

# **FATIMA COLLEGE (AUTONOMOUS)**



**Re-Accredited with “A” Grade by NAAC (3<sup>rd</sup> Cycle)  
74<sup>th</sup> Rank in India Ranking 2020 (NIRF) by MHRD  
Maryland, Madurai- 625 018, Tamil Nadu, India**

**NAME OF THE DEPARTMENT: BBA**

**PROGRAMME CODE :USBA**

**ACADEMIC YEAR : 2020-21**

**FATIMA COLLEGE (AUTONOMOUS), MADURAI-18**

**DEPARTMENT OF BBA**

*For those who joined in June 2019 onwards*

**PROGRAMME CODE:USBA**

**PART - I - TAMIL / FRENCH / HINDI- 6 CREDITS**

**PART - I - TAMIL**

**Offered by the Research Centre of Tamil**

<b>S. No</b>	<b>SE M.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS</b>	<b>CRE DITS</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. MKs</b>
1.	I	19T1SLC1	Language-Modern Literature	5	3	40	60	100
2.	II	19T2SLC2	Language - Ancient & Medieval Literature	5	3	40	60	100
<b>TOTAL</b>				<b>10</b>	<b>6</b>			

**PART - I - FRENCH**

**Offered by The Department of French**

<b>S. No</b>	<b>SE M.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS</b>	<b>CRE DITS</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. MKs</b>
1.	I	19R1LC1	PART 1 LANGUAGE FRENCH - LE NIVEAU INTRODUCTIF	5	3	40	60	100
2.	I	19R1LC1	PART 1 LANGUAGE FRENCH - LE NIVEAU INTRODUCTIF	5	3	40	60	100

S. No	SE M.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
3.	II	19R2LC2	PART 1 LANGUAGE FRENCH - LE NIVEAU DÉCOUVERTE	5	3	40	60	100
<b>TOTAL</b>				<b>10</b>	<b>6</b>			

### PART - I - HINDI

Offered by The Department of Hindi

S. No	SE M.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
1.	I	19D1SLC1	PART 1 LANGUAGE HINDI - बोलचाल की हिंदी	5	3	40	60	100
2.	II	19D2SLC2	PART 1 LANGUAGE HINDI - कार्यालयीन हिंदी	5	3	40	60	100
<b>TOTAL</b>				<b>10</b>	<b>6</b>			

### PART - II - ENGLISH - 12 CREDITS

Offered by The Research Centre of English

S. No	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DITS	CIA Mks	ESE Mks	TOT. MKs
1.	I	19E1LB1	BASIC COMMUNICATIVE ENGLISH	5	3	40	60	100
2.		19E1LI1	INTERMEDIATE COMMUNICATIVE ENGLISH					
3.		19E1LA1	ADVANCED COMMUNICATIVE					

S. No	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDITS	CIA Mks	ESE Mks	TOT. MKS
			ENGLISH					
4.	II	19E2LB2	ENGLISH COMMUNICATION SKILLS	5	3	40	60	100
5.		19E2LI2	ENGLISH FOR EMPOWERMENT					
6.		19E2LA2	ENGLISH FOR CREATIVE WRITING					
7.	III	19E3LC3	ENGLISH FOR DIGITAL ERA	5	3	40	60	100
8.	IV	19E4LC4	ENGLISH FOR INTEGRATED DEVELOPMENT	5	3	40	60	100
<b>TOTAL</b>				<b>20</b>	<b>12</b>			

**FATIMA COLLEGE (AUTONOMOUS), MADURAI-18****DEPARTMENT OF BBA****MAJOR CORE – 66 CREDITS****PROGRAMME CODE: USBA**

<b>S. NO</b>	<b>SEM.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS</b>	<b>CREDIT</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. MKs</b>
<b>1.</b>	<b>I</b>	<b>19U1CC1</b>	Business Correspondence	6	4	40	60	100
<b>2.</b>		<b>19U1CC2</b>	Fundamentals of Management	6	4	40	60	100
<b>3.</b>	<b>II</b>	<b>19U2CC3</b>	Introduction to Financial Accounting	6	4	40	60	100
<b>4.</b>		<b>19U2CC4</b>	Managerial Economics	6	4	40	60	100
<b>5.</b>	<b>III</b>	<b>19U3CC5</b>	Organisational Behaviour	6	4	25	75	100
<b>6.</b>		<b>19U3CC6</b>	Marketing Management	5	4	25	75	100
<b>7.</b>		<b>19U3CC7</b>	Cost Accounting	6	4	25	75	100
<b>8.</b>	<b>IV</b>	<b>19U4CC8</b>	Employee Management	5	4	25	75	100
<b>9.</b>		<b>19U4CC9</b>	Operations Management	6	3	25	75	100
<b>10.</b>		<b>U4CC10</b>	Management Accounting Theory & Practice	6	4	25	75	100

