

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

VIVEKANANDHA

COLLEGE OF ARTS AND SCIENCES FOR WOMEN (AUTONOMOUS)

ISO 9001: 2015 | NAAC 'A+' | 2 (f) & 12 (B) | Affiliated to Periyar University | Approved by AICTE
Tiruchengode - 637 205, Namakkal (Dt), Tamil Nadu.

www.vicas.org

DEPARTMENT OF MANAGEMENT STUDIES



B.B.A (BACHELOR OF BUSINESS ADMINISTRATION) PROGRAMME CODE: UBA

**UNDER AUTONOMOUS OUTCOME BASED AND TANSCHER
SYLLABUS**

**VIVEKANANDHA EDUCATIONAL INSTITUTIONS
ANGAMMAL EDUCATIONAL TRUST
ACADEMIC YEAR 2024 - 2025**

INTRODUCTION

Outcome Based Education is incorporated into the curriculum based on the requirements of TANSICHE/ NAAC – UGC-Quality Mandate. To fulfill these requirements, the Program Educational Objectives (PEO's), Program Outcomes (POs) and Program Specific Outcomes (PSOs) and Course Outcomes were framed for all programs in alignment with the Vision and Mission of the respective departments and in-turn with the Vision and Mission and Educational Objectives of the Autonomous college.

VISION OF THE COLLEGE

- To empower women by imparting Quality Education, Skill Development and Value.
- Based Education and to make them self- reliant, competent and socially responsible.

MISSION OF THE COLLEGE

- To impart higher education to Women Students from rural areas.
- To provide the student community with holistic learning opportunity.
- To provide an atmosphere with academic excellence to equip the women students with ethical values and technical knowledge.
- To endow an amicable ambience with all the resources to develop personality, employability, entrepreneurship and globally competent.

VISION OF THE DEPARTMENT

- To encourage creativity among student's body.
- The department shall endeavor to promote entrepreneurial culture and develop managerial and communication skills of the students to enable them in contributing to the development of the society and the nation.

MISSION OF THE DEPARTMENT

- To impart professional education and training in the field of management and entrepreneurship education.
- To disseminate knowledge and information by organizing seminars/workshops/short term courses to develop professionalism.
- To provide extension services to rural society, industry professionals, institutions of research and higher learning in the field of Management & Humanities.
- To interact with the industry, educational and research organizations, and alumni in the fields of curriculum development, training and research to meet the demand of quality technical human resource at national & international level.
- To develop soft skills of the students in order to increase their employability

PREAMBLE

The present curriculum of B.B.A, is designed to impart knowledge and skills that is career oriented. It has special relevance to IT and marketing in industries with additional knowledge and experience in entrepreneurship skills, field work, industrial visit, Portfolio Presentation, marketing and hard skill in textile and fashion industry.

ELIGIBILITY NORMS FOR ADMISSION

Candidate should have passed the Higher Secondary Examination conducted by the Board of Higher Secondary Education, Government of Tamil Nadu or any other Examinations accepted by the syndicate as equivalent thereto with any subjects.

DURATION OF THE COURSE

The Programme shall extend through a period of 6 consecutive semesters and the duration of a semester shall normally be 90 days or 450 hours. Examinations shall be conducted at the end of each semester for the respective subjects.

MEDIUM OF INSTRUCTION

English

EVALUATION

Evaluation of the candidates shall be through Internal and External Examinations. The ratio of formative and summative assessment should be 25:75 for both Core and Elective papers.

ABOUT THE PROGRAMME

The UG Programme in BBA aims to promote students to become competent professionals. The program manager has oversight of the purpose and status of the projects in a program and can use this oversight to support project-level activity to ensure the program goals are met by providing a decision-making capacity that cannot be achieved at project level or by providing the project manager with a program perspective when required, or as a sounding board for ideas and approaches to solving project issues that have program impacts. The program manager may be well-placed to provide this insight by actively seeking out such information from the project managers, although in large and/or complex projects, a specific role may be required. However this insight arises, the program manager needs this in order to be comfortable that the overall program goals are achievable.

Program Specific Outcomes (PSOs)

After the successful completion of BBA (Bachelor of Business Administration) program, the students are expected to,

- PSO1** To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
- PSO2** To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
- PSO3** To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
- PSO4** Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
- PSO5** Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

Programme Outcomes (POs)

On successful completion of the of BBA (Bachelor of Business Administration) program, the students are expected to,

- PO1** **Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study
- PO2** **Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
- PO3** **Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
- PO4** **Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
- PO5** **Analytical reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.
- PO6** **Research-related skills:** A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation
- PO7** **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
- PO8** **Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

**VIVEKANANDHA COLLEGE OF ARTS AND SCIENCES FOR WOMEN
(AUTONOMOUS)
SCHEME OF CURRICULUM BACHELOR OF BUSINESS ADMINISTRATION
(For the students admitted during the academic year 2024 -2025)**

Semester - I				HRS/ WEEK	INT	EXT	TOTAL
S. No	Sub. code	Sub. Name	Credits				
1.	23U1LT01	F. Tamil	3	6	25	75	100
2.	23U1LE01	English – I / Core	3	4	25	75	100
3.	23U1BAC01	Principles of Management	4	5	25	75	100
4.	23U1BAC02	Accounting For Managers-I	4	5	25	75	100
5.	23U1BADE01	Managerial Economics	3	4	25	75	100
6.	23U1BAS01	Managerial Communication	2	3	25	75	100
7.	23U1ENAC01	Soft Skills For effective Communication	2	3	40	60	100
8.	23U1VE01	Yoga	2		25	75	100
		Total	23	30			900

Semester – II				HRS/ WEEK	INT	EXT	TOTAL
S. No	Sub. code	Sub. Name	Credits				
1	23U2LT02	F. Tamil	3	6	25	75	100
2	23U2LE02	English – II / Core	3	5	25	75	100
3	23U2BAC03	Marketing Management	4	5	25	75	100
4	23U2BAC04	Accounts for managers-2	4	5	25	75	100
5	23U2BADE02	International Business	3	5	25	75	100
6	23U2CSAC02	Office Automation	2	2	25	75	100
7	23U2EVS01	Environmental Studies	2	2	25	75	100
		Total	21	30			700

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Semester – III				HRS/ WEEK	INT	EXT	TOTAL
S. No	Sub. code	Sub. Name	Credit				
1	23U3LT03	F. Tamil	3	6	25	75	100
2	23U3LE03	English – III / Core	3	5	25	75	100
3	23U3BAC05	Organizational Behaviour	4	4	25	75	100
4	23U3BAC06	Financial Management	4	4	25	75	100
5	23U3BAGE03	Business Statistics	3	5	25	75	100
6	23U3BAN01	Basics Of event Management	2	2	25	75	100
7	23U3BAS02	New venture management	2	2	25	75	100
8	23U3BACP01	Practical 1 :Computer Application in Business	2	2	40	60	100
		Total	23	30			800

Semester - IV				HRS/ WEEK	INT	EXT	TOTAL
S. No	Sub. code	Sub. Name	Credit				
1.	23U4LT04	F. Tamil	3	6	25	75	100
2.	23U4LE04	English – IV / Core	3	5	25	75	100
3.	23U4BAC07	Business Environment	4	4	25	75	100
4.	23U4BAC08	Business Regulatory Frame Work	4	4	25	75	100
5.	23U4BAGE04	Operations Research	3	5	25	75	100
6.	23U4BAN02	Human Rights	2	2	25	75	100
7.	23U4BAS04	Intellectual Property Rights	2	2	25	75	100
8.	23U4BAPR01	Internship: In Plant Training	2	2	40	60	100
		Total	23	30			800

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Semester - V				HRS/ WEEK	INT	EXT	TOTAL
S. No	Sub. code	Sub. Name	Credit				
1.	23U5BAC09	Human Resource Management	4	5	25	75	100
2.	23U5BAC10	Research Methodology	4	5	25	75	100
3.	23U5BAC11	Business Taxation	4	5	25	75	100
4.	23U5BAC12	Management Information system	4	5	25	75	100
5.	23U5BADE05	Digital Marketing	3	5	25	75	100
6.	23U5BASB01	Professional Ethics	2	3	25	75	100
7.	23U5BACP02	Practical 2 : Campus to Corporate	2	2	40	60	100
		Total	23	30			700

Semester - VI				HRS/ WEEK	INT	EXT	TOTAL
S. No	Sub. code	Sub. Name	Credit				
1.	23U6BAC12	Entrepreneurial Development	4	5	25	75	100
2.	23U6BAC13	Services Marketing	4	4	25	75	100
3.	23U6BAC14	Production & Material Management	4	5	25	75	100
4.	23U6BADE06	Consumer Behavior	3	4	25	75	100
5.	23U6BADE07	Fundamentals of Logistics Management	3	4	25	75	100
6.	23U6BASB02	Academic Writing & Academic portfolio	2	3	25	75	100
7.	23U6BAS05	Quantitative aptitude	2	3	25	75	100
8.	23U6BAPR02	Project	4	2	40	60	100
9.	23U6BAEX01	Extension Activity	1	-			
		Total	27	30			800

Credit Distribution- UG- BBA- 2024-27 Batch

	No of Papers	Total credits
Tamil (3 credits)	4	12
English (3 credits)	4	12
Core Papers (4/5 credits)	14	57
Elective Papers (3 Credits)	8	24
NMEC Papers (2 credits)	2	4
SBEC Papers (2 credits)	4	8
VE-yoga(2 credit)	1	2
EVS(2 credits)	1	2
Core Practical (2 credits)	2	4
In plant Training (2 credits)	1	2
Project(4 credits)	1	4
Extension(1 credit)	1	1
Skill Courses (2 credits)	4	8
Total		140

SEMESTER - I

Code: 23U1BAC01	Principles of Management	L	T	P	C
Core-I		Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> • To impart knowledge about evolution of management • To provide understanding on planning process and importance of decision making in organization • To learn the application of principles in organization • To study the process of effective controlling in organization • To familiarize students about significance of ethics in business and its implications. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	Describe nature, scope, role, levels, functions and approaches of management				K2
CO2	Apply planning and decision making in management				K5
CO3	Identify organization structure and various organizing techniques				K2
CO4	Understand Direction, Co-ordination & Control mechanisms				K6
CO5	Relate and infer ethical practices of organisation.				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I Management

15 hours

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.

Unit-II Planning

15hours

Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision.

Unit-III Organizing

15 hours

Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility.

Unit-IV Direction

15 hours

Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co- ordination – Controlling – Meaning and Importance – Control Process.

Unit–V Definition of Business ethics

15 hours

Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business

Total Lecture hour = 75

Text Book(s)

- JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
- Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
- .Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011
- Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India
- Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014.

