &amp; Portfolio Management</b>	Y	-	-	-	5	3	25	75	100
	Elective- VII	<b>BBA-DSE 4A Fundamentals of Logistics</b> Or <b>BBA-DSE4B: E-business</b> or <b>BBA DSE4C : Strategic Management</b>	Y	-	-	-	5	3	25	75	100
		Professional Competency Enhancement Quantitative Aptitude I And Quantitative Aptitude II (2 hours each)					4	2	25	75	100



PartV	Extension Activities	-	Y	-			1			
	Total					30	21			

**Remarks: English Soft Skill Two Hours Will be handled by English Teachers (4+2 = 6 hours for English).**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBADSC01	Principles of Management	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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							15	CLO2		

	Policies – Decision –making – Process of Decision – making – Types of Decision.		
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 - Environment Protection - Responsibilities of Business	15	CLO5
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Describe nature, scope, role, levels, functions and approaches of management	PO5	
<b>CO2</b>	Apply planning and decision making in management	PO2, PO5, PO6,PO8	
<b>CO3</b>	Identify organization structure and various organizing techniques	P01, PO4	
<b>CO4</b>	Understand Direction, Co-ordination & Control mechanisms	PO2,PO6	
<b>CO5</b>	Relate and infer ethical practices of organisation.	PO3, PO8	
<b>Reading list</b>			
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.		
<b>Reference Books</b>			
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	
<b>Web Resources</b>		
1	<a href="https://www.toolshero.com/management/14-principles-of-management/">https://www.toolshero.com/management/14-principles-of-management/</a>	
2	<a href="https://open.umn.edu/opentextbooks/textbooks/693">https://open.umn.edu/opentextbooks/textbooks/693</a>	
3	<a href="https://open.umn.edu/opentextbooks/textbooks/34">https://open.umn.edu/opentextbooks/textbooks/34</a>	
4	<a href="https://openstax.org/subjects/business">https://openstax.org/subjects/business</a>	
5	<a href="https://blog.hubspot.com/marketing/management-principles">https://blog.hubspot.com/marketing/management-principles</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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	L	S	S	S	S	M	S
CO 2	M	S	S	S	M	M	L	S
CO 3	M	S	S	M	S	S	M	S
CO 4	S	M	S	S	S	S	L	S
CO 5	M	S	S	S	S	S	M	S

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

**S –Strong    M-Medium    L-Low**

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									C I A	External	Total
<b>BBA DSC02</b>	<b>Accounting for Managers I</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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							15	CLO2		

	Book – Bank reconciliation statement – rectification of errors – Suspense account		
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
<b>Total</b>		<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Prepare Journal, ledger, trial balance and cash book	PO2, PO1	
<b>CO2</b>	Classify errors and making rectification entries	PO1	
<b>CO3</b>	Prepare final accounts with adjustments	PO2, PO6	
<b>CO4</b>	To understand Hire Purchase system	PO2, PO6	
<b>CO5</b>	Prepare single and double entry system of accounting.	PO6	
<b>Reading List</b>			
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		
<b>References Books</b>			
1.	Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai		
2.	TS Reddy & amp; 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. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf">https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf</a>	
2.	<a href="https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf">https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf</a>	
3.	<a href="https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles">https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles</a>	
4.	<a href="https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system">https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system</a>	
5.	<a href="https://www.profitbooks.net/what-is-depreciation">https://www.profitbooks.net/what-is-depreciation</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5			
CO1	3	3	3	3	3			
CO2	3	23 3	3	3	3			
CO3	3	3	3	3	3			
CO4	3	3	3	3	3			
	3	3	3	3	3			
	15	15	CO5	15	15			
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	<b>Weightage</b>	3.0	3.0			
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

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

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DGE01</b>	<b>Managerial Economics</b>	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
<b>CLO1</b>	To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario										
<b>CLO2</b>	To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.										
<b>CLO3</b>	To Understand the optimal point of cost analysis and production factors of the firm										
<b>CLO4</b>	To describe the pricing methods and strategies that are consistent with evolving marketing needs										
<b>CLO5</b>	To Provide insights to the various market structures in an economy.										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
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		
	<b>Total</b>							<b>60</b>			



<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Analyze & apply the various managerial economic concepts in individual & business decisions.	PO2, PO6,PO8
<b>CO2</b>	Explain demand concepts, underlying theories and identify demand forecasting techniques.	PO6, PO8
<b>CO3</b>	Employ production, cost and supply analysis for business decision making	PO1, PO2,PO6
<b>CO4</b>	Identify pricing strategies	PO1, PO2,PO6
<b>CO5</b>	Classify market structures under competitive scenarios.	PO2, PO6, PO8
<b>Reading List</b>		
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	
<b>References Books</b>		
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	
<b>Web Resources</b>		
1	<a href="https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597">https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597</a>	
2	<a href="https://www.intelligenteconomist.com/profit-maximization-rule">https://www.intelligenteconomist.com/profit-maximization-rule</a>	
3	<a href="http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134">http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134</a>	
4	<a href="http://www.simplynotes.in/e-notes/mbabba/managerial-economics/">http://www.simplynotes.in/e-notes/mbabba/managerial-economics/</a>	
5	<a href="https://businessjargons.com/determinants-of-elasticity-of-demand.html">https://businessjargons.com/determinants-of-elasticity-of-demand.html</a>	
<b>Methods of Evaluation</b>		

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

**Mapping with program outcomes**

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

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CI A	External	Total
<b>BBA DSC03</b>	<b>MARKETING MANAGEMENT</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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							15	CLO4		

	customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.		
V	Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits -	15	CLO5
		<b>75</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	To list and identify the core concepts of Marketing and its mix.	PO1, PO2, PO3	
<b>CO2</b>	To sketch the market segmentation, nature of product, PLC	PO1, PO2, PO3, PO6, PO8	
<b>CO3</b>	To analyze the appropriate pricing methods	PO1 PO2, PO3, PO4, PO8	
<b>CO4</b>	To determine the importance of various media	PO1, PO2, PO6	
<b>CO5</b>	To assess the sales force and applications of digital marketing	PO1, PO2, PO7	
<b>Reading List</b>			
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.		
<b>References Books</b>			
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		
<b>Web Resources</b>			
1.	<a href="http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketin">http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketin</a>		

	<a href="#">g_Management_14th_Edition%28BookFi%29.pdf</a>	
2.	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf</a>	
3.	<a href="https://www.enotesmba.com/2013/01/marketing-management-notes.html">https://www.enotesmba.com/2013/01/marketing-management-notes.html</a>	
4.	Industrial Marketing Management   Journal   ScienceDirect.com by Elsevier	
5.	Journal of Marketing Management   Taylor & Francis Online (tandfonline.com)	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	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	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	2	3	3	3	3
CO 4	3	3	3	3	3

<b>CO 5</b>	3	3	3	2	3
<b>Weightage</b>	14	15	15	14	15
<b>Weighted Percentage of Course Contribution to Pos</b>	2.8	3.0	3.0	2.8	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSC04</b>	<b>Accounting for Managers II</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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		
<b>Total</b>							<b>60</b>				

<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Interpret cost sheet & write comments.	PO1, PO2, PO4
<b>CO2</b>	Compare cost, management & financial accounting	PO6
<b>CO3</b>	Analyze the various ratio and compare it with standards to assess deviations	PO2, PO6
<b>CO4</b>	Estimate budget and use budgetary control	PO1, PO2, PO8
<b>CO5</b>	Evaluate marginal costing and its components	PO2, PO6

<b>Reading List</b>	
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 (Part I). Vikas, 2007.
5.	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017.
<b>References Books</b>	
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, Robert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4.	Horngrén Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5.	Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019
6.	Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015.
<b>Web Resources</b>	
1	<a href="https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/">https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/</a>
2	<a href="https://efinancemanagement.com/financial-accounting/management-accounting">https://efinancemanagement.com/financial-accounting/management-accounting</a>
3	<a href="http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859">http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859</a>



4	<a href="https://www.wallstreetmojo.com/ratio-analysis/">https://www.wallstreetmojo.com/ratio-analysis/</a>	
5	<a href="http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656">http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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
<b>CO 1</b>	M	M	M	M	M	S	L	M
<b>CO 2</b>	S	M	M	M	M	S	L	S
<b>CO 3</b>	S	M	M	M	M	S	L	S
<b>CO 4</b>	S	M	M	M	M	S	L	M
<b>CO 5</b>	S	M	M	M	M	S	L	M