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDIT	CIA Mks	ESE Mks	TOT. MKs
11.	V	U5CC13	Financial Management	5	4	25	75	100
12.		U5CC14	Tax Laws	6	4	25	75	100
13.		U5CC15	Case Analysis	5	4	25	75	100
14.		U5CC16	Business Law	5	4	25	75	100
15.	VI	U6CC17	Operations Research	6	4	25	75	100
16.		U6CC18	Entrepreneurship	5	4	25	75	100
17.		U6CC19	Environment of Business	5	4	25	75	100
18.			<b>TOTAL</b>		<b>66</b>			

### ALLIED-20 CREDITS

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19U1AC1	Fundamentals of Statistics	6	5	40	60	100
2.	II	19U2AC2	Mathematics for Management	5	5	40	60	100
3.	III	K3ACU3	Business Correspondence (offered to B.ComCA dept)	5	5	40	60	100

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDITS	CIA Mks	ESE Mks	TOT. MKs
4.	IV	K4ACU4	Principles of Marketing (offered to B.ComCAdept)	5	5	40	60	100
5.			<b>TOTAL</b>		<b>20</b>			

### MAJOR ELECTIVE

S. No	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDITS	CIA Mks	ESE Mks	TOT. Mks
1.	V	U5ME1	International Business Management	5	5	40	60	100
2.		U5ME2	Strategic Management			40	60	100
3.	VI	U6ME3	Retail Management	5	5	40	60	100
4.		U6ME4	Consumer Behaviour			40	60	100
5.		U6ME5	Industrial Relations	5	5	40	60	100
6.		U6ME6	Training and Development			40	60	100
7.			<b>TOTAL</b>		<b>15</b>			

### OFF-CLASS PROGRAMMES PART V

S. No	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	TOT. Mks
1.	I - IV	*	Physical Education	30/ SEM	1	100
2.		*	Youth Red Cross			
3.		*	NSS			
4.		*	Rotaract			
5.		*	Women Empowerment Cell			
6.		*	AICUF			

### ADD-ON COURSES

COURSE CODE	COURSE TITLE	HR S.	CRE DITS	SEMES TER IN WHICH THE COURSE IS OFFER ED	CIA Mks	ESE Mks	TOT AL Mks
19UADCA	<b>COMPUTER APPLICATIONS</b> (offered by the department of PGDCA for Shift I)	40	2	I&II	40	60	100
19UADFC	<b>ONLINE SELF LEARNING COURSES-</b> Foundation Course for Arts	40	2	I	40	60	100
*	<b>ONLINE SELF LEARNING COURSE-</b> Foundation Course for Science	40	2	II	40	60	100



<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HR S.</b>	<b>CRE DITS</b>	<b>SEMES TER IN WHICH THE COURSE IS OFFER ED</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT AL Mks</b>
19UADES	Ethical Studies	15	1	III	40	60	100
*	Ethical Studies	15	1	IV	40	60	100
*	Ethical Studies	15	1	V	40	60	100
*	Ethical Studies	15	1	VI	40	60	100
19UADHR	<b>HUMAN RIGHTS</b>	15	2	V	100	-	100
19UADRS	<b>OUTREACH PROGRAMME-</b> Reach Out to Society through Action <b>ROSA</b>	100	3	V & VI	100	-	100
19UADPR	<b>PROJECT</b>	30	4	VI	40	60	100
19UADRC	<b>READING CULTURE</b>	10/ Sem este r	1	II-VI	-	-	-
<b>TOTAL</b>			<b>20</b>				

## EXTRA CREDIT COURSES

Course Code	Courses	Hrs	Credits	Semester in which the course is offered	CIA Marks	ESE Marks	Total Marks
	<b>MOOC COURSES</b> (Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC-SWAYAM UGC / CEC	-	Minimum 2 Credits	-	-	-	

## OFF CLASS PROGRAMMES

**MSME(Micro Small Medium Enterprises)- Value Added Crash Course**

**Certificate Course – Online Course Event Management for entire college students**

**PART – IV – 20 CREDITS**

- **VALUE EDUCATION**
- **ENVIRONMENTAL AWARENESS**
- **NON MAJOR ELECTIVE**
- **SKILL BASED COURSES**

<b>S. No</b>	<b>SE M.</b>	<b>COURSECODE</b>	<b>COURSE TITLE</b>	<b>HR S</b>	<b>CRE DIT</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. Mks</b>
1.	I	19G1VE1	Value Education (Including Meditation in Action Movement)	1	1	40	60	100
2.		19U1NME1	Soft Skills Development NME (Offered to other major Students)	2	2	40	60	100
3.	II	19G2VE2	Value Education	1	1	40	60	100
4.		19U2NME2	Soft Skills Development NME (Offered to other major Students)	2	2	40	60	100
5.	III	19G3EE1	Environmental Education	1	1	40	60	100
6.		19U3SB1	Campus to Corporate ( Skill Based)	2	2	40	60	100
7.	IV	19G4EE4	Environmental Education	1	1	40	60	100
8.		19U4SB2	Interpersonal skills and team building(Skill Based)	2	2	40	60	100
9.	V	19U5SB3	Leadership Skills(Skill	2	2	40	60	100

			based)					
10.		19U5SB4	Employability Skills I(Skill based)	2	2	40	60	100
11.		19U6SB5	Employability Skills II (Skill based)	2	2	40	60	100
12.	VI	19U6SB6	Psychological Inputs for Self Development (Skill based)	2	2	40	60	100