Reference Books

- P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017
- L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition.
- Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017
- Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition.
- Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

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

- <https://www.toolshero.com/management/14-principles-of-management/>
- <https://open.umn.edu/opentextbooks/textbooks/693>
- <https://open.umn.edu/opentextbooks/textbooks/34>
- <https://openstax.org/subjects/business>
- <https://blog.hubspot.com/marketing/management-principles>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Course Code: 23U1BAC02		Accounting for Managers I		L	T	P	C
Core-I				Y	-	-	4
Course Objectives:							
<ul style="list-style-type: none"> To impart knowledge about basic concepts of accounting its applications To analyze and interpret financial reports of a company To understand the gross profit and net profit earned by organization To foster knowledge on Hire Purchase system To understand the procedures of Accounting under Single entry system. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
CO1	Prepare Journal, ledger, trial balance and cash book						K2
CO2	Classify errors and making rectification entries						K5
CO3	Prepare final accounts with adjustments						K2
CO4	To understand Hire Purchase system						K6
CO5	Prepare single and double entry system of accounting.						K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create							

Unit-I **15 hours**

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

Unit-II **15 hours**

Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account

Unit -III **15 hours**

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.

Unit– IV **15 hours**

Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System.

Unit–V **15 hours**

Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method

Total Lecture hour = 75

Text Book(s)

- Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
- Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
- Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
- Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition.
- Tulsian P.C., 2006, Financial Accounting, Pearson Education

Reference Books

- Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai
- TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019
- David Koltitz; Financial Accounting – Taylor and Francis group, USA 2017
- M N Arora; Accounting for Management- Himalaya Publications House 2019.
- SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
- T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.

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

- https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR MANAGERS.pdf
- <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
- <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
- https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
- <https://www.profitbooks.net/what-is-depreciation>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Course Code: 23U1BADE01		Managerial Economics	L	T	P	C
Core-I			Y	-	-	3
Course Objectives:						
<ul style="list-style-type: none"> To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving. To Understand the optimal point of cost analysis and production factors of the firm To describe the pricing methods and strategies that are consistent with evolving marketing needs To Provide insights to the various market structures in an economy. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.					K2
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.					K5
CO3	Employ production, cost and supply analysis for business decision making					K2
CO4	Identify pricing strategies					K6
CO5	Classify market structures under competitive scenarios.					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I **12 hours**

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

Unit-II **12 hours**

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.

Unit -III **12 hours**

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.

Unit- IV **12 hours**

Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination

Unit-V **12 hours**

Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly

Total Lecture hour = 60

Text Book(s)

- Journal of Economic Literature – American Economic Association
- Arthasastra Indian Journal of Economics & Research
- Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai
- Indian Economic Journal/Sage Publications
- Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

Reference Books

- Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019
- Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
- D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
- H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017.
- Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

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

- <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
- <https://www.intelligenteconomist.com/profit-maximization-rule>
- <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
- <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
- <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Course Code: 23U1BAS02		Managerial Communication		L	T	P	C
Foundation Course				Y	-	-	4
Course Objectives:							
<ul style="list-style-type: none"> To educate students role & importance of communication skills To build their listening, reading, writing & speaking communication skills. To understand the skills required for facing interview To introduce the modern communication for managers. To facilitate the students to understand the concept of Communication. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
CO1	Understand communication process and its barriers.						K2
CO2	Develop business letters in different scenarios						K5
CO3	Develop oral communication skills & conducting interviews						K2
CO4	Use managerial writing for business communication						K6
CO5	Identify usage of modern communication tools & its significance for managers						K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create							

Unit-I **6 hours**

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication
– Communication etiquette.

Unit-II **6 hours**

Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.

Unit-III **6 hours**

Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language

Unit-IV **6 hours**

Communication through Reports – Agenda- Minutes of Meeting - Resume Writing

Unit-V **6 hours**

Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites

Total Lecture hour = 60

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Text Book(s)

- Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008
- Mallika Nawal –Business Communication – CENGAGE
- Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi.
- Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
- Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai.

Reference Books

- Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017
- Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017
- R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006
- Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010
- R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015

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

- https://www.managementstudyguide.com/business_communication.html
- <https://studiousguy.com/business-communication/>
- <https://www.oercommons.org/curated-collections/469>
- <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
- <https://open.umn.edu/opentextbooks/textbooks/8>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

SEMESTER – II

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Course Code: 23U2BAC03	MARKETING MANAGEMENT	L	T	P	C
Core-I		Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> • To understand the marketplace. • To identify the market segmentation and the Product mix • To select the different pricing methods and channels of distribution. • To know the communication mix and sales promotion tools • To prepare according to the latest trends in market. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	To list and identify the core concepts of Marketing and its mix.				K2
CO2	To sketch the market segmentation, nature of product, PLC				K5
CO3	To analyze the appropriate pricing methods				K2
CO4	To determine the importance of various media				K6
CO5	To assess the sales force and applications of digital marketing				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I Fundamentals of Marketing

15 hours

Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions.

Unit-II Segmentation

15 hours

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.

Unit -III Pricing

15 hours

Factors Influencing Pricing Decisions – Pricing Objectives. Market Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems.

Unit– IV A Brief Overview of Communication Mix

15 hours

Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance.

Unit–V Sales Force Management

15 hours

Personal Selling Process- Motivation, Compensation and Control of Sales Force– Digital Marketing: Introduction- Applications & Benefits

Total Lecture hour = 75

Text Book(s)

- Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
- Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
- L.Natarajan, Marketing, Margham Publications, 2017.
- J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
- K Karunakaran, Marketing Management, Himalaya Publishing House,2017.

Reference Books

- C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand &Son 2020
- V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani / Macmillan India Ltd,
- Cranfield, Marketing Management, Palgrave Macmillan.
- Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
- Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana.2016

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

- http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
- <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
- <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
- Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier
- Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

MAPPING

Cos	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Code: 23U2BAC04		Accounting for Managers II	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> To provide basic understanding of cost concepts and classification. To develop skills in tools & techniques and critically evaluate decision making in business. To understand various ratios and cash flow related to finance To recognize the role of budgets and variance as a tool of planning and control. To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Interpret cost sheet & write comments.					K2
CO2	Compare cost, management & financial accounting					K5
CO3	Analyze the various ratio and compare it with standards to assess deviations					K2
CO4	Estimate budget and use budgetary control					K6
CO5	Evaluate marginal costing and its components					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I **12 hours**

Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation

Unit-II **12 hours**

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.

Unit-III **12 hours**

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.

Unit-IV **12 hours**

Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget

Unit-V **12 hours**

Marginal Costing – CVP analysis – Break even analysis

Total Lecture hour = 60

Text Book(s)

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

Reference Books

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

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

- <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
- <https://efinancemanagement.com/financial-accounting/management-accounting>
- <http://www.accountingnotes.net/management-accounting/management-accounting-meaning-limitations-and-scope/5859>
- <https://www.wallstreetmojo.com/ratio-analysis/>
- <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-variance-analysis-cost-accounting/10656>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U2BADE02	International Business	L	T	P	C
Core-I		-	-	-	3
Course Objectives:					
<ul style="list-style-type: none"> • To familiarize students with basic concepts of International Business • To impart knowledge about theories of international trade • To know the concepts of foreign exchange market and foreign direct investment • To understand the global environment • To gain knowledge on the Contemporary Issues of International Business 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	Discuss the modes of entry to International Business				K2
CO2	Explain international trade theories				K5
CO3	Understand Foreign exchange market and FDI				K2
CO4	Outline the Global Business Environment				K6
CO5	Identify the relevance of international institutions and trading blocs.				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I

12 hours

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.

Unit-II

12 hours

Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory.

Unit-III

12 hours

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.

Unit-IV

12 hours

Drivers in Globalization - Globalization 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.

Unit-V

12 hours

Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World

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Bank, ILO and WTO.

Total Lecture hour = 60

Text Book(s)

- Gupta CB, International Business, S Chand & Co. Ltd, 2014
- Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.
- Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018.
- Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010
- Paul, J., International Business, 5th Edition, PHI Learning, 2010

Reference Books

- Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
- Griffin, R., International Business, 7th Edition, Pearson Education, 2012.
- Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017
- Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020
- Subba Rao P, International Business, (Text and Cases), Himalaya Publishing House, 2016

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

- <https://online.hbs.edu/blog/post/international-business-examples>
- https://saylordotorg.github.io/text_international-business
- <https://www.imf.org/en/home>
- <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
- <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

SEMESTER – III

Code: 23U3BAC05	Organizational Behaviour		L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> To have extensive knowledge on OB and the scope of OB. To create awareness of Individual Behaviour. To enhance the understanding of Group Behaviour To know the basics of Organisaitonal Culture and Organisational Structure To understand Organisational Change, Conflict and Power 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	To define Organisational Behaviour, Understand the opportunity through OB.					K2
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.					K5
CO3	To analyze the complexities and solutions of group behaviour.					K2
CO4	To impact and bring positive change in the culture of the organisaiton.					K6
CO5	To create a congenial climate in the organization.					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I

15 hours

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)

Unit-II

15 hours

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:

Unit-III

15 hours

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

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individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

Unit–IV

15 hours

ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options

Unit–V

15 hours

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.

Total Lecture hour = 75

Text Book(s)

- Neharika Vohra Stephen P. Robbins, Timothy A. Judge , Organizational Behaviour, Pearson Education, 18th Edition, 2022.
- Fred Luthans, Organizational Behaviour, Tata Mc Graw Hill, 2017.
- Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, Organizational Behaviour, John Wiley & Sons, 2011
- Louis Bevoc, Allison Shearsett, Rachael Collinson, Organizational Behaviour Reference, Nutri Niche System LLC (28 April 2017)
- Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, Organizational Behaviour: A Skill-Building Approach, SAGE Publications, Inc; 2nd edition (29 November 2018).

Reference Books

- Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
- Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
- S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
- J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
- John Newstrom, Organizational Behaviour: Huma Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

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

- <https://www.iedunote.com/organizational-behavior>
- <https://www.london.edu/faculty-and-research/organisational-behaviour>
- Journal of Organizational Behavior on JSTOR
- International Journal of Organization Theory & Behavior | Emerald Publishing
- <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

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MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Code: 23U3BAC06		Financial Management	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> • Understand the basics of finance and roles of finance manager • Evaluate Capital structure & Cost of capital • Evaluate Capital budgeting • Assess dividends • Appraise Working Capital 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand the basics of finance and roles of finance manager					K2
CO2	Evaluate Capital structure & Cost of capital					K5
CO3	Evaluate Capital budgeting					K2
CO4	Assessing dividends					K6
CO5	Appraise Working Capital					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I **15 hours**

Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.

Unit-II **15 hours**

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)

Unit-III **15 hours**

Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

Unit-IV **15 hours**

Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models(Walter’s Gordon’s –M.M. Hypothesis)

Unit-V **15 hours**

Working capital – Components of working capital –operating cycle – Factors influencing working

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capital – Determining (or) Forecasting of working capital requirements.