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DGE02</b>	<b>International Business</b>	Generic Elective		-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
CLO1	To familiarize students with basic concepts of International Business										
CLO2	To impart knowledge about theories of international trade										
CLO3	To know the concepts of foreign exchange market and foreign direct investment										
CLO4	To understand the global environment										
CLO5	To gain knowledge on the Contemporary Issues of International Business										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.							12	CLO1		
II	Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.							12	CLO2		
III	Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows- Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries.							12	CLO3		
IV	Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers.							12	CLO4		
V	Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings							12	CLO5		

	in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.		
	<b>Total</b>	<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;		
<b>CO1</b>	Discuss the modes of entry to International Business	PO1, PO5, PO6	
<b>CO2</b>	Explain international trade theories	PO3, PO4, PO5	
<b>CO3</b>	Understand Foreign exchange market and FDI	PO1, PO2	
<b>CO4</b>	Outline the Global Business Environment	PO4, PO5, PO6	
<b>CO5</b>	Identify the relevance of international institutions and trading blocs.	PO7, PO8	
<b>Reading List</b>			
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		
<b>References Books</b>			
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 <sup>th</sup> edition, Pearson ,2017		
4.	Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020		
5.	Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016		
<b>Web Resources</b>			
1	<a href="https://online.hbs.edu/blog/post/international-business-examples">https://online.hbs.edu/blog/post/international-business-examples</a>		
2	<a href="https://saylordotorg.github.io/text_international-business">https://saylordotorg.github.io/text_international-business</a>		
3	<a href="https://www.imf.org/en/home">https://www.imf.org/en/home</a>		
4	<a href="https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/">https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/</a>		
5	<a href="http://www.simplynotes.in/e-notes/mbabba/international-business-management/">http://www.simplynotes.in/e-notes/mbabba/international-business-management/</a>		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
<b>External Evaluation</b>	End Semester Examination		75 Marks
	Total		100 Marks
<b>Methods of Assessment</b>			
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions		
<b>Understand/</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or		

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

**Mapping with program outcomes**

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

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2
<b>Weightage</b>	15	15	15	15	14
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSC 05</b>	<b>Organizational Behaviour</b>	Specific Elective	Y	-	-	-	4	4	25	75	100
<b>Learning Objectives</b>											
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 Organisational Culture and Organisational Structure										
CLO5	To understand Organisational 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, positive work environment, ethics)							10	CLO1		
II	INDIVIDUAL BEHAVIOUR: 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. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 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) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:							18	CLO2		
III	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-							17	CLO3		

	Goal);		
IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options	15	CLO4
V	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.	15	CLO5
		<b>75</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	To define Organisational Behaviour, Understand the opportunity through OB.	PO1, PO2, PO6, PO7	
<b>CO2</b>	To apply self-awareness, motivation, leadership and learning theories at workplace.	PO2, PO4, PO5, PO6	
<b>CO3</b>	To analyze the complexities and solutions of group behaviour.	PO1, PO2, PO4, PO5, PO6	
<b>CO4</b>	To impact and bring positive change in the culture of the organisation.	PO2, PO3, PO4 PO5, PO8	
<b>CO5</b>	To create a congenial climate in the organization.	PO1, PO2, PO5 PO6, PO8	
<b>Reading List</b>			
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge , <i>Organizational Behaviour</i> , Pearson Education, 18 <sup>th</sup> 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).		
<b>References Books</b>			
1.	Uma Sekaran, <i>Organizational Behaviour Text &amp; cases</i> , 2 <sup>nd</sup> 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 <sup>st</sup> 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)		
<b>Web Resources</b>			

1	<a href="https://www.iedunote.com/organizational-behavior">https://www.iedunote.com/organizational-behavior</a>	
2	<a href="https://www.london.edu/faculty-and-research/organisational-behaviour">https://www.london.edu/faculty-and-research/organisational-behaviour</a>	
3	Journal of Organizational Behavior on JSTOR	
4	International Journal of Organization Theory & Behavior   Emerald Publishing	
5	<a href="https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf">https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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	M	M	S	S	M	M
CO 2	S	S	M	S	S	S	M	S
CO 3	S	M	M	M	S	S	M	S
CO 4	S	S	M	M	S	S	M	M
CO 5	S	S	M	M	S	S	M	M

**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	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3

<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CI	External	Total
<b>BBA DSC06</b>	<b>Financial Management</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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 present value, IRR, Capital rationing, simple problems on capital budgeting methods.							15	CLO3		
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 –							15	C5		



	operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.		
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On Completion of this course, the students will	<b>Program Outcomes</b>	
<b>CO1</b>	Understand the basics of finance and roles of finance manager	PO1, PO5, PO6	
<b>CO2</b>	Evaluate Capital structure & Cost of capital	PO1, PO2, PO6	
<b>CO3</b>	Evaluate Capital budgeting	PO1, PO6	
<b>CO4</b>	Assessing dividends	PO1, PO6	
<b>CO5</b>	Appraise Working Capital	PO1, PO6	
<b>Reading List</b>			
1.	DrKulkarni and Dr. SathyaPrasad, Financial Management, 13 <sup>th</sup> 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		
<b>References Books</b>			
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		
<b>Web Resources</b>			
1.	<a href="https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/">https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/</a>		
2.	<a href="https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf">https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf</a>		
3.	Journal of Financial Management (esciencepress.net)		
4.	Financial Management on JSTOR		
5.	Financial Management Wiley online library		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
<b>External Evaluation</b>	End Semester Examination		75 Marks
	Total		100 Marks
<b>Methods of Assessment</b>			
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions		
<b>Understand/</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or		

<b>Comprehend (K2)</b>	overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	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	M	M	M	S	L	M
CO 2	S	S	M	M	M	S	L	S
CO 3	S	S	M	M	M	S	L	S
CO 4	S	S	M	M	M	S	L	M
CO 5	S	S	M	M	M	S	L	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	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
Weightage	15	15	14	15	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DGE03</b>	<b>BUSINESS STATISTICS</b>	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
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		
<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>	<b>Learning Objectives</b>
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
		<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	Measures of Central Tendency	PO1,PO2,PO4,PO6	
<b>CO2</b>	Measures of Variation	PO1,PO2,PO6	
<b>CO3</b>	Analyze of Time Series	PO1,PO2,PO6	
<b>CO4</b>	Understand Index Numbers	PO1,PO2,PO6	
<b>CO5</b>	Test Hypothesis	PO2,PO8	
<b>Reading List</b>			
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	
<b>References Books</b>		
1.	David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7 <sup>th</sup> 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 <sup>th</sup> Media Services, 2017	
<b>Web Resources</b>		
1	<a href="https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/">https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/</a>	
2	<a href="https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf">https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf</a>	
3	<a href="http://www.statisticshowto.com">http://www.statisticshowto.com</a>	
4	<a href="https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/">https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/</a>	
5	<a href="https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/">https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	

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

**Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	S	S	M	S	S	S	M	S
<b>CO2</b>	S	S	M	M	M	S	M	S
<b>CO3</b>	S	S	M	M	S	S	M	S
<b>CO4</b>	S	S	M	M	M	S	M	S
<b>CO5</b>	S	S	M	S	S	S	M	S

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBA DSC 07</b>	<b>Business Environment</b>	Core	Y	-	-	-	4	4	25	75	100	
<b>Course Objectives</b>												
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			
<b>Total</b>							<b>60</b>					
<b>Course Outcomes</b>												
<b>Course Outcomes</b>	On completion of this course, students will;											
<b>CO1</b>	To understand the concepts of Business Environment.							PO1,PO2				
<b>CO2</b>	To apply knowledge in the business and strategic							PO1, PO2,PO3				

	decisions.	
<b>CO3</b>	To analyze the importance of business in various social groups.	PO2,PO4, PO5,PO6, PO8
<b>CO4</b>	To evaluate the types of economic environment and its impact on business.	PO3,PO4, PO5, PO6
<b>CO5</b>	To construct and assess the environment for real-time business	PO1,PO2,PO3, PO8
<b>Reading List</b>		
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 <sup>th</sup> Edition, India	
4.	Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana	
<b>References Books</b>		
1.	Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan	
2.	Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019	
3.	Business Environment,Fourth Edition,By Pearson	
4.	Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning	
<b>Web Resources</b>		
1.	<a href="https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/">https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/</a>	
2.	<a href="https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences">https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences</a>	
3.	Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11 <sup>th</sup> Revised Edition,India.	
4.	<a href="https://pestleanalysis.com/political-factors-affecting-business/">https://pestleanalysis.com/political-factors-affecting-business/</a>	
5.	<a href="https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf">https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	

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

**Mapping with program outcomes**

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

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	2	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	14	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	2.8	3.0	2.8	3	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSC08</b>	<b>BUSINESS REGULATORY FRAME WORK</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Course Objectives</b>											
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		
							<b>75</b>				
Course Outcomes	On Completion of the course the students will							Program Outcomes			
<b>CO1</b>	Explain Indian Contracts Act							PO1,PO3,PO6,PO8			
<b>CO2</b>	Understand Sales of goods act and Contract of Agency							PO1,PO2,PO3,PO4, PO5,PO8			
<b>CO3</b>	Understand Indian Companies Act 1956							PO3,PO4,PO6,PO8			
<b>CO4</b>	Understand Consumer Protection Act – RTI							PO1,PO2,PO3,PO6, PO7,PO8			
<b>CO5</b>	Understand Cyber law							PO1,PO3,PO6,PO7, PO8			

<b>Reading List</b>		
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	
<b>References Books</b>		
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 , <b>Dr. Pawan Kumar Oberoi, Global Academic Publishers &amp; Distributors, 2015</b>	
<b>Web Resources</b>		
1	<a href="https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html">https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework--1.html</a>	
2	<a href="http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/">http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/</a>	
3	<a href="https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661">https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661</a>	
4	International Journal of Law (lawjournals.org)	
5	<a href="https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework">https://www.himpub.com/BookDetail.aspx?BookId=1936&amp;NB=&amp;Book_TitleM=%20Business%20Regulatory%20Framework</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	