**I B.B.A**

**SEMESTER -I**

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U1CC1</b>	<b>BUSINESS CORRESPONDENCE</b>	<b>lecture</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of written expression to modern business communication.

**COURSE OBJECTIVE**

The aim of this paper is to make the students understand various aspects of Business Letters and help them to draft various letters and reports

**Unit -1. Introduction**

**[ 15 Hours]**

Communication – Meaning & Definition – importance of effective communication - Objectives – Principles –Types of communication- Various Media of communication – Barriers to communication

**Unit- 2. Business Letters - I****[15 Hours]**

Need, functions and kinds of a Business letter– Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)

Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)

**Unit -3. Business Letters – II****[15 Hours]**

Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.

**Unit -4. Correspondence with public authorities & other agencies:****[15 Hours]**

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks. Import-Export correspondence. Letters to Editor

**Unit- 5. Report Writing****[15 Hours]**

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Reports of Individuals – Report by Committees

**SELF STUDY:****Unit I: Various Media of Communication****Unit II: Important Terms in Offers & Quotations****Unit III: Sales Letters - Advantages, Objectives****Unit IV: Letters To Editor****Unit V: Characteristics of A Good Report**

## TEXT BOOK

Essential of Business Communication - Rajendra Pal & T.S. Korlahalli,  
Sulthan Chand & Sons Publishers, New Delhi.-2018

## REFERENCES:

Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya  
Publishing House-2018

## E-RESOURCES:

<http://booksgoogle.co.in/business> communication,  
[www.managementstudyguide.com/business\\_communication.htm](http://www.managementstudyguide.com/business_communication.htm),  
[study.com/academy/lesson/what-is-effective-business-communication](http://study.com/academy/lesson/what-is-effective-business-communication)

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	To demonstrate the necessary of effective communication.	K1	PSO1& PSO2
CO 2	To design different kinds of business letters	K1, K2,	PSO3
CO 3	To compile complaints and adjustment letters	K1 & K3	PSO5
CO 4	To prepare letters for public authorities and other agencies.	K1, K2, K3 &	
CO 5	To analyze and draft the different types of business report.	K2 & K4	

## I B.B.A

### SEMESTER –I

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U1CC2</b>	<b>FUNDAMENTALS OF MANAGEMENT</b>	<b>Lecture</b>	<b>6</b>	<b>4</b>

#### **COURSE DESCRIPTION**

It helps the student to learn how to organizes the resources, integrates the resources in effective manner to achieve goals.

#### **COURSE OBJECTIVES**

The aim of the paper is to know the basic management concepts so as run an organization.

#### **Unit I: INTRODUCTION**

**(15 Hours)**

Management – definition of business administration and management –nature-functions and functional areas of management – emergence of management thought – Taylor, Henry Fayol, Elton Mayo.

#### **Unit II: PLANNING AND DECISION MAKING**

**(20 Hours)**

Forecasting – meaning – importance – methods – Planning – meaning and definition –features –importance – process of planning – types of planning (in brief) – MBO – Decision Making – meaning - process.

#### **Unit III: ORGANISING**

**(20 Hours)**

Meaning and definition – objectives – steps in organizing – Departmentation – meaning – types – Delegation – meaning – obstacles in delegation process – guidelines to make delegation effective – Decentralization – meaning – factors determining the degree of decentralization – distinction between delegation and decentralization.



**Unit IV: STAFFING****(20Hours)**

Meaning – process of staffing function – Recruitment – meaning – sources – Selection – meaning – selection procedure – Performance appraisal-Objectives- types.

**Unit V: Direction and Control****(15 Hours)**

Meaning – Scope – Supervision – definition – characteristics – Span of management – meaning – tall versus flat span— Control – meaning – process.