Total Lecture hour = 75

Text Book(s)

- DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011
- Advanced Financial Management kohok, M A, Everest Publishing House
- Financial Management Kishore R M, Taxman Allied Service
- Strategic Financial Management Jakhotiya
- Financial Management & Policy Srivastava, R M Himalaya

Reference Books

- Dr. K. Ganesan & S.Ushena Begam, Financial Management, Charulatha Publications , Chennai
- Financial Management - I.M.Pandey, 2009 Vikas Publishing
- Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi
- Financial Management – S.N.Maheswari
- Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons
- Financial Management – A. Murthy

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

- <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
- https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
- Journal of Financial Management (esciencepress.net)
- Financial Management on JSTOR
- Financial Management Wiley online library

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U3BAGE03		BUSINESS STATISTICS	L	T	P	C
Core-I			Y	-	-	3
Course Objectives:						
<ul style="list-style-type: none"> • Apply the Measures of Central Tendency in business • Understanding the Measures of Variation • Analyze of Time Series • Understand Index Numbers and Statistical quality control • Testing of hypothesis 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Measures of Central Tendency					K2
CO2	Measures of Variation					K5
CO3	Analyze of Time Series					K2
CO4	Understand Index Numbers					K6
CO5	Test Hypothesis					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I

12 hours

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.

Unit-II

12 hours

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.

Unit-III

12 hours

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

Unit-IV

12 hours

Index Numbers – Consumer Price Index – And Cost of Living Indices.

Unit-V

12 hours

Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Total Lecture hour = 60

Text Book(s)

- P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.
- S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi,2007.
- S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi,2007.
- J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.
- Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

Reference Books

- David M. Levine, David F. Stephan et al. Business Statistics : A first Course, 7th edition
- Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation
- Hazarika Padmalochan, A textbook of Business Statistics , S.Chand Publications
- Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, McGraw Hill ,2021
- Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017

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

- <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
- <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
- <http://www.statisticshowto.com>
- <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
- <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U3BAN01	Basics of Event Management	L	T	P	C
Core-I		Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> • To know the basic of event management its concepts • To make an event design • To make feasibility analysis for event. • To understand the 5 Ps of Event Marketing • To know the financial aspects of event management and its promotion. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	To understand basics of event management				K2
CO2	To design events				K5
CO3	To study feasibility of organising an event				K2
CO4	To gain Familiarity with marketing & promotion of event				K6
CO5	To develop event budget				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I

15 hours

Introduction: Event Management – Definition, Need, Importance, Activities.

Unit-II

15 hours

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

Unit-III

15 hours

Event Feasibility: Resources – Feasibility, SWOT Analysis

Unit-IV

15 hours

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

Unit-V

15 hours

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Total Lecture hour = 75

Text Book(s)

- Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
- Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
- Event Management & Public Relations by Savita Mohan - Enkay Publishing House
- Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
- Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers.

Reference Books

- Event Management By Chaudhary, Krishna, Bio-Green Publishers
- Successful Event Management By Anton Shone & Bryn Parry
- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
- Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Grenadine Create Space Independent Publishing Platform, 2015

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

- https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
- <https://www.inderscience.com/jhome.php?jcode=ijhem>
- International Journal of Hospitality & Event Management
- <https://www.emeraldgrouppublishing.com/journal/ijefm>
- International Journal of Event and Festival Management
- <https://www.eventbrite.com/blog/?s=roundup>
- <https://www.eventindustrynews.com/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Code: 23U3BAS02	New Venture Development	L	T	P	C
Core-I		Y	-	-	2
Course Objectives:					
<ul style="list-style-type: none"> • To learn to generate and evaluate new business ideas • To learn about a business model that generates money • To understand how to find, evaluate and buy a business • To evaluate the feasibility of idea into a Venture • To understand sources who lend for new ventures 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur				K2
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures				K5
CO3	Develop a credible business plan for real life situations.				K2
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership				K6
CO5	Evaluate different sources for financing new venture				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I **3 hours**

Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Unit-II **3 hours****Developing Successful Business Ideas:**

Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.

Unit-III **3 hours**

Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability

Unit-IV **3 hours****Moving from an Idea to a New Venture:**

Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship

Unit-V **3 hours****Financing the New Venture:**

Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions

Total Lecture hour = 15

Text Book(s)

- Journal of Business Venturing – Elsevier
- Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
- Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
- Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
- Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabya sachi Sinha , Mc Graw Hill

Reference Books

- New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
- Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
- Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
- The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
- Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

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

- <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
- <https://core.ac.uk/download/pdf/98660713.pdf>
- <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
- https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
- <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U3BACP01	Computer Application in Business	L	T	P	C
Core-I		Y	-	-	2
Course Objectives:					
<ul style="list-style-type: none"> • To build skills in Ms-Word • To build skills in Ms-Excel, • To build skills in Ms- Power Point • To understand the basics of tally • To familiarize students with google forms for students with relevance in business scenario and its applications. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	Demonstrate hands on experience with Ms-word for business activities				K2
CO2	Demonstrate hands on experience with Ms-Excel for business activities				K5
CO3	Demonstrate hands on experience with Ms-power point for business activities				K2
CO4	Demonstrate hands on experience with Tally for business activities				K6
CO5	Demonstrate hands on experience with Tally for reporting in business				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I

6 hours

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 .

Unit-II

6 hours

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, 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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Unit–III 6 hours

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.

Unit–IV 6 hours

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

Unit–V 6 hours

Use Google forms to develop & share questionnaire.

Total Lecture hour = 30

Text Book(s)

- International Journal of Computer Applications in Technology
- International Journal of Computer Applications – IJCA
- P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
- Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
- Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

Reference Books

- P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.
- Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman
- Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017.
- Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013.
- S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015

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

- <https://www.microsoft.com/en-us/microsoft-365/blog/>
- <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
- <https://byjus.com/govt-exams/microsoft-word/>
- <https://edu.gcfglobal.org/en/google-forms/>
- <https://www.tutorialkart.com/tally/tally-tutorial/>

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

SEMESTER – IV

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U4BAC07		Business Environment	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> To impart knowledge on the concept of business environment & its significance To know the political environmental factors and its impact on business. To know the Economic environmental factors and its impact on business To throw light on importance of the types of Social Organization. To create awareness of industrial-technological advancements. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	To understand the concepts of Business Environment.					K2
CO2	To apply knowledge in the business and strategic decisions.					K5
CO3	To analyze the importance of business in various social groups.					K2
CO4	To evaluate the types of economic environment and its impact on business.					K6
CO5	To construct and assess the environment for real-time business					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I**12 hours**

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

Unit-II**12 hours**

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention

Unit-III**12 hours**

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 Analog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization

Unit-IV**12 hours**

Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organization

Unit-V**12 hours**

Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics

Total Lecture hour = 60**Text Book(s)**

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

- Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition
- Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition
- K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India
- Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana

Reference Books

- Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan
- Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019
- Business Environment,Fourth Edition,By Pearson
- Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning

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

- <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
- <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>
- Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition,India.
- <https://pestleanalysis.com/political-factors-affecting-business/>
- <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U4BAC08		BUSINESS REGULATORY FRAME WORK	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> • Explain Indian Contracts Act • Understand Sales of goods act& contract of agency • Understand Indian Companies Act 1956 • Understand Consumer Protection Act – RTI • Understand Cyber law 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Explain Indian Contracts Act					K2
CO2	Understand Sales of goods act and Contract of Agency					K5
CO3	Understand Indian Companies Act 1956					K2
CO4	Understand Consumer Protection Act – RTI					K6
CO5	Understand Cyber law					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I

15 hours

Brief outline of Indian Contracts Act - Special contracts Act

Unit-II

15 hours

Sale of goods Act - Contract of Agency

Unit-III

15 hours

Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resolutions-Winding up

Unit-IV

15 hours

Consumer Protection Act – RTI

Unit-V

15 hours

Brief outline of Cyber laws – IT Act 2000 & 2008

Total Lecture hour = 75

Text Book(s)

- Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications
- Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
- N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons
- Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni
- Business Law (Commercial Law) – Dr. M.R. Sreenivasan

Reference Books

- Business Regulatory Framework, Sahitya Bhawan Publications. Revised, 2022.
- Business Regulatory Framework, Garg K.C., Sareen V.K., Sharma Mukesh, 2013
- Business Regulatory Framework Pearson Education India, 2011
- Bare Acts- RTI, Consumer Protection Act
- Business Regulatory Framework , Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015

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

- <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
- <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
- <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
- International Journal of Law (lawjournals.org)
- https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U4BADE04		Operation Research	L	T	P	C
Core-I			Y	-	-	3
Course Objectives:						
<ul style="list-style-type: none"> • Introduction to Operations Research definition and concept Essential features of LPP. • Formulation of Transportation problem and finding an initial basic feasible solution. • Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem. • Analyze Network models and constructing network- critical path, various floats. • Analyze Game Theory and Decision Theory 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Analyze Linear Programming					K2
CO2	Analyze Transportation problem					K5
CO3	Analyze Assignment problem					K2
CO4	Analyze Network models					K6
CO5	Analyze Game Theory and Decision Theory					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I

12 hours

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.

Unit-II

12 hours

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.

Unit-III

12 hours

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.

Unit-IV

12 hours

Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT

Unit–V

12 hours

Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye’s theorem application - decision trees.

Total Lecture hour = 60

Text Book(s)

- Operational Research | Research.com
- Operations Research | PubsOnLine (informs.org)
- Prabandhan : Journal of Management
- International Journal of Operations research
- DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019

Reference Books

- P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17.
- P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi
- V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi
- Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi
- P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

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

- <chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf>
- <chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf>
- <https://www.onlinemathlearning.com> › linear-programming-example
- <https://www.kellogg.northwestern.edu> › weber › Notes_6_Decision_trees
- www.pondiuni.edu.in › sites › default › files

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U4BAN02	Human Rights		L	T	P	C
Core-I			Y	-	-	2
Course Objectives:						
<ul style="list-style-type: none"> To impart the basic ideas about Human Rights at post graduation level It provides different aspects of human rights which includes children and women. Students can learn not only their basic rights also can understand the duties to be carried out in the day to day life. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	The basics and both national and State initiatives on human rights are defined					K2
CO2	Basic and additional types of rights are introduced to the students					K5
CO3	Specific rights for women, children and reproductive rights are explained					K2
CO4	Gender inequality that exists and initiatives taken by the government are educated to the students					K6
CO5	Different dimensions of Human rights and its redressal mechanisms are introduced to them					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I Introduction to Human Rights**3 hours**

Human Rights: Meaning & Definitions Origin and Growth of Human Rights in World-Needs of Human Rights- Constitutional Provision for Protection of Human Rights NHRCI about NHRC - Composition, SHRC (Tamil nadu) about SHRC - Composition. Universal Declaration of Human Rights, 1948 - Human Rights Act, 1993.

Unit-II Classification of Human Rights**3 hours**

Types - Moral, Legal, and Fundamental Rights - Right to Equality - Right to Liberty Freedom of Religion - Right to Education Right to Take Food - Right to wear clothes - Right to life -Rights to Dignity -Right against Exploitation Right to work - Right to Personal Freedom -Right to Freedom of Expression Right to information -Right to Clean Environment.

Unit-III Rights of Women and Children**3 hours**

Rights of Women Gender Equity Female Feticide and Infanticide and Sex Selective Abortion- Physical Assault and Sexual Harassment Domestic Violence - Violence at Work Place Right for Equal Pay Measures. Campaigns for Health and Reproductive Rights in India - Campaign against Sex-selective Abortions and Amniocentesis and Population Control Policies
Remedial -Rights to Children - Child and Family - Child labor - child Adoption - child education - child abuse and exploitation - juvenile justice.