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

**Mapping with program outcomes**

	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>
<b>CO 1</b>	S	M	M	M	S	S	L	S
<b>CO 2</b>	S	M	M	M	S	S	L	S
<b>CO 3</b>	S	M	M	M	S	S	L	S
<b>CO 4</b>	S	M	M	M	S	S	L	S
<b>CO 5</b>	S	M	M	M	S	S	L	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**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	2	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	13	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.6	3.0	3.0

<b>Subject Code</b>	<b>Subject Name</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>O</b>	<b>Credits</b>	<b>Inst. Hours</b>	<b>Marks</b>		
									<b>CIA</b>	<b>External</b>	<b>Total</b>
<b>BBA DGE04</b>	<b>Operation Research</b>	Gen eric Elec tive	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											

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		
<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>	<b>Learning Objectives</b>
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- simple problems.	12	CLO1
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 $2 \times n$ and $m \times 2$ game. Decision Theory –statement of Baye's theorem application - decision trees.	12	CLO5
		<b>60</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	Analyse Linear Programming	PO1,PO2,PO6	
<b>CO2</b>	Analyse Transportation problem	PO1,PO2,PO6	

<b>CO3</b>	Analyse Assignment problem	PO1,PO2,PO6
<b>CO4</b>	Analyse Network models	PO1,PO2,PO6
<b>CO5</b>	Analyse Game Theory and Decision Theory	PO1,PO2,PO6
<b>Reading List</b>		
1.	<a href="#">Operational Research   Research.com</a>	
2.	<a href="#">Operations Research   PubsOnLine (informs.org)</a>	
3.	Prabandhan : Journal of Management	
4.	International Journal of Operations research	
5.	DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019	
<b>References Books</b>		
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.	
<b>Web Resources</b>		
1	<a href="chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf">chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf</a>	
2	<a href="chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf">chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf</a>	
3	<a href="https://www.onlinemathlearning.com">https://www.onlinemathlearning.com</a> › linear-programming-example	
4	<a href="https://www.kellogg.northwestern.edu">https://www.kellogg.northwestern.edu</a> › weber › Notes_6_Decision_trees	
5	<a href="http://www.pondiuni.edu.in">www.pondiuni.edu.in</a> › sites › default › files	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

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

### Mapping with program outcomes

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	S	S	M	M	M	S	M	S
<b>CO2</b>	S	S	M	M	S	S	M	S
<b>CO3</b>	S	S	M	M	S	S	M	S
<b>CO4</b>	S	S	M	M	M	S	M	S
<b>CO5</b>	S	S	M	M	M	S	M	S

### **CO-PO Mapping (Course Articulation Matrix)**

#### **Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

### **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
<b>BBA DSC09</b>	<b>HUMAN RESOURCE MANAGEMEN T</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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										

<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>	<b>Learning Objectives</b>
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, Methods, Training Need Assessment , Career Development . Transfer and Promotion. Performance Management – Meaning- Process- Performance appraisal methods-Performance Monitoring and review.	15	CLO3
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
		<b>75</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	Explain the concepts, functions and process of HRM	PO1,PO2,PO4,PO6	
<b>CO2</b>	Examine the selection and placement process	PO1,PO2,PO4,PO6,PO7, PO8	
<b>CO3</b>	Evaluate the training and performance appraisal	PO2,PO 3, PO5,PO6,PO8	
<b>CO4</b>	Understand the employee engagement and		



	compensation	PO1 PO2,PO3,PO4,PO5,PO6
<b>CO5</b>	Understand the recent trends in HR	PO2,PO3,PO6,PO7, PO8
<b>Reading List</b>		
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 <sup>st</sup> Edition, 2017	
3	Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1 <sup>st</sup> 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	
<b>References Books</b>		
1.	V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3 <sup>rd</sup> Edition ,2010	
2.	K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6 <sup>th</sup> Edition	
3.	Garry Deseler, Human Resource Management, Pearson, 15 <sup>th</sup> Edition, 2017	
4.	L M Prasad , Human Resource Management , Sultan Chand and Sons 3 <sup>rd</sup> Edition , 2014	
5.	Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010	
<b>Web Resources</b>		
1	<a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a>	
2	<a href="http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf</a>	
3	<a href="https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf">https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf</a>	
4	<a href="https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835">https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835</a>	
5	<a href="http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf">http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External</b>	End Semester Examination	75 Marks

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

**Mapping with program outcomes**

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

**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**

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBA DSC 10</b>	<b>Research Methodology</b>	Core		-	-	-	4	5	25	75	100	
<b>Learning Objectives</b>												
<b>CLO1</b>	To familiarize the students to the basic concepts of Research and operationalize research problem											
<b>CLO2</b>	To provide insights on research design and scaling											
<b>CLO3</b>	To throw light on data collection and presentation											
<b>CLO4</b>	To elucidate on Hypothesis Testing and other statistical Test											
<b>CLO5</b>	To summarize and present research results with focus on ethics and plagiarism											
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>			
<b>I</b>	Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.							15	CLO1			
<b>II</b>	Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.							15	CLO2			
<b>III</b>	Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules.							15	CLO3			
<b>IV</b>	Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data.							15	CLO4			
<b>V</b>	Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.							15	CLO5			
	<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>												
<b>Course Outcomes</b>	On completion of this course, students will;											
<b>CO1</b>	Understand the concepts and principles of Research							PO1, PO2, PO6, PO7				
<b>CO2</b>	Comprehend and decide the usage of design and formulate hypothesis							PO1, PO2, PO6				

<b>CO3</b>	Analyze data collection sources and tools	PO1, PO2, PO7
<b>CO4</b>	Summarize and establish solutions through data analysis	PO1, PO2, PO6
<b>CO5</b>	Compare and justify the process of writing and organizing a research report.	PO1, PO2, PO3, PO4, PO6
<b>Reading List</b>		
<b>1</b>	W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7 <sup>th</sup> Edition, Pearson Education India 2014	
<b>2</b>	Mark Saunders, Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5 <sup>th</sup> Edition Pearson India 2011	
<b>3</b>	John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014	
<b>4</b>	Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6 <sup>th</sup> Edition , 2022	
<b>5</b>	Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition, 2019	
<b>Reference Books</b>		
<b>1.</b>	C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.	
<b>2.</b>	Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.	
<b>3.</b>	Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.	
<b>4.</b>	Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.	
<b>5.</b>	Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021	
<b>Web Resources</b>		
<b>1.</b>	<a href="https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf">https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf</a>	
<b>2.</b>	<a href="https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%200-%20Research%20Methodology%20-V%20Sem%20BBA.pdf">https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%200-%20Research%20Methodology%20-V%20Sem%20BBA.pdf</a>	
<b>3.</b>	<a href="https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf">https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf</a>	
<b>4.</b>	<a href="https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf">https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf</a>	
<b>5.</b>	<a href="https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf">https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
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	M	M	M	S	S	S
CO 2	S	S	M	M	M	S	S	S
CO 3	S	S	M	M	M	S	S	S
CO 4	S	S	M	M	M	S	S	S
CO 5	S	S	S	S	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	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	2	3	3
CO 4	3	3	3	3	3
CO 5	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

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

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		
<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>	<b>Learning Objectives</b>
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
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;		
<b>CO1</b>	To define and understand the basic concepts of tax.	PO2, PO6	
<b>CO2</b>	To Examine and apply GST rules in real-time business	PO2, PO5, PO6	

	situations.	
<b>CO3</b>	To analyze the elements of GST mechanism in India.	PO6, PO7, PO8
<b>CO4</b>	To evaluate the rules of Income Tax and methods of valuation for customs.	PO2, PO4
<b>CO5</b>	To prepare the needed documents under GST Compliance.	PO1, PO2, PO4, PO8
<b>Reading List</b>		
1.	V.S. Datey, <b>Central Excise</b> , JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.	
2.	<b>Business Taxation (Goods &amp; Services TAX - GST)</b> , Margam Publication, Edition 2019.	
3.	Srinivasan N.P and Priya Swami. M, <b>Business Taxation</b> , Kalyani publishers Edition 2013	
4.	Pagaredinkar, <b>Business Taxation</b> , Sultan Chand and Sons, 2012.	
5.	VISION: Journal of Indian Taxation	
<b>References Books</b>		
1.	Senthil and Senthil, Business Taxation, Himalaya Publication, 4 <sup>th</sup> 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.	
<b>Web Resources</b>		
1.	<a href="https://www.gst.gov.in/">https://www.gst.gov.in/</a>	
2.	<a href="https://gstcouncil.gov.in/">https://gstcouncil.gov.in/</a>	
3.	<a href="https://taxguru.in/custom-duty/types-duties-customs.html">https://taxguru.in/custom-duty/types-duties-customs.html</a> [SEP]	
4.	<a href="https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901">https://www.indiantradeportal.in/vs.jsp?lang=0&amp;id=0,25,857,3901</a> [SEP]	
5.	<a href="https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/">https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or	