**SELF-STUDY:****unit-1: functions of management****unit-2: types of planning (in brief)****unit-3: distinction between delegation and decentralization.****unit-4: performance appraisal-types****unit-5: supervision – definition – characteristics****TEXT BOOK:**

Principles of Management - P.D. Sharma, N.S. Bhalla, R.S. Gupta-.Kalyani Publishers, New Delhi -2017

**REFERENCE BOOKS:**

Principles of Management – L.M. Prasad. Sulthan Chand & Sons Publishers, New Delhi-2018

Essentials of Management –Harold Koontz Tata Mcgrawhill Publishers, New Delhi, 2017

**E-RESOURCES:**

<https://www.studyblue.com/notes/b/fundamentals-of-management/10852/0>

## COURSE OUTCOMES

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To apply the management concept in functional areas.	K1	PSO2
CO 2	To demonstrate the need for planning and decision making for progressive existence of a firm.	K1, K2,	PSO1
CO 3	To compile the strengths of Departmentation.	K1 & K3	PSO3
CO 4	To analyze the different performance appraisal methods.	K1, K2, K3 &	PSO3
CO 5	To compare the difference between tall and flat span of management.	K2 & K4	PSO5

## I B.B.A

### SEMESTER –I

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U1AC1	FUNDAMENTALS OF STATISTICS	Chalk & Talk	5	5

#### **COURSE DESCRIPTION**

This course is designed to provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business.

#### **COURSE OBJECTIVES**

- The objective of this course is to familiarize the students with fundamental statistical tools which can help them in analyzing the business data.
- To provide learner the opportunity to expand their knowledge and skills of the Statistical Concepts and a personal development experience towards the needs of statistical data analysis.
- This course will provide students with hands-on experience to use statistical tools in order to make scientific decisions even in uncertain business environment.

#### **UNIT- I. INTRODUCTION**

**(15 Hours)**

Definition–Characteristics–Functions–Uses–Limitations of statistics.  
Data–Primary and Secondary data–Methods of collecting primary data –  
Drafting the questionnaire. Classification – meaning – types – formulation of

frequency distribution- Tabulation- Diagrammatic representation- Bar charts- Pie diagram – Histograms – Frequency polygon- Ogives.

**UNIT- II .MEASURES OF CENTRAL VALUE (15Hours)**

Averages – Definition- Objectives- Types- Mean- Median – Mode – Geometric mean – Harmonic mean- Relationship – Limitations.

**UNIT- III. MEASURES OF DISPERSION (15 Hours)**

Meaning – objectives- Absolute and relative measures of variation – Range- Quartile deviation- Mean deviation- Standard deviation – Co- efficient of variation.

**UNIT - IV. CORRELATION AND REGRESSION ANALYSIS (15 Hours)**

Types- Methods of studying simple correlation – Karl Pearson’s coefficient – Method of least squares- Rank correlation.

Regression Analysis – definition – Regression equations.(simple regression only)

**UNIT- V INDEX NUMBERS AND TIME SERIES (15 Hours)**

Index numbers – Meaning – Uses- Calculation of price index and quantity index using Laspeyres method , Paasche method and Fisher’s ideal method – Time reversal test – Factor reversal test.

Time series- Definition –Components – Estimation of trends by the Moving average method and Method of least squares (Exponential trends, growth curves, second degree parabola are excluded)

**UNIT –VI DYNAMISM(Evaluation Pattern-CIA only)**

1. Observation of National Statistics Day
2. Latest press release from Ministry of Statistics and Programme Implementation

**TEXT BOOK:**

1. Statistical Methods –S.P Gupta. –Sulthan Chand & Sons Publishers, New Delhi.- 2016

**REFERENCES:**

1. Quantitative technique for managerial decisions-U.Ksrivastava,G.V. Shenoy&S.C.Sharma Prentice Hall India Publishers, New Delhi -2016

2. Statistics-R.S.N. Pillai&BhagawathiSulthan Chand & Sons Publishers, New Delhi.2016

**E-RESOURCES:**

[www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf](http://www.ddegjust.ac.in/studymaterial/mcom/mc-106.pdf)

**COURSE OUTCOMES**

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify statistical tools needed to solve various business problems.	K1	PSO1& PSO2
CO 2	The student is able to understand and use the basic measure of central tendency which helps to identify behaviour of data. It acts as a representative figure for the entire mass of data.	K1, K2,	PSO3
CO 3	Compute measures of dispersion to know the extent of variability in central values and measure the spread or dispersion, understand it, and identify its causes to provide a basis for action.	K1 & K3	PSO5
CO 4	Identify the changes in economic activity and predict future events using index numbers. Spot out the underlying forces leading to a particular trend using time series.	K1, K2, K3 &	PSO1& PSO2
CO 5	Recognize the basic concepts of correlation and regression. Perform a regression analysis, and compute and interpret the coefficient of correlation.	K2 & K4	PSO4

## I BBA

### SEMESTER -I

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U1NME1</b>	<b>SOFT SKILLS DEVELOPMENT</b>	<b>Lecture / Practical</b>	<b>2</b>	<b>2</b>

#### **COURSE DESCRIPTION**

It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication skills with Peer groups, subordinates, superior, clients and customers in a organisation.