Unit-IV Gender Equity**3 hours**

Gender Inequality Index (GII): Introduction and indicators Issues on Gender inequality Gender-Based Violence, Unequal Access to Education, Invisible Labor, Gender Wage Gap, Child Marriage Government Initiatives in India - Constitution (106th Amendment) Act, 2023 Women Reservation Act, 2023 - Gender Budget - Bet Bachao Beti Padhao (BBBP), Sukanya Samridhi Yojna (SSY), Nirbhaya Fund Framework, Prathan Mantri Mudra Yojana (PMMY)

Unit–V Multi - Dimensional aspects of Human Rights and Redressal Mechanism

3 hours

Labor Rights- Bonded Labor - Contract Labor -Migrant Labor - Domestic Women Labor - Rights of Ethnic Refugees Problems and Remedies - Role of Trade Union in protecting the Rights of Laborers. Redressal Mechanisms at National and International Levels -Rights to Information Act, 2005 - Central Information Commission - powers and functions - State information Commission - powers and function

Total Lecture hour = 30

Text Book(s)

- Baradat Sergio and Swaronjali Ghosh. Teaching of Human Rights: Dominant Publishers and distributors, New Delhi, 2009.
- Roy A.N. Human Rights Achievements and challenges: Vista international Publishing house, Delhi, 2005.
- Asish Kumardas and Prasant Kumar Mohanty. Human Rights in India: Sarup and Sons. New Delhi. 2007.
- Meena, P.K. Human Rights theory and practice: Murali Lal and Sons, New Delhi, 2008.

Reference Books

- Bhavani Prasad Panda. Human Rights Development and environmental law: Academic excellence, Delhi, 2007. Vishwanathan. V.N. Human Rights Twenty First Century Challenges: Kalpaz Publications, New Delhi, 2008.
- Ansari, M.R. Protecting Human Rights: Max Ford Books, New Delhi, 2006.
- Rao, M.S.A. Social Movements in India - Social Movements and Social Transformation in India Vol.1 & 2: Manohar A publications, New Delhi. 1978.
- Human Rights Education for Beginners, Prepared by Karnataka Women's Information and Resource Centre for NATIONAL HUMAN RIGHTS COMMISSION. (3rd & 4th units).

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

- <https://www.indiacode.nic.in/handle/> (5th Unit)
- <https://www.drishtias.com/> (4th Unit)
- <https://www.drishtias.com/daily-updates/daily-news->

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U4BAS04	Intellectual Property Rights	L	T	P	C
Core-I		Y	-	-	2

Course Objectives:

- 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.
- To disseminate knowledge on patents, patent regime in India and a broad and registration aspects
- To evaluate the copyright law
- To disseminate knowledge on copyrights and its related rights and registration aspects
- To understand about Geographical Indicators

Expected Course Outcomes:

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

CO1	Imbibe the knowledge of IPR through various laws	K2
CO2	Apply the knowledge of patents	K5
CO3	Understand the process of acquiring a trademark	K2
CO4	Create an awareness about copyrights	K6
CO5	Understand geographical indicators	K1

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

Unit-I**6 hours**

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

Unit-II**6 hours**

Introduction–Classification–Importance–Types of Patent Applications in India – Patent able Invention– Inventions Not Patentable.

Unit-III**6 hours**

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.

Unit-IV**6 hours**

Introduction to Copyright– Conceptual Basis –Copy Right and Related Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement– CopyrightpertainingtoSoftware/InternetandotherDigitalmedia.

Unit-V**6 hours**

GEOGRAPHICAL INDICATIONS: Concept, Protection & Significance

Total Lecture hour = 30**Text Book(s)**

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

- Journal of Intellectual Property Rights
- Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian
- Intellectual Property Patents, Trade Marks, And Copy Rights–Richard Stim
- Intellectual Property Rights by Asha Vijay Durafe and Dhanashree K.Toradmalle, Wiley
- Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS

Reference Books

- Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
- Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
- Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
- Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh
- Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights

by W Cornish and D Llewelyn and T Pain

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

- <https://nptel.ac.in/courses/110/105/110105139/>
- https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
- <https://ipindia.gov.in/>
- <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
- https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.pdf

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									Internal	External	Total
23U4BAPR01	In Plant Training	PR	Y	-	-	-	2	2	40	60	100
Learning Objectives											

The main objective of this internship is to provide practical knowledge of know how in industry.

1. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself/herself with the procedure, practice and working of companies.
2. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.
3. He/she shall undergo the above training in the institutions like banks, insurance companies, mutual funds, transport undertakings, private limited and public limited companies, public sector undertakings, hotels and hospitals travel and tourism Industries and financial institutions.
4. Students may make their own arrangement in fixing the companies for training. Candidates should submit a report not less than 25 typed pages.
5. Candidates should submit the attendance certificate from the institution for having attended the training for 2 weeks.
6. Industrial training reports shall be prepared by the students under the supervision of the faculty of the department.
7. Industrial training report must contain the following:
 - Cover page.
 - Copy of training certificate.
 - Profile of the business unit.
 - Report about the work undertaken by them during the tenure of training.
 - Observation about the concern.
 - Findings.

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Industrial training certificate shall be forwarded to the university. One month before the commencement of the fourth semester university examinations.

8. Practical viva-voce examination will be conducted with internal and external examiners at the end of the 4th semester and the credits will be awarded.

SEMESTER – V

Code: 23U5BAC09		L	T	P	C			
Core-I		HUMAN RESOURCE MANAGEMENT			Y	-	-	4
Course Objectives:								
<ul style="list-style-type: none"> • Explain the concepts, functions and process of HRM • Examine the selection and placement process • Evaluate the training and performance • Understand the importance of employee engagement and compensation • Understand the recent trends in HR 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
CO1	Explain the concepts, functions and process of HRM						K2	
CO2	Examine the selection and placement process						K5	
CO3	Evaluate the training and performance appraisal						K2	
CO4	Understand the employee engagement and compensation						K6	
CO5	Understand the recent trends in HR						K1	
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create								

Unit-I

15 hours

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

Unit-II

15 hours

Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement,

Unit-III

15 hours

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.

Unit-IV

15 hours

Employee Engagement- Meaning- Importance- evaluation- measuring employee employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures

Unit–V

15 hours

Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce. Global HRM

Total Lecture hour = 75

Text Book(s)

- Shashi K. Gupta & Rosy Joshi , Human Resource Management , Kalayani Publisher 1st Edition, 2018
- Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017
- Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to Drive Performance, Kogan Page, 1st Edition, 2018
- Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
- Srinivas R Kandula, , Competency Based Human Resource Management, PHI Learning , 1st Edition, 2013.

Reference Books

- V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010
- K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
- Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
- L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014
- Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

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- <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
- <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
- <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
- <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
- <http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U5BAC10	Research Methodology	L	T	P	C
Core-I		-	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> • To familiarize the students to the basic concepts of Research and operationalize research problem • To provide insights on research design and scaling • To throw light on data collection and presentation • To elucidate on Hypothesis Testing and other statistical Test • To summarize and present research results with focus on ethics and plagiarism. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	Understand the concepts and principles of Research				K2
CO2	Comprehend and decide the usage of design and formulate hypothesis				K5
CO3	Analyze data collection sources and tools				K2
CO4	Summarize and establish solutions through data analysis				K6
CO5	Compare and justify the process of writing and organizing a research report.				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I **15 hours**

Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

Unit-II **15 hours**

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement-characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process-techniques.

Unit-III **15 hours**

Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation-details and evaluation. - Questionnaires – schedules.

Unit-IV **15 hours**

Data. Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data.

Unit-V **15 hours**

Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism.

Total Lecture hour = 75

Text Book(s)

- W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014
- Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5th Edition Pearson India 2011
- John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014
- Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022
- Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019.

Reference Books

- C.R.Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
- Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018.
- Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
- Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
- Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

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

- https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf
- <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
- https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
- https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
- https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U5BAC11		L	T	P	C
Core-I	Business Taxation	Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> To understand the basic concepts of Taxes. To provide insights on the Income Tax Act. To evaluate the procedure for assessment and methods of valuation for customs. To discuss on GST. To analyze and apply the returns, Tax payment and Penalties under GST 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	To define and understand the basic concepts of tax.				K2
CO2	To Examine and apply GST rules in real-time business situations.				K5
CO3	To analyze the elements of GST mechanism in India.				K2
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.				K6
CO5	To prepare the needed documents under GST Compliance.				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I **15 hours**

Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types.

Unit-II **15 hours**

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

Unit-III **15 hours**

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.

Unit-IV **15 hours**

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.

Unit–V

15 hours

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.

Total Lecture hour = 75

Text Book(s)

- V.S. Datey, Central Excise, JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy.
- Business Taxation (Goods & Services TAX - GST), Margam Publication, Edition 2019.
- Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013
- Pagaredinkar, Business Taxation, Sultan Chand and Sons, 2012.
- VISION: Journal of Indian Taxation.

Reference Books

- Senthil and Senthil, Business Taxation, Himalaya Publication, 4th Edition.
- Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition 2013.
- Dr. Rajani Bhat & Dr. Dhamodharan V, Indirect Taxation, TR Publications, Chennai, 2020
- DR. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, AadhyaPrakasam Allahabad 2018.
- T.S. Reddy & Y. Hari Prasad Reddy, Business Taxation, Margham Publications, Chennai 2018.

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- <https://www.gst.gov.in/>
- <https://gstcouncil.gov.in/>
- <https://taxguru.in/custom-duty/types-duties-customs.html> ^[1]_[SEP]
- <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901> ^[1]_[SEP]
- <https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india- explained/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U5BAC12		MANAGEMENT INFORMATION SYSTEM	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> • Understand MIS in decision making • Explain MIS, its structure and role in management functions • Classify & discuss information system categories, Database Management systems • Discuss SDLC and functional information system categories • Outline functions of BPO, Data mining and the recent trends in information management. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Understand MIS in decision making					K2
CO2	Explain MIS, its structure and role in management functions					K5
CO3	Classify & discuss information system categories, Database Management systems					K2
CO4	Discuss SDLC and functional information system categories					K6
CO5	Outline functions of BPO, Data mining and the recent trends in information management					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I

15 hours

Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues

Unit-II

15 hours

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

Unit-III

15 hours

Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems.

Unit-IV

15 hours

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing.

Unit-V

15 hours

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.

Total Lecture hour = 75

Text Book(s)

- Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India
- Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.
- Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition
- Management Information System by Ozz Effy
- Sadagopan, "Management Information Systems" - Prentice- Hall of India

Reference Books

- Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
- Management Information System by Concise study by Kelkhar S A
- CSV Murthy -"Management Information Systems" Himalaya publishing House.
- Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
- Management Information System by Oka MM

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- https://www.tutorialspoint.com/management_information_system/management_information_system.htm
- http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
- JMIS - Journal of Management Information Systems (jmis-web.org)
- Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
- <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U5BADE05		Digital Marketing	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> • To provide basic knowledge about digital marketing. • To understand and develop various digital marketing tools used for business. • To know the digital analytics and measurement tools used for digital marketing. • To familiarize online and Social media marketing • To Understand various data analytics and measurement tools in digital marketing. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Discuss digital marketing and its framework					K2
CO2	Identify, use appropriately and explain digital marketing tools					K5
CO3	Explain social media marketing and crowdsourcing					K2
CO4	Discuss online reputation management and its influence					K6
CO5	Identify the various data analytics and measurement tools in digital marketing					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I

15 hours

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.