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

**Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	M	M	M	M	S	M	M	M
<b>CO2</b>	S	M	M	M	M	M	M	M
<b>CO3</b>	S	M	M	M	S	M	M	M
<b>CO4</b>	S	M	M	M	S	M	M	M
<b>CO5</b>	M	M	M	M	S	M	M	M

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

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0



Subject Code	Subject Name	C a t e g o r y	L	T	P	C	C r e d i t s	I n s t · H o u r s	Marks		
									C I A	E x t e r n a l	T o t a l
<b>BBA DSC12</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>	Core	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
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		

		<b>60</b>	
<b>Course Outcomes</b>	On Completion of the course the students will	<b>Program Outcomes</b>	
<b>CO1</b>	Understand MIS in decision making	PO1, PO4, PO5, PO7, PO8	
<b>CO2</b>	Explain MIS, its structure and role in management functions	PO1, PO4, PO5, PO7	
<b>CO3</b>	Classify & discuss information system categories, Database Management systems	PO2, PO5, PO6, PO7, PO8	
<b>CO4</b>	Discuss SDLC and functional information system categories	PO1, PO4, PO5, PO7	
<b>CO5</b>	Outline functions of BPO, Data mining and the recent trends in information management	PO2, PO3, PO4, PO6, PO7, PO8	
<b>Reading List</b>			
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 ", Margham Publications , Chennai.		
3	Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2 <sup>nd</sup> Edition		
4	Management Information System by Ozz Effy		
5	Sadagopan, "Management Information Systems" - Prentice- Hall of India		
<b>References Books</b>			
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		
<b>Web Resources</b>			
1.	<a href="https://www.tutorialspoint.com/management_information_system/management_information_system.htm">https://www.tutorialspoint.com/management_information_system/management_information_system.htm</a>		
2.	<a href="http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf">http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf</a>		
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	<a href="https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes">https://nitsri.ac.in/Department/Electronics%20&amp;%20Communication%20Engineering/MIS-Notes</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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
<b>CO 1</b>	S	M	M	M	S	S	S	M
<b>CO 2</b>	S	M	M	M	S	S	S	M
<b>CO 3</b>	M	M	M	M	M	M	S	M
<b>CO 4</b>	S	S	M	M	M	S	S	M
<b>CO 5</b>	S	M	M	M	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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	2	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	2	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	14	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	2.8	3.0	2.8	3	3.0

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
<b>Learning Objectives</b>											
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 -							12	CLO5		

	Influencer Marketing.		
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
	<b>Total</b>	<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Discuss digital marketing and its framework	PO1, PO2, PO7, PO8	
<b>CO2</b>	Identify, use appropriately and explain digital marketing tools	PO1, PO2, PO4, PO6, PO7, PO8	
<b>CO3</b>	Explain social media marketing and crowdsourcing	PO1, PO2, PO4, PO6, PO7, PO8	
<b>CO4</b>	Discuss online reputation management and its influence	PO1, PO2, PO6, PO7, PO8	
<b>CO5</b>	Identify the various data analytics and measurement tools in digital marketing	PO1, PO2, PO6, PO7, PO8	
<b>Reading List</b>			
1.	Journal of Digital & Social Media Marketing		
2.	International Journal of Internet Marketing and Advertising		
3.	Understanding Digital Marketing, Damian ryan, 4 <sup>th</sup> Edition 2017 publisher: Korgan page limited USA		
4.	Digital Marketing current trends , vandanahuja, 7 <sup>th</sup> edition 2015 Oxford University press , Chennai		
5.	Digital Marketing essentials you always wanted to know, 7 <sup>th</sup> edition 2012, Vibrant publishers USA		
<b>References Books</b>			
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.	
<b>Web Resources</b>		
1	<a href="https://www.soravjain.com/ebook/ebook.pdf">.https://www.soravjain.com/ebook/ebook.pdf</a>	
2	<a href="https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners">.https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners</a>	
3	<a href="https://www.optron.in/blog/digital-marketing/">https://www.optron.in/blog/digital-marketing/</a>	
4	<a href="https://www.tutorialsduniya.com/notes/digital-marketing-notes">. https://www.tutorialsduniya.com/notes/digital-marketing-notes</a>	
5	<a href="https://digitalmarketinginstitute.com/resources/ebooks">https://digitalmarketinginstitute.com/resources/ebooks</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
		25 Marks
<b>External Evaluation</b>	End Semester Examination	
		75 Marks
		100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcomes**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
<b>CO1</b>	M	M	S	S	S	S	S	M
<b>CO2</b>	M	M	S	M	S	M	S	M
<b>CO3</b>	M	M	S	M	S	M	S	M
<b>CO4</b>	M	M	S	S	S	M	S	M
<b>CO5</b>	M	M	S	S	S	M	S	M

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSE1B</b>	<b>Industrial Relations</b>	Specific Elective	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
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 – Lockouts, Lay Off, Retrenchment, Transfer & Closure -Settlement of Disputes – Machinery – Negotiation, Conciliation, Meditation, Arbitration and Adjudication. Grievance: Causes & Redressal Procedure, Standing Orders							12	CLO2		
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
<b>Total</b>		<b>60</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Understand the role and importance of Industrial Relations	PO1,PO2,PO6.PO8	
<b>CO2</b>	Understanding the concepts of industrial Disputes and settlement.	PO1, PO2,PO4,PO5, PO6	
<b>CO3</b>	Understanding the concepts of Labour legislation.	PO1, PO2, PO3,PO6.PO7	
<b>CO4</b>	Identifying the concepts of Workers Participation in Management	PO1,PO2,PO4, PO5,PO6	
<b>CO5</b>	Understanding the concepts of Trade Union	PO1, PO2, PO4, PO5	
<b>Reference Books</b>			
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 Labour Laws, 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		
<b>Text Books</b>			
1	Dr.CB Mamoria, 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 <sup>nd</sup> 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		

<b>Web Resources</b>		
1.	<a href="https://labour.gov.in/industrial-relations">https://labour.gov.in/industrial-relations</a>	
2.	<a href="https://www.sccc.edu/e-resources?field_e_resources_tid=447">https://www.sccc.edu/e-resources?field_e_resources_tid=447</a>	
3.	<a href="https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union">https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union</a>	
4.	<a href="https://theintactone.com/2022/08/17/joint-management-councils/">https://theintactone.com/2022/08/17/joint-management-councils/</a>	
5.	<a href="https://labourlawreporter.com/">https://labourlawreporter.com/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	S	S	M	M	M	M	M	M
<b>CO2</b>	S	S	M	M	S	M	M	S
<b>CO3</b>	M	M	S	M	M	S	S	M
<b>CO4</b>	S	S	S	M	S	M	M	S
<b>CO5</b>	S	M	M	M	S	S	M	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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSE1C</b>	<b>FINANCIAL SERVICES</b>	Specific Elective	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
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		
								<b>60</b>			
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			

<b>CO3</b>	Compare and contrast factoring, leasing, hire purchase and consumer Finance	PO1, PO2, PO3 , PO6
<b>CO4</b>	Understand Consumer Finance, Venture capital and credit rating	PO2, PO6, PO8
<b>CO5</b>	Understand mutual funds and its functions	PO 2
<b>Reading List</b>		
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	
<b>References Books</b>		
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.	
<b>Web Resources</b>		
1.	<a href="http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf">http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf</a>	
2.	<a href="http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf">http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf</a>	
3.	<a href="https://academyfinancial.org/journal">https://academyfinancial.org/journal</a>	
4.	Financial Remedies Journal	
5.	<a href="https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf">https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	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
<b>CO 1</b>	M	M	M	M	S	S	M	M
<b>CO 2</b>	M	M	M	M	M	S	M	S
<b>CO 3</b>	S	S	M	M	M	M	M	S
<b>CO 4</b>	S	S	M	M	S	M	M	M
<b>CO 5</b>	S	S	M	M	M	M	M	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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	2
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	14
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	2.8

**BBA DSE2 PROJECT WORK (GROUP)-  
5 Hours, 4 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.

<b>Learning Objectives</b>	
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

<b>Course Outcome</b>	<b>On completion of this course, students will;</b>	
CO1	Gain knowledge about Research Project	PO1
CO2	Increase knowledge on research problem	PO2
CO3	Improve practice in review of literature	PO3
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.