#### **COURSE OBJECTIVES**

- This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- To develop all round personality of the students by mastering interpersonal skills, creative skills and public-speaking.
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
- To identify & describe several theories of leadership

#### **UNIT-1: INTERPERSONAL SKILLS:**

**(6 Hours)**

Concept, Transactional Analysis-Definition, ego states, types of transaction, Elements of interpersonal skills, importance of interpersonal skills. Working in team- characteristics of an effective team member.

**UNIT-2: LEADERSHIP SKILLS****(6 Hours)**

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, time management, mentoring, negotiating, confidence building, interacting.

**UNIT-3: CREATIVE SKILLS****(6 Hours)**

Concept, Dimensions of creativity, relationship between intelligence and creativity, Characteristics of a creative person, creative methods, Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.

**UNIT-4 PUBLIC SPEAKING****(6 Hours)**

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills.

(Role-play, group discussion, presentation, addressing, seminar, conference).

**UNIT-5 ETIQUETTES****(6 Hours)**

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

**TEXT BOOK:**

Soft skills by Dr.K.Alex- 2018

**REFERENCES:**

- 1.Personality Development and Communicative English By Dr.S.R. PandyaDr.Pratima Dave Shastri,Himalaya Publishing House, Mumbai.2018
2. The Essence of Effective Communication - Ludlow,Ron, Panton, Fergus Prentice Hall India Publishers, New Delhi HR Review November -Role of communication & Etiquette in the class room 2016

**E-RESOURCES:**

[www.basic-learning.com/ecommerce/soft-skills-training-materials.asp](http://www.basic-learning.com/ecommerce/soft-skills-training-materials.asp)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Learn to have an increased awareness of leadership skills within the context of their daily life.	K1	PSO1& PSO2
CO 2	Acquire thorough knowledge and understanding of multiple facts of team management.	K1, K2,	PSO8
CO 3	To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.	K1 & K3	PSO3
CO 4	Identify some of the essential soft skills needed for effective management.	K1, K2, K3 &	PSO3



## I B.B.A

### SEMESTER -II

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U2CC3</b>	<b>INTRODUCTION TO FINANCIAL ACCOUNTING</b>	<b>Chalk/Talk</b>	<b>6</b>	<b>4</b>

#### **COURSE DESCRIPTION**

This course is an introduction to the basic concepts and standards underlying financial accounting systems. Several important concepts will be studied in detail. The course emphasizes the construction of the basic financial accounting statements - the income statement, balance sheet, and cash flow statement - as well as their interpretation.

#### **COURSE OBJECTIVES**

- Understand the basic accounting concepts and their application in business.
- Apply the dual-entry recording framework to a series of transactions that results in a balance sheet.
- Gain knowledge on the preparation of financial statements.
- Develop the skills needed to analyze financial statements effectively, and
- Students will be exposed to take decisions on depreciation method to be adopted

**UNIT I: INTRODUCTION****[15 Hours]**

Definition of Accounts – Concepts – Convention – Books of Accounts – Double Entry System of Book Keeping – Journal and Ledger- Difference between journal and ledger and advantages and limitations of accounting.

**UNIT II: BRS AND RECTIFICATION OF ERRORS****[25 Hours]**

Trial Balance- Merits of trial balance and types of errors, Rectification of Errors, Bank Reconciliation Statement- meaning, causes for difference between cash book and pass book, method of preparation of BRS, problems.

**UNIT III: FINAL ACCOUNT WITH ADJUSTMENTS****[20 Hours]**

Trading, Profit and Loss Account and Balance Sheet.

Closing stock, outstanding expenses, prepaid or unexpired expenses, accrued income, income received in advance, depreciation, bad debts, interest on capital, interest on drawings, provision for doubtful debts, reserve for discount on creditors, deferred revenue expenditure

**UNIT IV: DEPRECIATION****[15 Hours]**

Depreciation – Methods – Straight Line Method, Annuity method and Diminishing Balance Method Only. With Provision for depreciation, Difference between straight line and written down value method.

**UNIT V: ACCOUNTS OF NON – TRADING CONCERNS****[15 Hours]**

Accounts of Non – Trading Concerns – Receipts and Payments Account – Income and Expenditure Account and Balance Sheet, Difference between income and expenditure account and receipts and payments account.

**UNIT –VI DYNAMISM (Evaluation Pattern-CIA only)**

1. Purpose of Indian AS
2. Why AS-31, 32, 33 is still non-mandatory.
3. Why accounting standards (AS) are being draft.
4. The Rise of Account-Based Marketing, social implications

**Self Study:**

**Unit I: Difference between journal and ledger and advantages and limitations of accounting.**

**Unit II: Merits of trial balance and types of errors.**

**Unit III: Treatment of reserve for discount on creditors and deferred revenue expenditure**

**Unit IV: Difference between straight line and written down value method**

**Unit V: Difference between income and expenditure account and receipts and payments account.**

**TEXT BOOK:**

Financial Accounting -Jain &Narang. .Kalyani Publishers, New Delhi-2018

**REFERENCES:**

Advanced Accounting -Jain &Narang. Kalyani Publishers New Delhi-2014

**E-RESOURCES: :**

[www.investopedia.com/Financialaccounting](http://www.investopedia.com/Financialaccounting)