Unit-II

15 hours

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.

Unit-III

15 hours

Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.

Unit-IV

15 hours

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.

Unit-V

15 hours

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)

Total Lecture hour = 75

Text Book(s)

- Journal of Digital & Social Media Marketing
- International Journal of Internet Marketing and Advertising
- Understanding Digital Marketing, Damian ryan, 4th Edition 2017 publisher: Korgan page limited USA
- Digital Marketing current trends , vandanahuja, 7th edition 2015 Oxford University press , Chennai
- Digital Marketing essentials you always wanted to know, 7th edition 2012, Vibrant publishers USA.

Reference Books

- Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
- Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
- Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
- Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
- Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.

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- [.https://www.soravjain.com/ebook/ebook.pdf](https://www.soravjain.com/ebook/ebook.pdf)
- [.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)
- <https://www.optron.in/blog/digital-marketing/>
- [. https://www.tutorialsduniya.com/notes/digital-marketing-notes](https://www.tutorialsduniya.com/notes/digital-marketing-notes)
- <https://digitalmarketinginstitute.com/resources/ebooks>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U5BASB01	Professional Ethics	L	T	P	C
Core-I		Y	-	-	2

Course Objectives:

- To equip the students with necessary professional ethics and knowledge about sustainable development.
- To Sensitize the students as professionals on their affirmative role in environmental management and sustainable development
- To make Students are able to develop business ethics strategies and apply them to typical business decision-making problems.
- To have In depth learning and analysis of factors that support to achieve sustainability and resilience in an individual level and in a community
- To create awareness and importance of professional Ethics and to understand the SD challenges for communities, industries, and academic institutions, their responsibility and their potentials for action.

Expected Course Outcomes:

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

CO1	Possess the knowledge on the basic concepts of professional ethics	K2
CO2	Possess knowledge on Sustainable development and its importance.	K5
CO3	Understanding of the SDGs to create a better- informed citizen, this will lead to a more sustainable action by all and for all.	K2
CO4	The course seeks to build an inter-disciplinary perspective on understanding sustainable development concerns and challenges.	K6
CO5	To enable the students to create an awareness on professional Ethics and Human Values, to instill Moral and Social Values and Loyalty and to appreciate the rights of others.	K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create		

Unit-I

6 hours

Introduction to Professional Ethics, Morals, Values and Ethics – Personal and Professional-- nature, purpose of ethics and morals for organizational interests –Broad introduction to Sustainable development - its importance, need, impact and implications

Unit-II

6 hours

Cultural and Human values in management – Indian and Global perspective- Philosophical approaches to Business Ethics – ethical reasoning – ethical issues in business - Social Responsibility of Business- Challenges of sustainable development for business and management, responsibilities of government and business

Unit-III

6 hours

Organization Ethics Development System – Organizational Culture and values – Code of Ethics – Value based Leadership and its effectiveness- Global Responses to Sustainable Development - Sustainable Development Goals

Unit-IV

6 hours

Ethics in changing domains of Research - Ethical issues in Diverse workplace – competition – free will - Confidentiality – employee rights –Environmental Values of Business

Unit-V

6 hours

Ecology, Engineering, Economy - Risk benefit analysis and reducing risk – Corporate social responsibility and Corporate Sustainability - CSR in India - Sustainability Case Studies

Total Lecture hour = 30

Text Book(s) & Reference Books

- Subramanian.R. Professional Ethics, Oxford Publication, 2013
- Bhardwaj, Professional Communication, Wiley
- John R Boatright, —Ethics and the Conduct of Business, Pearson Education, New Delhi, 2003
- A Textbook On Professional Ethics And Human Values,R.S. NaagarazanNew Age International, 2007
- Professional Ethics in a Postmodern Society,DAVID SCHULTZ, Hamline University
- Sustainable Development Strategies: A Resource BookBy Barry Dalal-Clayton, Stephen Bass
- Measuring Sustainable Development,Giles Atkinson,David W. Pearce , Carlos Eduardo Frickmann Young

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

- https://www.ugc.gov.in/pdfnews/1825419_Draft-LIFE-SKILLS-JEEVAN-KAUSHAL-17-03-2021.pdf
- <https://cupola.columbia.edu/age-of-sustainable-development/>
- <https://www.sciencedirect.com/science/article/abs/pii/S0959652618329810>
- <https://onepetro.org/ASSPPDCE/proceedings-abstract/ASSE04/All-ASSE04/32621>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U5BACP02	Campus to Corporate	L	T	P	C
Core-I		Y	-	-	2

Course Objectives:

- To enhance the technical skills development including enhancing soft skills abilities of the Students
- To boost the confidence of the students like goal setting, team work and stress management
- Develop self-confidence to fulfill the goal setting, team work
- Able to understand the technical and soft skills

Unit-I 6 hours

Overview of campus and corporate –distinction overview of BPO Industry in India and world Enhancing the reading ability of students (at as speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Newspaper, Reading The Hindu, Indian Express, Business Line, Economic Times etc., and magazines like business world, etc., Enhancing these spontaneous writing skill of the students–writing articles on simple topics given– preparing speeches– preparing reports on various events/functions held in the college.

Unit-II 6 hours

Enhancing the spontaneous speaking skill of the students–self introduction at various forums and during interviews–Effective Public Speaking (EPS)–Role playing. Mock interviews for recruitment – mock press meets.

Unit-III 6 hours

Corporate etiquette –Dressing and grooming skills–Work place etiquette–Business etiquette – Email etiquette – Telephone and meeting etiquette – Presentation skills

Unit-IV 6 hours

Resume Basics: Purpose, Focus, Resume formats, Strengths and weaknesses of different formats. Different Parts of a Resume, Right Words for Resumes, Fonts and Styles.

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Unit–V

6 hours

Enhancing the interpersonal communication skill of the students – Group Commission (Students may be organized in to 4 and 5 groups). All the groups may be giving management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group

Total Lecture hour = 3

Text Book(s)

- Rajendra Pal & Korla Hall Essentials of Business Communication
- Namrata Peltate art of Effective Communication, Lotus Press, New Delhi,2007

Reference Books

- S.K. Mandal, Effective Communication and Public Speaking, Jiao Publishing

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

SEMESTER – VI

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U6BAC12	Entrepreneurship Development		L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> To impart knowledge on the concept of Entrepreneur and Entrepreneurship. To know the various ideas and implementation of business plan. To throw light on importance of the Business analysis and evaluation. To discuss the role of Government in developing entrepreneurship. To understand the problems and remedies of Entrepreneurial failure. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	To understand the concepts of Entrepreneurship development.					K2
CO2	To apply knowledge in the business plans and implementation.					K5
CO3	To analyze the various analyses of business in setting up of enterprises.					K2
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.					K6
CO5	To evaluate and assess the various problems and remedies of entrepreneurship					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I**15 hours**

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.

Unit-II**15 hours**

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.

Unit-III**15 hours**

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.

Unit-IV**15 hours**

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.

Unit-V**15 hours**

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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.

Total Lecture hour = 75

Text Book(s)

- Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016.
- Kuratko/rao, Entrepreneurship: a south asian perspective.- Cengage, New Delhi.
- Leach/Melicher, Entrepreneurial Finance – Cengage.
- K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.
- Khanka S.S., Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi, 2001.

Reference Books

- Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.
- The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
- <http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/>
- Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker
- Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
- Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010
- Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010

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- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
- <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
- <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf>
- http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Code: 23U6BAC13		Service Marketing	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> • To recall the basic concepts of Services Marketing. • To know the Marketing Mix in Service Marketing. • To examine effectiveness of Service Marketing. • To discuss on delivering Quality Service. • To analyze the Marketing of Services. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	To define and understand the concepts of Services Marketing.					K2
CO2	To Examine and apply Marketing Mix in Service Marketing.					K5
CO3	To analyze and design various strategies in the field of Services Marketing.					K2
CO4	To evaluate the role of delivering Quality Service.					K6
CO5	To design the tools of Marketing					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I**15 hours**

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.

Unit-II**15 hours**

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.

Unit-III**15 hours**

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.

Unit-IV**15 hours**

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

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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.

Unit–V

15 hours

Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services.

Total Lecture hour = 75

Text Book(s)

- Reddy P.N. (2011)– Services Marketing – Himalaya Publication
- Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher
- The Journal Of Services Marketing
- Valarie A Zeithmal and Mary JO Bitner,Services Marketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi
- C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi.

Reference Books

- Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
- S.M. Jha, Services marketing, Himalaya Publishers, India
- Baron, Services Marketing, Second Edition. Palgrave Macmillan
- Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
- Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna.

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

- <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
- <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
- <https://www.marketingtutor.net/service-marketing/>
- <https://www.marketing91.com/service-marketing/>
- <https://www.marketing91.com/service-marketing-mix/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U6BAC14		Production & Materials Management	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> To provide comprehensive outlook on basic concepts and practices of production. To understand types of layout facilities To analyse work study methods and quality control To enable the students to gain knowledge on Inventory control and Vendor rating To give an insight to Purchase management. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Provide comprehensive outlook on basic concepts, and practices of production					K2
CO2	Identify right plant location and plant layout of factory					K5
CO3	Know work study & method study, its procedure & quality control techniques in production.					K2
CO4	Outline inventory control concepts and its replenishment to manage inventory					K6
CO5	Discuss purchase management procedure and identify vendor rating mechanisms					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I**15 hours**

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.

Unit-II**15 hours**

Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities.

Unit-III**15 hours**

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.

Unit-IV**15 hours**

Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED-FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores

Keeping and Materials Handling – objectives and Functions.

Unit–V

15 hours

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-,

Vendor rating and Management

Total Lecture hour = 75

Text Book(s)

- K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020
- R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015
- Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010
- Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018
- William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022.

Reference Books

- P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
- M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
- P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
- P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
- S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI

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

- https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
- https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
- https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
- https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
- <https://examupdates.in/materials-management-notes/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U6BADE06		CONSUMER BEHAVIOR	L	T	P	C
Core-I			Y	-	-	4
Course Objectives:						
<ul style="list-style-type: none"> • Understand the different concepts relating to nature, scope and application of consumer behavior • Understand the various internal influences on consumer behavior • Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market. • Learn about the various external influences on consumer behavior • Understand the process of human decision making in a marketing context. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.					K2
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.					K5
CO3	Analyze the consumer decision process.					K2
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.					K6
CO5	Determine customer satisfaction and consequent post purchase behavior					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I

15 hours

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

Unit-II

15 hours

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.

Unit-III

15 hours

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

Unit-IV

15 hours

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 &

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Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences.

Opinion Leadership Process

Unit–V

15 hours

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

Total Lecture hour = 75

Text Book(s)

- Consumer Behaviour – Satish K Batra, S H H Kazmi
- Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
- Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006
- Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning
- Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015.

Reference Books

- Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India.
- Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited
- Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
- Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
- David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002.