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

<b>Method of Assessment</b>	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

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

**CO-PO Mapping**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO /PO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to PO's</b>	3.0	3.0	3.0	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSC13</b>	<b>Entrepreneurship Development</b>	Core	Y	-	-	-	4	6	25	75	100
<b>Course Objectives</b>											
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		

	<b>Total</b>	<b>75</b>
<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	
<b>CO1</b>	To understand the concepts of Entrepreneurship development.	PO1,PO2
<b>CO2</b>	To apply knowledge in the business plans and implementation.	PO1, PO2,PO3
<b>CO3</b>	To analyze the various analyses of business in setting up of enterprises.	PO2,PO4, PO5,PO8
<b>CO4</b>	To create the awareness about various schemes and subsidies of government for entrepreneurial development.	PO3,PO4, PO5, PO6,PO7
<b>CO5</b>	To evaluate and assess the various problems and remedies of entrepreneurship	PO1,PO2,PO3, PO8
<b>Reading List</b>		
1.	Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.	
2.	Kuratko/rao, Entrepreneurship: a south asian perspective.- 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.	
<b>References Books</b>		
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.	<a href="http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/">http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/</a>	
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	
<b>Web Resources</b>		
1.	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf</a>	
2.	<a href="https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf">https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf</a>	
3.	<a href="https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf">https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&amp;%20Dr.%20P.%20Sailaja.pdf</a>	
4.	<a href="http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20">http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20</a>	

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

**Mapping with program outcomes**

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

**S-Strong    M-Medium    L-Low**

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

	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	2	3
<b>CO 3</b>	3	2	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	2
<b>Weightage</b>	15	14	15	14	14
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	2.8	3.0	2.8	2.8

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSC 14</b>	<b>Services Marketing</b>	Spec ific Elec tive	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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.										
<b>UNIT</b>	<b>Details</b>							<b>No. of Hours</b>	<b>Learning Objectives</b>		
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.								CLO5		

	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	
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;		
<b>CO1</b>	To define and understand the concepts of Services Marketing.	PO1, PO4, PO6, PO8	
<b>CO2</b>	To Examine and apply Marketing Mix in Service Marketing.	PO2, PO3, PO4, PO6, PO7, PO8	
<b>CO3</b>	To analyze and design various strategies in the field of Services Marketing.	PO4, PO5, PO6	
<b>CO4</b>	To evaluate the role of delivering Quality Service.	PO2, PO7	
<b>CO5</b>	To design the tools of Marketing	PO1, PO3, PO5, PO8	
<b>Reading List</b>			
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		
<b>References Books</b>			
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.		
<b>Web Resources</b>			
1	<a href="https://www.managementstudyguide.com/seven-p-of-services-marketing.htm">https://www.managementstudyguide.com/seven-p-of-services-marketing.htm</a>		
2	<a href="https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875">https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875</a>		
3	<a href="https://www.marketingtutor.net/service-marketing/">https://www.marketingtutor.net/service-marketing/</a>		
4	<a href="https://www.marketing91.com/service-marketing/">https://www.marketing91.com/service-marketing/</a>		
5	<a href="https://www.marketing91.com/service-marketing-mix/">https://www.marketing91.com/service-marketing-mix/</a>		
<b>Methods of Evaluation</b>			
<b>Internal Evaluation</b>	Continuous Internal Assessment Test		25 Marks
	Assignments		
	Seminars		
	Attendance and Class Participation		
<b>External</b>	End Semester Examination		75 Marks

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

**Mapping with program outcomes**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	M	S	S	M	S	M	S	M
<b>CO2</b>	S	M	S	M	S	M	M	M
<b>CO3</b>	S	S	S	M	M	M	S	S
<b>CO4</b>	S	M	S	S	S	S	M	S
<b>CO5</b>	M	S	M	S	M	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
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst . Hours	Marks		
									CI A	External	Total
<b>BBA DSC 15</b>	<b>Production &amp; Materials Management</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Learning Objectives</b>											
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-							15	CLO4		

	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		
V	Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-, Vendor rating and Management	15	CLO5
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Provide comprehensive outlook on basic concepts, and practices of production	PO1, PO2, PO6	
<b>CO2</b>	Identify right plant location and plant layout of factory	PO1, PO2, PO6	
<b>CO3</b>	Know work study & method study, its procedure & quality control techniques in production.	PO1, PO2, PO3, PO6	
<b>CO4</b>	Outline inventory control concepts and its replenishment to manage inventory	PO1, PO6, PO7	
<b>CO5</b>	Discuss purchase management procedure and identify vendor rating mechanisms	PO1, PO2, PO6, PO8	
<b>Reading List</b>			
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 <sup>st</sup> Edition, 2018		
5	,William J. Stevenson , Operations ManagementMcGraw Hill; 13th Edition, 2022		
<b>References Books</b>			
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 Ooperations Management, JBA Publishers,		



Edition Edition VI	
<b>Web Resources</b>	
1	<a href="https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf">https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf</a>
2	<a href="https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf">https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf</a>
3	<a href="https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf">https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf</a>
4	<a href="https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf</a>
5	<a href="https://examupdates.in/materials-management-notes/">https://examupdates.in/materials-management-notes/</a>
<b>Methods of Evaluation</b>	
<b>Internal Evaluation</b>	Continuous Assessment Test
	Internal Assignments
	Seminar
	Attendance and Class Participation
25 Marks	
<b>External Evaluation</b>	End Semester Examination
75 Marks	
Total	
100 Marks	
<b>Methods of Assessment</b>	
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	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	M	M	M	S	M	S
CO 2	S	S	M	M	S	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	S
CO 5	S	S	M	M	M	S	M	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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	2	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	14	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	2.8	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSE3A</b>	<b>CONSUMER BEHAVIOR</b>	Specific Elective	Y	-	-	-	3	5	25	75	100
<b>Learning Objectives</b>											
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
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.	PO4	
<b>CO2</b>	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.	PO2, PO3, PO4, PO6	
<b>CO3</b>	Analyze the consumer decision process.	P06, PO8, PO2	
<b>CO4</b>	Assess the impact of consumer's motivation, personality on the buying behaviour.	PO6,PO8	
<b>CO5</b>	Determine customer satisfaction and consequent post	PO3, PO1, PO2	

	purchase behavior	
<b>Text Books</b>		
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	
<b>References Books</b>		
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. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.	
<b>Web Resources</b>		
1.	<a href="https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457">https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457</a>	
2.	<a href="https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition">https://issuu.com/thenappanganesen/docs/e-book_consumer_behaviour_11th_edition</a>	
3.	<a href="https://www.youtube.com/watch?v=ssexFXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr">https://www.youtube.com/watch?v=ssexFXwoeuc&amp;list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr</a>	
4.	<a href="https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf">https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf</a>	
5.	<a href="https://www.iedunote.com/attitude-and-consumer-behavior">https://www.iedunote.com/attitude-and-consumer-behavior</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

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

**Mapping with program outcomes**

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

**S-Strong**

**M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO/POS</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Weightage</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Weighted Percentage of Course Contribution to PSO</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSE 3B</b>	<b>Innovation Management</b>	Core	Y	-	-	-	3	5	25	75	100
<b>Course Objectives</b>											
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	<b>Tools for Innovation</b> 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		
<b>Total</b>							<b>75</b>				
<b>Course Outcomes</b>											
<b>Course Outcomes</b>	On completion of this course, students will;										

<b>CO1</b>	To understand the concepts of Innovation management.	PO1,PO2
<b>CO2</b>	To apply knowledge new business plans and strategy.	PO1, PO2,PO3
<b>CO3</b>	To demonstrate the value of customers in increasing the profitability ratio.	PO2,PO4, PO5,PO8
<b>CO4</b>	To impart knowledge about the need and importance of technical innovation	PO3,PO4, PO5, PO6,PO7
<b>CO5</b>	In short the goal of this study is to understand the current state of your business.	PO1,PO2,PO3, PO8
<b>Reading List</b>		
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	
<b>References Books</b>		
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.	
<b>Web Resources</b>		
1.	<a href="https://www.coursera.org/learn/innovation-management">https://www.coursera.org/learn/innovation-management</a>	
2.	<a href="https://sloanreview.mit.edu/tag/innovation-management/">https://sloanreview.mit.edu/tag/innovation-management/</a>	
3.	<a href="https://www.worldscientific.com/worldscinet/ijim">https://www.worldscientific.com/worldscinet/ijim</a>	
4.	<a href="https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf">https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf</a>	
5.	<a href="https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials">https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	
	Assignments	
	Seminars	
	Attendance and Class Participation	
		25 Marks
<b>External Evaluation</b>	End Semester Examination	
		75 Marks

	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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
<b>CO 1</b>	S	S	M	M	M	S	M	S
<b>CO 2</b>	S	S	M	M	S	S	M	S
<b>CO 3</b>	S	S	S	M	S	M	M	M
<b>CO 4</b>	S	S	M	M	S	S	M	S
<b>CO 5</b>	S	S	M	M	M	M	M	M

**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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to POs</b>	3.0	3.0	3.0	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
BBA DSE3C	Security Analysis and Portfolio Management	Specific Elective	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
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><b>Theory</b> : 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><b>Problem</b>: Measurement of risk and return</p>							15	CLO1		
II	<p>Equity and bond valuation</p> <p><b>Theory</b> : Equity analysis &amp; valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity</p> <p><b>Problem</b>: 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><b>Security analysis</b></p> <p><b>Theory</b>: 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</p>							15	CLO3		

	Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels <b>Problems</b> : Relative Strength Analysis, Moving Averages, breadth of market		
IV	<b>Portfolio management</b> <b>Theory:</b> steps in portfolio management, Portfolio Models – Capital Asset Pricing Model, Arbitrage Pricing Theory <b>Problems:</b> Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model	15	CLO4
V	<b>Derivatives</b> <b>Theory:</b> characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.	15	CLO5
	<b>Total</b>	<b>75</b>	

#### Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
<b>CO1</b>	Recall the meaning of the basic terminologies used in stock market.	PO1
<b>CO2</b>	Explain and infer the final worth of various investment processes	PO2, PO6, PO7
<b>CO3</b>	Solve problems relating to various investment decisions	PO2, PO4, PO8
<b>CO4</b>	Analyze theories and problems relating to stock market	PO8.PO6
<b>CO5</b>	Interpret the various investment models that aid in investment decision making	PO6, PO2

#### 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 <sup>th</sup> edition
3	E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7 <sup>th</sup> 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
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	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	
<b>Web Resources</b>		
1.	<a href="http://www.stock-trading-infocentre.com">www.stock-trading-infocentre.com</a>	
2.	<a href="http://www.sebi.gov.in">www.sebi.gov.in</a>	
3.	<a href="https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/">https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/</a>	
4.	<a href="https://www.investopedia.com/terms/t/technicalanalysis.asp">https://www.investopedia.com/terms/t/technicalanalysis.asp</a>	
5.	<a href="https://groww.in/p/portfolio-management">https://groww.in/p/portfolio-management</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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	M	M	M	M	M	M
CO 2	M	S	M	M	M	S	S	M

<b>CO 3</b>	M	S	M	S	M	M	M	S
<b>CO 4</b>	M	M	M	M	M	S	M	S
<b>CO 5</b>	M	S	M	M	M	S	M	M

### CO-PO Mapping (Course Articulation Matrix)

#### Level of Correlation between PSO's and CO's

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Weightage</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Weighted Percentage of Course Contribution to PSO</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSE4A</b>	<b>Fundamentals of Logistics Management</b>	Specific Elective	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
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		
<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>	<b>Learning Objectives</b>
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	<b>Key logistics activities</b> Warehousing: Meaning, Types,Benefits. Transportation Meaning;TypesofTransportations,efficienttransportatio nsystemand its benefits. Courier/Express logisticsMeaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domesticshipping.	15	CLO4
V	<b>Technology &amp;Logistics</b> :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
	<b>Total</b>	<b>75</b>	
<b>Course Outcomes</b>			

<b>Course Outcomes</b>	<b>On completion of this course, students will;</b>	<b>Program Outcomes</b>
<b>CO1</b>	Explain the basic concepts relating to logistics	PO4
<b>CO2</b>	Analyse the role of outsourcing and customer service in logistics	PO1,PO6, PO8
<b>CO3</b>	Appraise the needs, modes and issues relating to global logistics	PO1, PO2, PO4,PO6,PO8
<b>CO4</b>	Describe about the different activities allied to logistics	PO4,PO6
<b>CO5</b>	Identify the various areas of logistics where technology can be applied	PO7, PO6
<b>Text books</b>		
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	
<b>References Books</b>		
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), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998	
4.	Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R .Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.	
5.	Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.	
<b>Web Resources</b>		
1.	<a href="https://www.techtarget.com/searcherp/definition/logistics-management">https://www.techtarget.com/searcherp/definition/logistics-management</a>	
2	<a href="https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/">https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/</a>	
3	<a href="https://www.track-pod.com/blog/functions-of-logistics/">https://www.track-pod.com/blog/functions-of-logistics/</a>	
4	<a href="https://www.projectmanager.com/blog/logistics-management-101">https://www.projectmanager.com/blog/logistics-management-101</a>	

5	<a href="https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf">https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	

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

**Mapping with program outcomes**

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

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO/POS</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Weightage</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Weighted Percentage of Course Contribution to PSO</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSE4B</b>	<b>E-Business</b>	Specific Elective	Y	-	-	-	3	4	25	75	100
<b>Learning Objectives</b>											
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		
	<b>Total</b>							<b>75</b>			
<b>Course Outcomes</b>											
<b>Course Outcomes</b>	On completion of this course, students will;										

<b>CO1</b>	To define and understand the basic concepts of business done through web	PO2, PO6, PO7
<b>CO2</b>	To Examine and apply web tools in real-time business situations.	PO2, PO5, PO6, PO7
<b>CO3</b>	To analyze the security threats in e-business.	PO6, PO7, PO8
<b>CO4</b>	To evaluate strategies for marketing.	PO2, PO4, PO7
<b>CO5</b>	To prepare the environment for e-business.	PO1, PO2, PO4, PO7, PO8
<b>Text Books</b>		
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	
<b>References Books</b>		
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 Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press	
<b>Web Resources</b>		
1	<a href="https://www.tutorialspoint.com/e-commerce/e-commerce-tutorial.pdf">https://www.tutorialspoint.com/e-commerce/e-commerce-tutorial.pdf</a>	
2	<a href="https://www.techtarget.com/searchcio/definition/e-business">https://www.techtarget.com/searchcio/definition/e-business</a>	
3	<a href="https://www.britannica.com/technology/e-commerce">https://www.britannica.com/technology/e-commerce</a>	
4	<a href="https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/">https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/</a>	
5	<a href="https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf">https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	

	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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
<b>CO 1</b>	M	M	M	M	S	S	S	S
<b>CO 2</b>	M	S	S	M	S	S	S	M
<b>CO 3</b>	M	S	S	M	M	S	S	S
<b>CO 4</b>	M	M	S	S	M	M	S	M
<b>CO 5</b>	M	M	S	M	S	M	S	M

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO/POS	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO 1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Weightage</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>
<b>Weighted Percentage of Course Contribution to PSO</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

Subject Code	Subject Name	Category	L	T	P	C	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA DSE4C</b>	<b>Strategic Management</b>	Core	Y	-	-	-	3	5	25	75	100
<b>Learning Objectives</b>											
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							15	CLO5		

	Sustainability		
		75	
<b>Course Outcomes</b>	<b>On Completion of the course the students will</b>	<b>Program Outcomes</b>	
<b>CO1</b>	To develop an understanding of the strategic management process and the complexities of business environment.	PO1, PO2, PO5, PO6	
<b>CO2</b>	To analyze the external environmental and internal organizational factors influencing strategy formulation.	PO1, PO2, PO6, PO7	
<b>CO3</b>	To demonstrate the skills required for selection of the most suitable strategies for a business organization.	PO1, PO2, PO4, PO5, PO6	
<b>CO4</b>	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.	PO1, PO2, PO4 PO5, PO8	
<b>CO5</b>	To familiarize with current developments	PO1, PO3, PO4, PO8	
<b>Reading List</b>			
1.	Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14 <sup>th</sup> 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 <sup>th</sup> Edition)		
4.	Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12 <sup>th</sup> Edition)		
5.	Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)		
<b>References Books</b>			
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.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)		

<b>Web Resources</b>		
1	Strategic management journal <a href="https://onlinelibrary.wiley.com/journal/10970266">https://onlinelibrary.wiley.com/journal/10970266</a>	
2	<a href="https://str.aom.org/teaching/all-levels">https://str.aom.org/teaching/all-levels</a>	
3	<a href="https://online.hbs.edu/courses/business-strategy/">https://online.hbs.edu/courses/business-strategy/</a>	
4	<a href="https://study.sagepub.com/parnell4e">https://study.sagepub.com/parnell4e</a>	
5	<a href="https://www.strategicmanagement.net/">https://www.strategicmanagement.net/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

### Mapping with program outcomes

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

**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**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBA SEC01 NME</b>	<b>Basics of Event Management</b>	NM E	Y	-	-	-	2	2	25	75	100	
<b>Learning Objectives</b>												
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			
	<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
CO1	To understand basics of event management							PO1, PO6				
CO2	To design events							PO5, PO6				
CO3	To study feasibility of organising an event							PO2, PO6				
CO4	To gain Familiarity with marketing & promotion of event							PO6				



<b>CO5</b>	To develop event budget	PO6, PO8
<b>Reading List</b>		
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	
<b>References Books</b>		
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 Genadinik CreateSpace Independent Publishing Platform, 2015	
<b>Web Resources</b>		
1.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>	
2	<a href="https://www.inderscience.com/jhome.php?jcode=ijhem">https://www.inderscience.com/jhome.php?jcode=ijhem</a> International Journal of Hospitality & Event Management	
3	<a href="https://www.emeraldgrouppublishing.com/journal/ijefm">https://www.emeraldgrouppublishing.com/journal/ijefm</a> International Journal of Event and Festival Management	
4	<a href="https://www.eventbrite.com/blog/?s=roundup">https://www.eventbrite.com/blog/?s=roundup</a>	
5	<a href="https://www.eventindustrynews.com/">https://www.eventindustrynews.com/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks

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

**Mapping with program outcomes**

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

**S-Strong      M-Medium      L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA FC 01</b>	<b>Managerial Communication</b>	Core	Y	-	-	-	4	5	25	75	100
<b>Course Objectives</b>											
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, replies, Order, Sales, circulars, Grievances.							6	CLO2		
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		
<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;							Program Outcomes			
<b>CO1</b>	Understand communication process and its barriers.							PO1,PO2,PO3,PO4, PO8			
<b>CO2</b>	Develop business letters in different scenarios							PO1,PO2,PO3,PO4, PO5,PO6			
<b>CO3</b>	Develop oral communication skills & conducting interviews							PO2,PO3,PO4,PO5, PO6,PO7			
<b>CO4</b>	Use managerial writing for business communication							PO1,PO2,PO4,PO5, PO6,PO8			
<b>CO5</b>	Identify usage of modern communication tools & its significance for managers							PO3,PO4,PO5,PO6, PO7,PO8			