[www.accountingcoach.com/ financial accounting](http://www.accountingcoach.com/financial_accounting)

## COURSE OUTCOMES

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Identify the underlying principles, characteristics and objectives of a set of financial statements.	K1	PSO1& PSO2
CO 2	Learn how to resolve the difference between cash book and pass book in a systematic manner	K1, K2,	PSO3
CO 3	Enable the students to prepare final accounts and make them understand the need for making adjustments while preparing final accounts	K1 & K3	PSO5
CO 4	Identify the methods of calculating depreciation charges.	K1, K2, K3 &	
CO 5	Have knowledge about nonprofits organisations and able to prepare accounts for such organizations	K2 & K4	

## I B.B.A

### SEMESTER -II

*For those who joined in 2019 onwards*

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEG ORY	HRS/WE E K	CREDIT S
USBA	19U2CC4	MANAGERIAL ECONOMICS	Lecture	5	4

#### **COURSE DESCRIPTION**

It helps the students to identify how pricing and production strategies help to meet the short-run objective quickly and effectively.

#### **COURSE OBJECTIVES**

The objective is to introduce the basic concepts in economics which can be applied in managing the affairs of a firm.

#### **Unit 1: Introduction**

**(15 HRS)**

Definition of economics and managerial economics – Nature – Scope – Is Managerial Economics positive or normative – Area of Study – Profits; The Central Concept in Managerial Economics – Optimisation –relationship of managerial economics with other disciplines - Economics and Managerial Economics distinction – objectives of a firm.

Fundamental concepts – Decision Making – The Incremental concept – The concept of Time Perspective – The Discounting Principle – The Concept of Opportunity cost – The Equi-Marginal Principle.

#### **Unit 2 : Utility, Supply and Demand**

**(15 HRS)**

Law of Diminishing Marginal Utility –Illustration – Assumption – Exception – Importance- different version of the Law - The Law of Equi-Margial Utility or the Law of Maximum Satisfaction.

Demand Analysis – demand schedules and demand curves – why does the demand curve slope downwards? – Exception to the Law of Demand Elasticity of Demand – Price Elasticity of Demand – factors – practical importance – elasticity of demand and revenue relationship – Income

Elasticity of Demand – role of income elasticity in business decisions - Cross Elasticity of Demand – demand function.

**Unit 3: Types of Competition (15 HRS)**

Market - Classification of Market – Competition - Perfect Competition - Definition - Features of Perfect Competition – Monopoly – Definition - Features of Monopoly - Monopoly Power - Difference between Perfect Competition and Monopoly -Imperfect Competition - Features of Monopolistic Competition - Oligopoly - Different Types of Oligopoly - Characteristics of Oligopoly.

**Unit 4: Cost and Production Function (15 HRS)**

Production function- Assumption – Laws of Production – Laws of variable proportions – Laws of Returns to Scale- three phases of returns to scale.

**Unit 5: National Income: (15 HRS)**

Concepts and Definition of National Income – Computation of National Income – Difficulties in the measurement of National Income- factors, uses. Business Cycle –characteristics –phases – boom – recession – depression – recovery – inflation and deflation.

**Unit 6 :Dynamics**

- 1.Analyse the Relationship of Managerial Economics with Other Disciplines with real time example.
- 2.Analyse the current budget issued by the government and submit the report.
3. Social Implications

**Self Study:**

**Unit I- Relationship of Managerial Economics with Other Disciplines.**

**Unit II- Role Of Income Elasticity In Business Decisions**

**Unit III- Difference between Perfect Competition and Monopoly**

**Unit IV – Three phases of returns to scale**

**Unit V- Uses of National Income**

**TEXT BOOKS:**

Managerial Economics -S. Sankaran, Margham Publications, Chennai- 2017

**REFERENCE BOOKS:**

Economic Analysis by S . Sankaran, Seventh Edition, Margham Publications, Chennai- 2018

Managerial Economics-P.L. Mehta Sulthan Chand & Sons Publishers, New Delhi-2016

Managerial Economics-DuttRuddar and K.P.M. Sundaram, Sulthan Chand & Sons Publishers-2016

**E-RESOURCES: :**

[www.managementstudyguide.com/managerial-economics.htm](http://www.managementstudyguide.com/managerial-economics.htm),

[www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf](http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To predict the economic goal of the firm to access the importance of decision making.	K1	PSO2
CO 2	To analyse demand and supply condition and access the position of the company.	K1, K2,	PSO3
CO 3	To compare and contrast basic market types and mechanism of competition and their business implications.	K1 & K3	PSO5
CO 4	To formulate and estimate the production function.	K1, K2, K3 &	PSO4
CO 5	To identify the computation of National Income and business cycle.	K2 & K4	PSO6

**I B.B.A**  
**SEMESTER –I**

*For those who joined in 2019 onwards*

<b>PROGRA MME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGO RY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U2AC2</b>	<b>MATHEMATICS FOR MANAGEMENT</b>	<b>CHALK &amp; TALK</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

This *course* introduces students to the *mathematical* concepts and applications necessary for successful *business* careers

**COURSE OBJECTIVES**

- The purpose of having Mathematics in this course is to make the students understand and appreciate how Mathematics can be used as a tool or aid in decision-making.
- To understand applications of matrices in business.