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

- <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
- https://issuu.com/thenappanganesen/docs/e-book___consumer_behaviour_11th_edition
- <https://www.youtube.com/watch?v=ssexfxwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr>
- https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf
- <https://www.iedunote.com/attitude-and-consumer-behavior>

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MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U6BADE07		L	T	P	C			
Core-I		Fundamentals of Logistics Management			Y	-	-	4
Course Objectives:								
<ul style="list-style-type: none"> • Understand the various basic concepts and terms relating to Logistics • Comprehend the importance of customer service and outsourcing relevant to logistics • Evaluate the importance and issues in global logistics • Possess an overall knowledge about the services and factors allied to logistics • Understand the technological impact of logistics. 								
Expected Course Outcomes:								
On the successful completion of the course, student will be able to:								
CO1	Explain the basic concepts relating to logistics						K2	
CO2	Analyse the role of outsourcing and customer service in logistics						K5	
CO3	Appraise the needs, modes and issues relating to global logistics						K2	
CO4	Describe about the different activities allied to logistics						K6	
CO5	Identify the various areas of logistics where technology can be applied						K1	
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create								

Unit-I

15 hours

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

Unit-II

15 hours

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

Unit-III

15 hours

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

Unit-IV

15 hours

Key logistics activities Warehousing: Meaning, Types, Benefits. Transportation Meaning; Types of Transportations, efficient transportation system and its benefits. Courier/Express logistics Meaning, Categorization of consignments, Courier Guidelines, Pricing in Courier - Express service for international and domestic shipping.

Unit–V

15 hours

Technology & Logistics : Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits

Total Lecture hour = 75

Text Book(s)

- Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited
- Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009
- Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
- Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011
- Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012.

Reference Books

- Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012.
- Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012.
- 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
- Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
- Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

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

- <https://www.techtarget.com/searcherp/definition/logistics-management>
- <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
- <https://www.track-pod.com/blog/functions-of-logistics/>
- <https://www.projectmanager.com/blog/logistics-management-101>
- <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									Internal	External	Total
23U6BAPR02	PROJECT	PR	Y	-	-	-	3	2	40	60	100

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

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

Learning Objectives		No. of Hours
CLO1	To Give Idea about Research Project	6
CLO2	To identify the research problem	6
CLO3	To review Literature	6
CLO4	To give knowledge on Data Collection and Analysis	6
CLO5	To Learn Project Preparation	6
	Total	30

Course Outcome	On completion of this course, students will;	
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.

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7. The candidate should submit periodical report of the project to the supervisor.
8. Two reviews will be conducted before the Viva Voce
9. Each candidate should submit hardcopy (3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	20Marks
	Review I	
	Review II	

Method of Assessment		
Review I	Problem Identification and Review of Literature	
Review II	Rough Draft	
Final	Project Report – Viva Voce	
External Evaluation	Project Report – Viva Voce	80 Marks
	Total	100 Marks

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Course Code: 23U6BAS04	Quantitative aptitude-1		L	T	P	C
Core-I			Y	-	-	2
Course Objectives:						
<ul style="list-style-type: none"> To categorize, apply and use thought process to distinguish between concepts of reasoning. To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude. To be able to solve questions relating to percentages, Profit and loss To analyze data in Charts To understand the application Geometry and mensuration. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Use their logical thinking and analytical abilities to solve reasoning questions					K2
CO2	Solve questions related to time and distance and time and work					K5
CO3	Interpret data using bar charts and diagrams					K2
CO4	Solve questions relating to Geometry and Mensuration					K6
CO5	Apply concept of percentages, Profit and loss, discount					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit-I 6 hours

Numerical Reasoning:

Application based on numbers, Ratio proportion

Unit-II 6 hours

Numerical estimation-I

Applications based on Time and Distance

Unit -III 6 hours

Numerical estimation-II

Application based on percentages and simple Interest. Simple interest and Compound Interest

Partnerships, Shares and dividends

Unit- IV 6 hours

Data Interpretation related to averages, Bar charts and Pie charts. Venn diagrams

Unit-V 6 hours

Application to industry in Geometry and Mensuration

Total Lecture hour = 30

Text Book(s)

- Quantitative aptitude by RS Agarwal, S Chand Publication.
- Fast Track Objective Airthmetic by Rajesh Verma , Arihant
- Quantitative Aptitude and Reasoning by R V Praveen, PHI
- Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by RajatVijay Jain , Disha Publications
- 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

Reference Books

- Barron“sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.)
- Quantitative Aptitude by U Mohan Rao Scitech publications
- Quantitative Aptitude by Arun Sharma McGraw hill publications
- Quantitative Aptitude by Abhijit Guha
- Quantitative Aptitude by Pearson publications

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

- www.m4maths.com
- www.Indiabix.com
- <https://www.123test.com/numerical-reasoning-test/>
- <https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html>
- <https://playquiz2win.com/reasoning.html>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Course Code: 23U6BAS04	Quantitative aptitude-II		L	T	P	C
Core-I			Y	-	-	2
Course Objectives:						
<ul style="list-style-type: none"> To categorize, apply and use thought process to distinguish between concepts of reasoning. To prepare and explain the fundamentals related to various possibilities and probabilities related to quantitative aptitude. To explain and interpret data sufficiency To analyze the applications of Base system To critically evaluate numerous possibilities related to puzzles.. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Use their logical thinking and analytical abilities to solve reasoning questions					K2
CO2	Solve questions related to combinations					K5
CO3	Solve questions based on syllogisms					K2
CO4	Solve questions based on clocks, calendars					K6
CO5	Solve puzzles					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6-Create						

Unit-I 6 hours

Numerical Reasoning:

Problems related to Number series, Analogy of numbers, Classification of numbers, Letter series,

Seating arrangements, Directions, blood relations and puzzle test.

Unit-II 6 hours

Combinatorics: Counting techniques, Permutations, Combinations and Probability

Unit -III 6 hours

Syllogisms and data sufficiency

Unit- IV 6 hours

Application of Base system:

Clocks (Base24), Calendars(Base7), Cutting of Cubes and cuboids

Unit-V 6 hours

Puzzle Solving & Time Management using simple problems. solving tools and techniques

Total Lecture hour = 30

Text Book(s)

- Quantitative aptitude by RS Agarwal, S Chand Publication.
- Puzzles to puzzle you by Shakunataladevi orient paper back publication
- Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA
- A Modern Approach To Logical Reasoning (2 Colour Edition) byRSAgarwal,SChandPublications
- General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications

Reference Books

- Barron's by Sharon Welner Green and Ira K Wolf (Galgotia Publications Pvt. Ltd.)
- Quantitative Aptitude by U Mohan Rao Scitech publications
- Quantitative Aptitude by Arun Sharma McGraw
- Quantitative Aptitude by Abhijit Guha
- Quantitative Aptitude by Pearson publications

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

- www.m4maths.com
- www.Indiabix.com
- <https://www.123test.com/numerical-reasoning-test/>
- <https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html>
- <https://playquiz2win.com/reasoning.html>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

CREDIT DISTRIBUTION FOR U.G.

3 – Year UG Programme Credits Distribution			
		No. of Papers	Credits
Part I	Tamil(3 Credits)	4	12
Part II	English(3 Credits)	4	12
Part III	Core Courses (4 Credits)	15	60
	Elective Courses :Generic / Discipline Specific (3 Credits)	8	24
Total			108
Part IV	NME (2 Credits)	2	4
	Ability Enhancement Compulsory Courses Soft Skill(2 Credits)	4	8
	Skill Enhancement Courses (7 courses)		13
	Entrepreneurial Skill -1 Professional Competency Skill Enhancement Course	1	2
	EVS (2 Credits)	1	2
	Value Education (2 Credits)	1	2
Part IV Credits			31
Part V	Extension Activity (NSS / NCC / Physical Education)		1
Total Credits for the UG Programme			140

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
Total	23	23	23	24	25	22	140

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

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

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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	BBA-DSC01:Principles of Management	Y	-	-	-	5	4	25	75	100
	Core Paper-II	BBA-DSC02:Accounting for Managers I	Y	-	-	-	5	4	25	75	100
	Elective Paper-I	BBA-DGE1:Managerial Economics	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 any one from the other Department

SEMESTER II		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-II	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-II	English	Y	-	-	-	4	3	25	75	100
Part III	Core Paper-III	BBA-DSC03: Marketing Management	Y	-	-	-	4	4	25	75	100
	Core Paper-IV	BBA-DSC04:Accounting for Managers II	Y	-	-	-	5	4	25	75	100
	Elective -II	BBA-DGE2: International Business	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBASEC2 NME- Managerial Skill Development		Y	-	-	-	2	2	25	75	100
	SEC3 Business Etiquette and Corporate Grooming						2	2	25	75	100
	Ability Enhancement compulsory Course – AECC 2 Soft Skill II		Y	-	Y	-	2	2	50	50	100
	EVS		Y				1				
	Total						30	23			

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SEMESTER III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXMARKS		TOTAL
COURSE COMPONENT									INT	EXT	
Part I	Paper–III	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper–III	English	Y	-	-	-	4	3	25	75	100
Part III	Core Paper–V	BBA-DSC05: Organizational Behaviour	Y	-	-	-	4	4	25	75	100
	Core Paper–VI	BBA-DSC06: Financial Management	Y	-	-	-	5	4	25	75	100
	Elective – III	BBA-DGE03: Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	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 Soft Skill III						2	2	50	50	100
	Environmental Studies		Y	-	-	-	1				
	Total							30	22		

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SEMESTER IV		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXM ARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part I	Paper-IV	Language – Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-IV	English	Y	-	-	-	4	3	25	75	100
Part III	Core Paper-VII	BBA-DSC07: Business Environment	Y	-	-	-	4	4	25	75	100
	Core Paper-VIII	BBA-DSC08: Business Regulatory Frame Work	Y	-	-	-	5	4	25	75	100
	Elective Paper-IV	BBA-DGE04: Operations Research	Y	-	-	-	4	3	25	75	100
Part IV	SEC6 Tally				Y	-	2	2	25	75	100
	SEC7 Intellectual Property Rights		Y	-	-	-	2	2	25	75	100
	Environmental Studies		Y	-	-	-	1	2	25	75	100
	Ability Enhancement compulsory Course – AECC 4 Soft Skill-IV		Y	-	-	-	2	2	50	50	100
Total							30	25			

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Second year Vacation Internship -45 hours								2 credits			
SEMESTER V		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MAXM ARKS		TOTAL
COURSE COMPONENT									CIA	EXT	
Part III	Core Paper–IX	BBA-DSC09: Human Resource Management	Y	-	-	-	5	4	25	75	100
	Core Paper–X	BBA-DSC10: Research Methodology	Y	-	-	-	5	4	25	75	100
	Core Paper–XI	BBA-DSC11: Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper–XII	BBA-DSC12: Management Information system	Y	-	-	-	4	3	25	75	100
	Elective–V	BBA – DSE 1A Digital Marketing Or BBA-DSE 1B Industrial Relations or BBA-DSE 1C Financial Services	Y	-	-	-	4	3	25	75	100
	Elective - Project	BBA DSE 2Project with Viva –Voce	-	-	Y	-	5	4	20	80	100
Part IV	Value Education		Y	-	-	-	2	2			
Total							30	26			

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

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Code:	New Venture Development	L	T	P	C
Core-I		Y	-	-	2
Course Objectives:					
<ul style="list-style-type: none"> • To learn to generate and evaluate new business ideas • To learn about a business model that generates money • To understand how to find, evaluate and buy a business • To evaluate the feasibility of idea into a Venture • To understand sources who lend for new ventures 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur				K2
CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures				K5
CO3	Develop a credible business plan for real life situations.				K2
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership				K6
CO5	Evaluate different sources for financing new venture				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I **3 hours**

Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Unit-II **3 hours**

Developing Successful Business Ideas:

Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.