<b>Reading List</b>		
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.	
<b>References Books</b>		
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	
<b>Web Resources</b>		
1.	<a href="https://www.managementstudyguide.com/business_communication.html">https://www.managementstudyguide.com/business_communication.html</a>	
2.	<a href="https://studiousguy.com/business-communication/">https://studiousguy.com/business-communication/</a>	
3.	<a href="https://www.oercommons.org/curated-collections/469">https://www.oercommons.org/curated-collections/469</a>	
4.	<a href="https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/">https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/</a>	
5.	<a href="https://open.umn.edu/opentextbooks/textbooks/8">https://open.umn.edu/opentextbooks/textbooks/8</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	
	Assignments	
	Seminar	
	Attendance and Class Participation	
		25 Marks
<b>External Evaluation</b>	End Semester Examination	
		75 Marks
		Total
		100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems,	

<b>(K3)</b>	Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	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
<b>CO 1</b>	S	S	M	S	M	S	S	S
<b>CO 2</b>	S	S	S	S	S	S	M	M
<b>CO 3</b>	M	S	S	S	S	S	S	M
<b>CO 4</b>	S	S	M	S	S	S	M	S
<b>CO 5</b>	M	M	S	S	S	S	S	S

**S-Strong    M-Medium    L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO's and CO's**

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA SEC02 NME</b>	<b>MANAGERIAL DEVELOPMENT SKILL</b>	NM E	Y	-	-	-	2	2	25	75	100

<b>Learning Objectives</b>			
CLO1	To improve the self-confidence, groom the personality and build emotional competence		
CLO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.		
CLO3	To assess the Emotional intelligence		
CLO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions		
CLO5	To improve professional etiquettes		
<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>	<b>Learning Objectives</b>
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills	6	CLO1
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.	6	CLO2
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model.	6	CLO3
IV	Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.	6	CLO4
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva 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.	6	CLO5

<b>Total</b>		<b>30</b>
<b>Course Outcomes</b>		
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Identify the personal qualities that are needed to sustain in the world of work.	PO1, PO2, PO6, PO7
<b>CO2</b>	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PO1, PO2, PO5
<b>CO3</b>	Acquire practical management skills that are of immediate use in management or leadership positions.	PO6, PO7
<b>CO4</b>	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PO1, PO2
<b>CO5</b>	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PO4
<b>Reading List</b>		
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	
<b>References Books</b>		
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.	<u>P. Varshney</u> , <u>A. Dutta</u> , Managerial Skill Development, Alfa Publications, 2012	
5.	EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan	
<b>Web Resources</b>		
1.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63">https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63</a>	
2.	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
3	<a href="https://www.academia.edu/4358901/managerial_skill_development_pdf">https://www.academia.edu/4358901/managerial_skill_development_pdf</a>	
4	<a href="https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-">https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-</a>	

	AC.pdf
5	<a href="https://www.aitectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf">https://www.aitectuniversityjarkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf</a>

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

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

**Mapping with program outcomes**

**S-Strong    M-Medium    L-LowM**



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

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA SEC03</b>	<b>Business Etiquette and Corporate Grooming</b>	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
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 greetings 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 or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines - Basic disability Etiquette practices							6	CLO3		
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							6	CLO5		

	Business style and professional image-dress code-guidelines for appropriate business attire-grooming for success.		
	<b>Total</b>	<b>30</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	Describe basic concepts of business etiquette and corporate grooming.	PO5, PO6,	
<b>CO2</b>	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6	
<b>CO3</b>	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6	
<b>CO4</b>	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success	PO1, PO3, PO8, PO6	
<b>CO5</b>	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6	
<b>Reading List</b>			
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", Harper Collins Publisher (2012) <span style="float: right;">Kakkar</span>		
<b>References Books</b>			
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 Mahi publishers, 2004		
4.	Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.		
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, Mc Graw Hill Education		
<b>Web Resources</b>			

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

**Mapping with program outcomes**

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

**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	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
<b>Weightage</b>	12	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	2.4	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA SEC04</b>	<b>Computer Application in Business</b>	SEC	Y	-	Y	-	2	2	25	75	100
<b>Learning Objectives</b>											
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,							6	CLO2		

	printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, 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
	<b>Total</b>	<b>30</b>	

#### Course Outcomes

Course Outcomes	On completion of this course, students will;	Program Outcomes
<b>CO1</b>	Demonstrate hands on experience with Ms-word for business activities	PO1, PO2, PO6, PO7
<b>CO2</b>	Demonstrate hands on experience with Ms-Excel for business activities	PO1, PO2, PO6, PO7
<b>CO3</b>	Demonstrate hands on experience with Ms-power point for business activities	PO1, PO2, PO6, PO7
<b>CO4</b>	Demonstrate hands on experience with Tally for business activities	PO1, PO2, PO6, PO7
<b>CO5</b>	Demonstrate hands on experience with Tally for reporting in business	PO1, PO2, PO6, PO7

#### 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 .	
<b>References Books</b>		
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.	
<b>Web Resources</b>		
1.	<a href="https://www.microsoft.com/en-us/microsoft-365/blog/">https://www.microsoft.com/en-us/microsoft-365/blog/</a>	
2.	<a href="https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18">https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18</a>	
3.	<a href="https://byjus.com/govt-exams/microsoft-word/">https://byjus.com/govt-exams/microsoft-word/</a>	
4.	<a href="https://edu.gcfglobal.org/en/google-forms/">https://edu.gcfglobal.org/en/google-forms/</a>	
5.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

**Mapping with program outcomes**

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

**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**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBA SEC05</b>	<b>New Venture Development</b>	SEC	Y	-	-	-	1	2	25	75	100	
<b>Learning Objectives</b>												
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	<b>Concept of Entrepreneurship</b> – 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	<b>Developing Successful Business Ideas:</b> Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.							3	CLO2			
III	<b>Feasibility Analysis:</b> Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability							3	CLO3			
IV	<b>Moving from an Idea to a New Venture:</b> Preparing the Proper Ethical and Legal Foundation-Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.							3	CLO4			
V	<b>Financing the New Venture:</b> 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			
	<b>Total</b>							<b>15</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				

<b>CO1</b>	Understand the concept of entrepreneurship and skill sets of an entrepreneur.	PO2,PO6
<b>CO2</b>	Assess new venture opportunities & analyze strategic choices in relation to new ventures	PO2, PO6
<b>CO3</b>	Develop a credible business plan for real life situations.	PO1, PO2, PO5, PO6
<b>CO4</b>	Coordinate a team to develop and launch and manage the new venture through the effective leadership	PO4, PO5
<b>CO5</b>	Evaluate different sources for financing new venture	PO2, PO6
<b>Reading List</b>		
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 <sup>th</sup> Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill	
<b>References Books</b>		
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	
<b>Web Resources</b>		
1.	<a href="https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217">https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217</a>	
2.	<a href="https://core.ac.uk/download/pdf/98660713.pdf">https://core.ac.uk/download/pdf/98660713.pdf</a>	
3.	<a href="https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf">https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf</a>	
4.	<a href="https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm">https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm</a>	
5.	<a href="https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786">https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks

	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
<b>Create (K6)</b>	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
<b>CO 1</b>	M	S	M	S	S	S	M	M
<b>CO 2</b>	S	S	M	S	S	S	M	S
<b>CO 3</b>	S	S	M	S	S	S	S	S
<b>CO 4</b>	S	S	M	S	S	M	S	S
<b>CO 5</b>	M	S	M	S	M	S	M	M

**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
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA SEC06</b>	<b>Tally</b>	SEC	Y	-	Y	-	2	2	25	75	100
<b>Learning Objectives</b>											

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		
<b>UNIT</b>	<b>Details</b>	<b>No. of Hours</b>	<b>Learning Objectives</b>
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
	<b>Total</b>	<b>30</b>	
<b>Course Outcomes</b>			
<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>	
<b>CO1</b>	To understand about the basic accounting and Tally. ERP 9	PO1	
<b>CO2</b>	Identify the maintained of Ledger and inventory system	PO1, PO2, PO7	
<b>CO3</b>	Creation of various vouchers and bill wise details	PO1, PO4, PO7	
<b>CO4</b>	Understand various taxes returns and filing	PO2, PO6, PO7	
<b>CO5</b>	Relate and infer various reports generated in Tally. ERP 9	PO2, PO7	
<b>Reading List</b>			
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 <sup>nd</sup> Edition
5.	Asian's Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020

#### Web Resources

1.	<a href="https://tallysolutions.com/learning-hub/">https://tallysolutions.com/learning-hub/</a>
2.	<a href="https://www.tutorialkart.com/tally/tally-tutorial/">https://www.tutorialkart.com/tally/tally-tutorial/</a>
3.	<a href="https://sscstudy.com/tally-erp-9-book-pdf-free-download/">https://sscstudy.com/tally-erp-9-book-pdf-free-download/</a>
4.	<a href="https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/">https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/</a>
5.	<a href="https://www.javatpoint.com/tally">https://www.javatpoint.com/tally</a>