**Unit 1: Set Theory**

**[15 Hours]**

Introduction - Set , Elements of a set, Methods of describing a set, Types of set, Venn Diagram .Operation on Set- Intersection of set, Union of set, Complement of set, De-Morgan’s Law, Difference of two set, Symmetric Difference. Relation of Sets, Functions and its Business Applications.

**Unit 2: Commercial Arithmetic**

**[15 Hours]**

Percentages, Simple Interest, Compound Interest, Arithmetic progression-Definition, Sum of the Series in A.P, n<sup>th</sup> Term of an A.P and Geometric Progression-Definition,n<sup>th</sup> Term of an G.P ,Sum of the Series in G.P –Annuity.



### **UNIT 3 : Differential Calculus**

**[15 Hours]**

Limit , Changes in related Variables- Derivative of a function (Trigonometrical functions are excluded) – Differentiation Rules – Sum Rule, Product rule, quotient rule and function of a function Rule, Higher Order Derivative ,Marginal cost –Marginal revenue-Criteria for maxima and minima (single Variable only) – Simple application problems in maxima – minima - fencing problems container dimension ,Simple Marketing Model only(**Advertising Budget model, Simple Inventory model, Determination of Optimum warehouse Territory and Equipments Maintenance and Replacement Problems are excluded**)

### **Unit 4 : Matrices**

**(15 Hours)**

Matrices – Definition and Notation – Addition of Matrices – Multiplication of Matrices – Matric Inversion –Solving systems of linear equations using Matric inversions , Cramer's

Rule and Guass Jordan Elimination Method(**Checking the Consistency of Linear Equations using Rank and Guass Jordan method are excluded**).

### **Unit 5: Analytical Geometry**

**(15 Hours)**

Analytical Geometry – Distance between two points, Slope of a straight line, Point of intersection of two lines, interpretation Cost-output-Demand and supply curves- Breakeven analysis

### **Unit 6: Dynamics**

Assigning Artificial Values to Arithmetical Series-Number System- Simple Interest---Compound Interest

### **SELF STUDY:**

**Unit I:De-Morgan's Law**

**Unit II:Percentages**

**Unit III:Marginal Cost and Marginal Revenues**

**Unit IV: Solving systems of linear equations using Cramer's Rule**

**Unit V: Point of Intersection of two lines.**

**TEXT BOOKS:**

- Business Mathematics - Sundaresan&Jeyaseelan S. Chand Publishing-2018

**REFERENCES:**

- Business Mathematics- Sanchethi&KapoorSulthan Chand & Sons Publishers, New Delhi,2016
- Business Mathematics - P.R.VittalMargham Publications, Chennai ,2017

**E-RESOURCES: :**

<http://ibgwww.colorado.edu/~carey/p7291dir/handouts/matrix.algebra.pdf>  
[www.math.upenn.edu/~siegelch/Notes/logic.pdf](http://www.math.upenn.edu/~siegelch/Notes/logic.pdf)  
[www.math.cmu.edu/~wn0g/noll/2ch6a.pdf](http://www.math.cmu.edu/~wn0g/noll/2ch6a.pdf)

**COURSE OUTCOMES**

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the axioms of a system of set theory.	K1	PSO 6
CO 2	Learn the applications of break even analysis.	K1, K2,	PSO8
CO 3	Discern effects of various types and methods of simple and compound interest account.	K1 & K3	PSO5
CO 4	Introduce the students how to use Variables For Formulating differential equations.	K1, K2, K3 &	PSO 9
CO 5	Solve systems of linear equations by use of the matrix.	K2 & K4	

## I BBA

### SEMESTER -II

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	CREDITS
USBA	19U2NME2	SOFT SKILLS DEVELOPMENT	Lecture	2	2

#### **COURSE DESCRIPTION**

It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication skills with Peer groups, subordinates, superior, clients and customers in a organisation.

#### **COURSE OBJECTIVES**

- This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- To develop all round personality of the students by mastering interpersonal skills, creative skills and public-speaking.
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.
- To identify & describe several theories of leadership

#### **UNIT-1: INTERPERSONAL SKILLS:**

**(6 Hours)**

Concept, Transactional Analysis-Definition, ego states, types of transaction, Elements of interpersonal skills, importance of interpersonal skills. Working in team- characteristics of an effective team member.