Unit-III **3 hours**

Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability

Unit-IV **3 hours**

Moving from an Idea to a New Venture:

Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship

Unit-V **3 hours**

Financing the New Venture:

Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions

Total Lecture hour = 15

Text Book(s)

- Journal of Business Venturing – Elsevier
- Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
- Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
- Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
- Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabya sachi Sinha , Mc Graw Hill

Reference Books

- New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
- Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Boston: Pearson.
- Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.
- The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise
- Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication

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

- <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
- <https://core.ac.uk/download/pdf/98660713.pdf>
- <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
- https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
- <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U1BAS01 NME	Basics of Event Management	L	T	P	C
Core-I		Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> To know the basic of event management its concepts To make an event design To make feasibility analysis for event. To understand the 5 Ps of Event Marketing To know the financial aspects of event management and its promotion. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	To understand basics of event management				K2
CO2	To design events				K5
CO3	To study feasibility of organising an event				K2
CO4	To gain Familiarity with marketing & promotion of event				K6
CO5	To develop event budget				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I **15 hours**

Introduction: Event Management – Definition, Need, Importance, Activities.

Unit-II **15 hours**

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design

Unit-III **15 hours**

Event Feasibility: Resources – Feasibility, SWOT Analysis

Unit-IV **15 hours**

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

Unit-V **15 hours**

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Total Lecture hour = 75

Text Book(s)

- Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.
- Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009
- Event Management & Public Relations by Savita Mohan - Enkay Publishing House
- Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross
- Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers.

Reference Books

- Event Management By Chaudhary, Krishna, Bio-Green Publishers
- Successful Event Management By Anton Shone & Bryn Parry
- Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
- Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by Judy Allen , Wiley Publishers
- Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex Grenadine Create Space Independent Publishing Platform, 2015

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

- https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
- <https://www.inderscience.com/jhome.php?jcode=ijhem>
- International Journal of Hospitality & Event Management
- <https://www.emeraldgrouppublishing.com/journal/ijefm>
- International Journal of Event and Festival Management
- <https://www.eventbrite.com/blog/?s=roundup>
- <https://www.eventindustrynews.com/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

Code: 23U3BAN02		Personality Development	L	T	P	C
NMEC			Y	-	-	3
Course Objectives:						
<ul style="list-style-type: none"> • To impart the students with the functions of personality development • To manage the business effectively • To develop leadership qualities • To improve personality. • To improve skills 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
CO1	Students get well expert in under standing the functions of personality.					K2
CO2	To understand the clear picture about the interpersonal relations					K5
CO3	Improving interpersonal skills within organization					K2
CO4	Gain a clear idea about the importance of personality based on					K6
CO5	the goals of the organization					K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create						

Unit–I 6 hours

Personality: Meaning, Importance, Factors Affective Personality, Traits of Personality..

Unit–II 6 hours

Values: Meaning, Importance, Qualities, Formation of Values- Types of Values

Unit–III 6 hours

A Interpersonal Skill: Meaning, Importance, Element, Improving Interpersonal Skills

Unit–IV 6 hours

Conflict Management: Type of conflict-Ways of Resolving Conflict..

Unit–V 6 hours

Transactional analysis: Meaning, Importance, Types complementary, Contradictory and Ulterior.

Total Lecture hour = 30

Text Book(s)

- L.M.Prasad,Organizational Behaviour–Sultan Chand publications.
- Get the job done–Shoe Maker, First Edition, Pearson Publication
- "Personality: Theory and Research "by Daniel Cervone and Lawrence A.Pervin,5th Edition, Wiley, 2019.
- "Personality Psychology: Domains of Knowledge About Human Nature "by Randy J.Larsen and David M. Buss, 5thEdition, McGraw-HillEducation,2017.
- "Theories of Personality "by Jess Feist and Gregory J. Feist,5thEdition,McGraw-Hill Education,2017.

Reference Books

- "Personality :Classic Theories and Modern Research "by Howard S. Fried manand Miriam W. Schu stack, 5thEdition,Pearson, 2016.
- "Personality: Theory and Research "by Lawrence A.Pervin, Daniel Cervone, and Oliver P.John,5thEdition, Wiley, 2014.
- "PersonalityPsychology:FoundationsandFindings"byMarianneMiserandino,5th Edition, Pearson, 2018.
- "TheoriesofPersonality:UnderstandingPersons"bySusanC.Cloninger,5thEdition, Pearson, 2015.
- "Personality: Classic Theories and Modern Research" byHowardS . Fried man and Miriam W. Schustack, 5thEdition,Pearson, 2019.

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

- <https://apll.info.personalitydevelopment>
- <https://lightpdf.comselfdevelopment>
- <https://adccacademy.com/personalitydevelopment>
- <https://www.skillsyouneed.com.personalitydevelopment>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Code: 23U3BAS03	MANAGERIAL SKILL DEVELOPMENT	L	T	P	C
NME		Y	-	-	4

Course Objectives:

- To improve the self-confidence, groom the personality and build emotional competence
- To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
- To assess the Emotional intelligence
- To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- To improve professional etiquettes.

Expected Course Outcomes:

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

CO1	Identify the personal qualities that are needed to sustain in the world of work.	K2
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	K5
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.	K2
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	K6
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create		

Unit–I**15 hours**

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

Unit–II**15 hours**

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.

Unit–III**15 hours**

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.

Unit–IV**15 hours**

Thinking skills: The Mind/Brain/Behavior, 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.

Unit–V**15 hours**

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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.

Total Lecture hour = 75

Text Book(s)

- Managerial Skill Articles
- The Management Skills of SALL Managers - SiSAL Journal
- Managerial Skills by Dr.K.Alex S.CHAND
- Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP
- Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV.

Reference Books

- Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
- McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
- Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
- P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
- EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

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

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

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

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Code: 23U4BAN02	Human Resource Management	L	T	P	C
NMEC		Y	-	-	2
Course Objectives:					
<ul style="list-style-type: none"> • To impart the students with the role of HRM. • To manage the business effectively • To develop leadership qualities • To improve personality. • To improve skills 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	Students get well expert in understanding the functions of HRM				K2
CO2	Gain a clear idea about the importance of HRM based on the goals of the organization				K5
CO3	To understand about the importance of performance appraisal				K2
CO4	To understand the clear picture about the interpersonal relations.				K6
CO5	Learn to follow Human resource audit.				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit–I **6 hours**

Human Resource Management – Definition,-objectives and functions of HRM - Role of Human Resource Manager. Human Resource Planning – Objectives.

Unit–II **6 hours**

Job Analysis – Meaning and Process of Job Analysis - Job Description . Recruitment – Meaning, sources of recruitment.

Unit–III **6 hours**

Training – meaning – need for training – Training Methods– objectives –Difference between Training and Development.

Unit–IV **6 hours**

Performance Appraisal – Meaning, objectives of Performance Appraisal - Job Evaluation – definition – Difference between Performance appraisal and Job Evaluation.

Unit–V **6 hours**

Human Resource Audit- Benefits-e-learning-Recent techniques in HRM

Total Lecture hour = 30

Text Book(s)

- L.M. Prasad, Organizational Behaviour – Sultan Chand publications.
- S.S. Khanka, Human Resource Management, Sulthan Chand& Sons, New Delhi.
- Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015
- Srinivas R Kandula, , Competency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013
- Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1st Edition, 2018

Reference Books

- V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010
- K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition
- Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
- L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014
- Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

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

- <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
- <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
- <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
- <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code: 23U5BAS03		Managerial Psychology		L	T	P	C
Core-I				Y	-	-	2
Course Objectives:							
<ul style="list-style-type: none"> . To make the students to understand the importance of smile and how it changes a rude person To show love and concern towards others in the working place and in the society by expressing sympathy and empathizes for others To create the ability to deal with different types of people possessing different mental state of mind. To understand the importance of co-operation and voiding unnecessary arguments. <p>Understand the importance of observation and how it helps in solving various problems</p>							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
CO1	To make the students to understand the importance of smile and how it changes a rude person					K2	
CO2	To show love and concern towards others in the working place and in the society by expressing sympathy and empathizes for others.					K5	
CO3	To create the ability to deal with different types of people possessing different mental state of mind.					K2	
CO4	To understand the importance of co-operation and voiding unnecessary arguments					K6	
CO5	Understand the importance of observation and how it helps in					K1	
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create							

Unit-I 9 hours

Making first impression – Remembering Name – Smile – Listening to others – Observation.

Unit-II 9 hours

Importance of others: Appeal to self expression – Understanding others being sympathetic-Empathy.

Unit-III 9 hours

People : Types of people – Handling people – Avoid criticism – Appreciate people –

Avoid flattery.

Unit-IV 9 hours

Getting co-operation meaning of co-operation – Avoid arguments – admit one’s mistake -

Be friendly.

Unit-V 9 hours

Observation: Meaning – Definition – Improving power of observation – Reasoning through observation –

Law of attraction.

Total Lecture hour = 45

Text Book(s)

- "An Introduction" (2nd Edition) published by Pearson Education is a foundational text that provides insights into the psychological
- "Organizational Behavior: Improving Performance and Commitment in the Workplace" (6th Edition) by John Wiley & Sons
- "Leadership: Theory and Practice" (8th Edition) from SAGE Publications
- "An Introduction to Industrial and Organizational Psychology" (5th Edition) by John Wiley & Sons
- "New Perspectives and Research" (1st Edition) by Psychology Press presents cutting-edge research

Reference Book

- "Cognitive Psychology and Its Implications" (8th Edition) by John Wiley & Son
- "Organizational Culture and Leadership" (5th Edition) by Jossey-Bass
- "What Great Managers Know and Do" (3rd Edition) by SAGE Publica
- "Psychology for Managers: Developing People and Performance" (2nd Edition) by Kogan Page
- "Managerial Decision Making" (8th Edition) by Pearson Education

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

- https://en.wikipedia.org/wiki/Managerial_psychology
- <https://www.emerald.com/insight/publication/issn/0268-3946>
- <https://www.researchgate.net/publication/>
- <https://www.igi-global.com/dictionary/leadership-thinking->
- <https://www.lpcentre.com/articles/the-psychology>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code:	Industrial Relations	L	T	P	C
Core-I		Y	-	-	4

Course Objectives:

- To educate about the Industrial legislation in India.
- To provide knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.,
- To know about Labor Legislation
- To provide knowledge about the Councils and Collective Bargaining
- To educate about Trade Unions.