#### Methods of Evaluation

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

#### Methods of Assessment

<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate

	between various ideas, Map knowledge
<b>Evaluate (K5)</b>	Longer essay/ Evaluation essay, Critique or justify with pros and cons
<b>Create (K6)</b>	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

**Mapping with program outcome**

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

**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**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	-	3	3
<b>CO 2</b>	3	3	-	3	3
<b>CO 3</b>	3	3	-	3	3
<b>CO 4</b>	3	3	-	3	3
<b>CO 5</b>	3	3	-	3	3
<b>Weightage</b>	15	15	-	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	-	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA SEC07</b>	<b>Intellectual Property Rights</b>	SEC	Y	-	-	-	2	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To learn aspects of Intellectual Property Rights to students who are going to play a major role in 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 its related rights and registration aspects										
CLO5	To understand about Geographical Indicators										
UNIT	Details							No. of Hours	Learning Objectives		
I	IPR Introduction: and the need for intellectual property right – 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 – Types of Patent Applications in India - Patentable Invention – Inventions Not Patentable.							6	CLO2		
III	Introduction – Fundamentals – Concept – Purpose – Functions – Characteristics – Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks Industrial Designs – Need for Protection of Industrial Designs.							6	CLO3		
IV	Introduction to Copyright – Conceptual Basis – Copy Right and Related Rights – Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer – Infringement – Copyright pertaining to Software/Internet and other Digital media.							6	CLO4		
V	GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance							6	CLO5		
	<b>Total</b>							<b>30</b>			
<b>Course Outcomes</b>											

<b>Course Outcomes</b>	On completion of this course, students will;	<b>Program Outcomes</b>
<b>CO1</b>	Imbibe the knowledge of IPR through various laws	PO1, PO6
<b>CO2</b>	Apply the knowledge of patents	PO5, PO6
<b>CO3</b>	Understand the process of acquiring a trademark	PO2, PO6
<b>CO4</b>	Create an awareness about copyrights	PO6, PO8
<b>CO5</b>	Understand geographical indicators	PO6, PO8
<b>Reading List</b>		
1.	Journal of Intellectual Property Rights	
2.	IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan, DR.S. Balasubramanian	
3.	IntellectualPropertyPatents,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	
<b>References Books</b>		
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	
<b>Web Resources</b>		
1.	<a href="https://nptel.ac.in/courses/110/105/110105139/">https://nptel.ac.in/courses/110/105/110105139/</a>	
2.	<a href="https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf">https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf</a>	
3.	<a href="https://ipindia.gov.in/">https://ipindia.gov.in/</a>	
4.	<a href="https://www.tutorialspoint.com/explain-the-intellectual-property-rights">https://www.tutorialspoint.com/explain-the-intellectual-property-rights</a>	
5.	<a href="https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf">https://www.icsi.edu/media/webmodules/FINAL_IPR&amp;LP_BOOK_10022020.pdf</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks



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

**Mapping with program outcome**

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

**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**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	3	3	3	3	3
<b>CO 2</b>	3	3	3	3	3
<b>CO 3</b>	3	3	3	3	3
<b>CO 4</b>	3	3	3	3	3
<b>CO 5</b>	3	3	3	3	3
<b>Weightage</b>	15	15	15	15	15
<b>Weighted Percentage of Course Contribution to Pos</b>	3.0	3.0	3.0	3.0	3.0

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks			
									CIA	External	Total	
<b>BBA PCE01</b>	<b>Quantitative Aptitude I</b>	PCE	Y	-	-	-	1	2	25	75	100	
<b>Learning Objectives</b>												
CLO1	To categorize, apply and use thought process 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, Chain Rule, Ratio 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 interest and Compound Interest Partnerships, Shares and dividends							6	CLO3			
IV	Data interpretation Data interpretation related to Averages, Mixtures and allegations, Bar charts, Pie charts, Venn diagrams							6	CLO4			
V	Application to industry in Geometry and Mensuration							6	CLO5			
	<b>Total</b>							<b>30</b>				
<b>Course Outcomes</b>												
Course Outcomes	On completion of this course, students will;							Program Outcomes				
<b>CO1</b>	Use their logical thinking and analytical abilities to solve reasoning questions							PO1, PO6				
<b>CO2</b>	Solve questions related to time and distance and time and work							PO1 PO6				
<b>CO3</b>	Apply concept of percentages, Profit and loss, discount							PO1 PO6				
<b>CO4</b>	Interpret data using bar charts and diagrams							PO1 PO6				
<b>CO5</b>	Solve questions relating to Geometry and Mensuration							PO1 PO6				

<b>Reading List</b>		
1.	Quantitative aptitude by R S Agarwal, S Chand Publication	
2.	Fast Track Objective Arithmetic by Rajesh Verma , Arihant	
3.	Quantitative Aptitude and Reasoning by R V Praveen, PHI	
4.	Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by Rajat Vijay Jain , 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	
<b>References Books</b>		
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 McGrawhill publications	
4.	Quantitative Aptitude by Abhijit Guha	
5.	Quantitative Aptitude by Pearson publications	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	
	Assignments	
	Attendance and Class Participation	
		25 Marks
<b>External Evaluation</b>	End Semester Examination	
		75 Marks
		Total
		100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

**Mapping with program outcome**

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

**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	3	-	3	3	-
CO 2	3	-	3	3	-
CO 3	3	-	3	3	-
CO 4	3	-	3	3	-
CO 5	3	-	3	3	-
<b>Weightage</b>	15	-	15	15	-
<b>Weighted Percentage of Course Contribution to POs</b>	3.0	-	3	3.0	-

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
<b>BBA PCE02</b>	<b>Quantitative Aptitude II</b>	PCE	Y	-	-	-	1	2	25	75	100
<b>Learning Objectives</b>											
CLO1	To categorize, apply and use thought process to distinguish between concepts of reasoning										
CLO2	To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude.										
CLO3	To explain and interpret data sufficiency										
CLO4	To analyze the applications of Base system										
CLO5	To critically evaluate numerous possibilities related to puzzles.										
UNIT	Details	No. of Hours	Learning Objectives								
I	Numerical Reasoning: Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series, Seating arrangements, Directions, blood relations and puzzle test.	6	CLO1								
II	Combinatorics: Counting techniques, Permutations, Combinations and Probability	6	CLO2								
III	Syllogisms and data sufficiency	6	CLO3								
IV	Application of Base system: Clocks (Base 24), Calendars (Base 7), Cutting of Cubes and cuboids	6	CLO4								
V	Puzzle Solving & Time Management using various problem solving tools and techniques	6	CLO5								
	Total	<b>30</b>									
<b>Course Outcomes</b>											
Course Outcomes	On completion of this course, students will;	Program Outcomes									
<b>CO1</b>	Use their logical thinking and analytical abilities to solve reasoning questions	PO1									
<b>CO2</b>	Solve questions related to combinations	PO1									
<b>CO3</b>	Solve questions based on syllogisms	PO1									
<b>CO4</b>	Solve questions based on clocks, calendars	PO1									

<b>CO5</b>	Solve puzzles	PO1
<b>Reading List</b>		
1.	Quantitative aptitude by RS Agarwal, S Chand Publication.	
2.	Puzzle stop puzzle you by Shakunataladevi orient paperback publication	
3.	Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA	
4.	A Modern Approach To Logical Reasoning (2 Colour Edition) by RS Agarwal, S Chand Publications	
5.	General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications	
<b>References Books</b>		
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	
<b>Web Resources</b>		
1.	<a href="http://www.m4maths.com">www.m4maths.com</a>	
2.	<a href="http://www.Indiabix.com">www.Indiabix.com</a>	
3.	<a href="https://www.123test.com/numerical-reasoning-test/">https://www.123test.com/numerical-reasoning-test/</a>	
4.	<a href="https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html">https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html</a>	
5.	<a href="https://playquiz2win.com/reasoning.html">https://playquiz2win.com/reasoning.html</a>	
<b>Methods of Evaluation</b>		
<b>Internal Evaluation</b>	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Attendance and Class Participation	
<b>External Evaluation</b>	End Semester Examination	75 Marks
	Total	100 Marks
<b>Methods of Assessment</b>		
<b>Recall (K1)</b>	Simple definitions, MCQ, Recall steps, Concept definitions	
<b>Understand/ Comprehend (K2)</b>	MCQ, True/False, Concept explanations, Short summary or overview	
<b>Application (K3)</b>	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
<b>Analyze (K4)</b>	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	

**Mapping with program outcome**

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

**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**

<b>CO/PO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO 1</b>	<b>3</b>	-	<b>3</b>	<b>3</b>	-
<b>CO 2</b>	<b>3</b>	-	<b>3</b>	<b>3</b>	-
<b>CO 3</b>	<b>3</b>	-	<b>3</b>	<b>3</b>	-
<b>CO 4</b>	<b>3</b>	-	<b>3</b>	<b>3</b>	-
<b>CO 5</b>	<b>3</b>	-	<b>3</b>	<b>3</b>	-
<b>Weightage</b>	<b>15</b>	-	<b>15</b>	<b>15</b>	-
<b>Weighted Percentage of Course Contribution to POs</b>	<b>3.0</b>	-	<b>3.0</b>	<b>3.0</b>	-