Expected Course Outcomes:

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

CO1	Understand the role and importance of Industrial Relations	K2
CO2	Understanding the concepts of industrial Disputes and settlement.	K5
CO3	Understanding the concepts of Labour legislation.	K2
CO4	Identifying the concepts of Workers Participation in Management	K6
CO5	Understanding the concepts of Trade Union	K1

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

Unit-I**15 hours**

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India.

Unit-II**15 hours**

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

Unit-III**15 hours**

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

Unit-IV**15 hours**

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.

Unit-V**15 hours**

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Trade Unions – Growth – Economic, Social and Political Conditions - Objectives-Structures,Types and Functions, Social

Total Lecture hour = 75

Text Book(s)

- Dr.CB Mamoria, Satish Mamoria,P Subba Rao, Dynamics of Industrial Relations, Himalaya Publishing house,16 e,2022
- Arun Monappa, Industrial Relations & Labour laws,Tata McGraw Hill, 2012
- C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition
- A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
- P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations , Trade Unions and Labour Legislation, Pearson , 3e.

Reference Books

- Pradeep Kumar; Personnel Management and Industrial Relations, Kedarnath Ramnath and Company, 2018
- Gupta CB (Dr), Kapoor N.D., Tripathi PC; Industrial Relations and Labour Laws, Sultan Chand and Sons, 2020.
- Chris Hall; Trade Union and its State, Princeton University, 2017
- S C Shrivastava, Industrial Relations & Labour Laws, Vikas Publishing,2022
- R C Sharma; Industrial Relation and Labour Legislation, PHL learning Pvt ltd, 2016

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

- <https://labour.gov.in/industrial-relations>
- https://www.srcc.edu/e-resources?field_e_resources_tid=447
- <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
- <https://theintactone.com/2022/08/17/joint-management-councils/>
- <https://labourlawreporter.com/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code:	FINANCIAL SERVICES	L	T	P	C
Core-I		Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> • Understand the types of financial services and its environment • Recognize role and functions of merchant banker and capital market • Compare and contrast factoring, leasing, hire purchase and consumer Finance • Understand Consumer Finance, Venture capital and credit rating • Understand mutual funds and its functions. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	List types of financial services and their role				K2
CO2	Recognize role and functions of merchant banker and capital market				K5
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance				K2
CO4	Understand Consumer Finance, Venture capital and credit rating				K6
CO5	Understand mutual funds and its functions				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I**15 hours**

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)

Unit-II**15 hours**

Merchant Banking – Functions – Issue management – Managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

Unit-III**15 hours**

Leasing and Hire purchase – Concepts and features – Types of lease Accounts. Factoring – Functions of Factor

Unit-IV**15 hours**

Venture Capital – Credit Rating – Consumer Finance

Unit–V

15 hours

Mutual Funds: Meaning – Types – Functions – Advantages.

Introduction to digital payments- crypto currency.

Total Lecture hour = 75

Text Book(s)

- Management of Banking and financial services by Padmalatha suresh and Justin Paul
- Financial Services By Thmmuluri Siddaiah
- Financial Services By Kevin D Peterson
- Financial markets and services By E.Gordon and K.Natarajan
- Financial services and Markets By Dr Punithavathy pandian.

Reference Books

- Financial Services –M.Y.Khan
- Financial Services –B.Santhanam
- Law of Insurance – Dr.M.N.Mishra
- Indian Financial System – H.r.Machiraju
- A Review of current Banking Theory and Practice – S.K.Basu.

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

- <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
- <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
- <https://academyfinancial.org/journal>
- Financial Remedies Journal
- https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code:	Innovation Management	L	T	P	C
Core-I		Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> To have a broad understanding on the concept innovation management. To familiarize the students about the creativity and innovation in product development. To have a broad understanding of the innovation strategy and its competitive advantage. To provide the knowledge about the technical innovation and its need and importance. To understand the business strategy and objectives in current scenario.. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	To understand the concepts of Innovation management.				K2
CO2	To apply knowledge new business plans and strategy.				K5
CO3	To demonstrate the value of customers in increasing the profitability ratio.				K2
CO4	To impart knowledge about the need and importance of technical innovation				K6
CO5	In short the goal of this study is to understand the current state of your business.				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6-Create					

Unit-I **15 hours**

Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.

Unit-II **15 hours**

Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques:Brain Storming, off The Wall Thinking &Thinking Hats Method.

Unit-III **15 hours**

Areas of Innovation Product Innovation :Concept, New product development, Packaging And Positioning Innovation Process Innovation:Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering

Unit-IV **15 hours**

Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.

Unit–V

15 hours

Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.

Total Lecture hour = 75

Text Book(s)

- Innovation and Entrepreneurship, Peter F. Drucker
- The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen
- "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
- "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
- Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons.

Reference Books

- Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
- James A Christiansen, "Competitive Innovation Management", published by Macmillan Business, 2000
- Paul Trott, "Innovation Management & New Product Development", published by Pitman, 2000.
- 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
- Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012.

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

- <https://www.coursera.org/learn/innovation-management>
- <https://sloanreview.mit.edu/tag/innovation-management/>
- <https://www.worldscientific.com/worldscinet/ijim>
- <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>
- <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code:	Security Analysis and Portfolio Management	L	T	P	C
Core-I		Y	-	-	4

Course Objectives:

- Understand the basic concepts and terminologies relating to stock market
- Evaluate the value of different equity and debt instruments
- Comprehend the different methods of performing fundamental and technical analysis
- Evaluate portfolio based on different portfolio theories
- Possess a basic knowledge of derivatives, its types and characteristics.

Expected Course Outcomes:

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

CO1	Recall the meaning of the basic terminologies used in stock market.	K2
CO2	Explain and infer the final worth of various investment processes	K5
CO3	Solve problems relating to various investment decisions	K2
CO4	Analyze theories and problems relating to stock market	K6
CO5	Interpret the various investment models that aid in investment decision making	K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create		

Unit-I**15 hours**

Theory : Meaning ,objectives ,classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY.Stock exchanges-BSE, NSE, OTCEI. SEBI –functions and structure. Financial intermediaries. Return and Risk – Meaning, types of risk.

Problem: Measurement of risk and return

Unit-II**15 hours**

Equity and bond valuation

Theory : Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity

Problem: Equity valuation models -Walter model, Gordon’s model, the p/e ratio or earnings multiplier approach, measuring bond yields- yield to maturity, holding period return

Unit-III**15 hours**

Security analysis

Theory: Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels

Problems : Relative Strength Analysis, Moving Averages, breadth of market

Unit–IV

15 hours

Portfolio management

Theory: steps in portfolio management, Portfolio Models –Capital Asset Pricing Model, Arbitrage Pricing Theory

Problems: Evaluation of Portfolios; Sharpe Model, Jensen’s Model, Treynor’s model

Unit–V

15 hours

Derivatives

Theory: characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options.

Total Lecture hour = 75

Text Book(s)

- Punithavathy Pandian (2012), Security Analysis & Portfolio Management, Vikas Publishing 2nd edition
- Prasanna Chandra, (2021) Investment Analysis & Portfolio Management, McGraw Hill 6th edition
- E. Fischer Donald, J. Jordan Ronald, K. Pradhan Ashwini (2018) Security Analysis & Portfolio Management, Pearson 7th edition
- S Kevin (2006) Portfolio Management, PHI publishing , 2nd Revised edition
- L.Natarajan, (2012), Investment Management, 1st Ed., MarghamPublicaitons, Chennai.

Reference Books

- Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
- Bodi, Kane, Markus, Mohanty, Investments, 8 th edition, Tata McGraw Hill, 2011.
- V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
- V.K.Bhalla, Investment Management, S.Chand& Company Ltd., 2012
- Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press.

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

- www.stock-trading-infocentre.com
- www.sebi.gov.in
- <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
- <https://www.investopedia.com/terms/t/technicalanalysis.asp>
- <https://groww.in/p/portfolio-management>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code:	E-Business	L	T	P	C
Core-I		Y	-	-	4
Course Objectives:					
<ul style="list-style-type: none"> To understand the basic concepts of electronic business. To identify web-based tools. To examine the security threats to e-business. To discuss the strategies on marketing. To analyze the business plan for e-business. 					
Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	To define and understand the basic concepts of business done through web				K2
CO2	To Examine and apply web tools in real-time business situations.				K5
CO3	To analyze the security threats in e-business.				K2
CO4	To evaluate strategies for marketing.				K6
CO5	To prepare the environment for e-business.				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I**15 hours**

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business

Unit-II**15 hours**

Web based tools for e - business - e - business software - overview of packages

Unit-III**15 hours**

Security threats to e - business - implementing security for e - commerce and electronic payment systems.

Unit-IV**15 hours**

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals.

Unit-V**15 hours**

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business

Total Lecture hour = 75

Text Book(s)

- Garry P Schneider and James T Perry - Electronic Commerce, Course technology,
- Thomson Learning, 2000
- Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
- Kosivir, David - Understanding E-Commerce
- Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
- C S Rayudu, E Commerce E Business, HPH.

Reference Books

- Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
- Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
- Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
- David Whitely, E Commerce Strategy, Technology and Applications, TMH
- J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press.

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

- https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
- <https://www.techtarget.com/searchcio/definition/e-business>
- <https://www.britannica.com/technology/e-commerce>
- <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>
- <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

B.B.A, BACHELOR OF BUSINESS ADMINISTRATION 2024-2025 onwards – VICAS - Autonomous College

Code:	Strategic Management	L	T	P	C
Core-I		Y	-	-	4

Course Objectives:					
<ul style="list-style-type: none"> • To understand the concept of strategy and strategic management process. • To create awareness of evolving business environment. • To understand strategic alternatives and make appropriate strategic choice • To know the basics of strategic implementation • To understand recent trends for competitive advantage. 					

Expected Course Outcomes:					
On the successful completion of the course, student will be able to:					
CO1	To develop an understanding of the strategic management process and the complexities of business environment.				K2
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.				K5
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.				K2
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.				K6
CO5	To familiarize with current developments				K1
K1-Remember;K2-Understand;K3-Apply;K4- Analyze;K5-Evaluate;K6–Create					

Unit-I **15 hours**

Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy
Strategic Intent-Vision and Mission Business Definition

Unit-II **15 hours**

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

Unit-III **15 hours**

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

Unit-IV **15 hours**

Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards

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Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control

Unit–V

15 hours

Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability

Total Lecture hour = 75

Text Book(s)

- Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017)
- Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012)
- Jauch, Glueck & Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition)
- Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition)
- Hitt, Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012).

Reference Books

- Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
- N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012)
- Ireland, Hoskisson & Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012)
- Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons
- Kenneth Carrig,Scott A Snell.Strategic Execution:Driving Breakthrough performance in business, Stanford University Press(2019)

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

- Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
- <https://str.aom.org/teaching/all-levels>
- <https://online.hbs.edu/courses/business-strategy/>
- <https://study.sagepub.com/parnell4e>
- <https://www.strategicmanagement.net/>

MAPPING

COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO3	M	S	M	L	M	S
CO4	M	S	M	L	M	S
CO5	M	S	M	L	M	S

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