**UNIT-2: LEADERSHIP SKILLS****(6 Hours)**

Concept, Distinction between leaders and managers, Types of leaders, qualities of leadership, Functions of Leadership- planning, co-coordinating, decision making, motivating, time management, mentoring, negotiating, confidence building, interacting.

**UNIT-3: CREATIVE SKILLS****(6 Hours)**

Concept, Dimensions of creativity, relationship between intelligence and creativity, Characteristics of a creative person, creative methods, Techniques enhancing creativity-Brainstorming, Inquiry training, synectics, Role-playing.

**UNIT-4 PUBLIC SPEAKING****(6 Hours)**

Listening- concept, importance, process of listening-bottom up processing, top down processing, types of listening, skills and sub skills of listening. Speaking skills- introduction, skills and sub skills of speaking, activities to develop speaking skills.

(Role-play, group discussion, presentation, addressing, seminar, conference).

**UNIT-5 ETIQUETTES****(6 Hours)**

Etiquettes- concept, prerequisites of proper etiquette, types of etiquettes.

**TEXT BOOK:**

1.Soft skills by Dr.K.Alex- 2018

2.Personality Development and Communicative English By Dr.S.R.

PandyaDr.Pratima Dave Shastri,Himalaya Publishing House, Mumbai.2018

**REFERENCES**

The Essence of Effective Communication - Ludlow,Ron, Panton, Fergus  
Prentice Hall India Publishers, New Delhi HR Review November -Role of  
communication & Etiquette in the class room 2016

**E-RESOURCES:**

## **COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Learn to have an increased awareness of leadership skills within the context of their daily life.	K1	PSO1& PSO2
CO 2	Acquire thorough knowledge and understanding of multiple facts of team management.	K1, K2,	PSO8
CO 3	To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.	K1 & K3	PSO3
CO 4	Identify some of the essential soft skills needed for effective management.	K1, K2, K3 &	PSO3

## SEMESTER –III

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WE EK	CREDITS
USBA	19U3CC5	ORGANISATIONAL BEHAVIOUR	LECTURE	5	4

### **COURSE DESCRIPTION**

Course helps to understand individual and group behaviour, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

### **COURSE OBJECTIVES**

The aim of this course is to help the students understand, predict and control human behaviour in an organization i.e., individuals, groups and their relationships.

Students develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and organisational change. The paper is based on a foundation of theory but incorporates a strong practical emphasis.

#### **Unit 1. Introduction**

**(15 Hours)**

Organisational Behaviour – Concept – Nature – Determinants of O.B – Models of O.B. Values – Meaning, Types of Values – Sources of Values. Attitudes – Meaning – Features of Attitudes – Sources of attitudes-Formation of Attitudes. Learning – Meaning – Theories of Learning.

## **Unit 2. Perception and Personality**

**(15 Hours)**

Perception – Meaning – Process – Factors affecting Perception – Perceptual errors and Distortion – Attribution theory – Johari Window. Personality – Meaning – Personality determinants – Development of personality ( Erickson Stages, Chris Argyris' theory) – Personality Traits – Personality Traits influencing OB.

## **Unit 3 Motivation**

**(15 Hours)**

Motivation - Concept – Needs, Wants and Motives – Theories of Motivation – Hierarchy of Needs theory, Motivation – Hygiene theory, Theory X and Theory Y, Mclelland theory of Needs, Equity Theory, Vroom's Expectancy theory and Porter & Lawler theory – Types of Incentives.

Morale – Concept – Nature – Measurement – Morale and Productivity – Building of High Morale.

## **Unit 4 Group Dynamics and Conflict**

**(15 Hours)**

Group – Concept – Nature – Types of Groups – Theories of Group Formation – Group Behaviour – Norms – Group Cohesiveness.

Conflict – Nature – Dysfunction – Levels of Conflict – Individual, Group and Organisation – Conflict Handling Strategies.

## **Unit 5 Leadership**

**(15 Hours)**

Leadership – Concept – Styles of leadership – Theories of Leadership – Trait Theory, Michigan Studies, Ohio State studies, Managerial Grid, Hersey and Blanchard's Situational Theory, Path-Goal Theory – Recent approaches to Leadership – Attribution Theory of Leadership, Charismatic Leadership theory, Transactional vs. Transformational Leadership.

## **Unit 6 Dynamics**

1. Impression management
2. Organisational politics.

### **TOPICS FOR SELF-STUDY:**

**Unit-1: Types of Values & Sources of Values**

**Unit-2: Personality Traits – Personality Traits influencing OB**

**Unit-3: Types of Incentives**

**Unit-4: Conflict Handling Strategies**

**Unit-5: Charismatic Leadership, Transactional vs. Transformational Leadership.**

### **TEXT BOOK:**

Organisation Theory and Behaviour -B.P.Singh&T.N.Chabra,  
DhanpatRai&Sons Delhi-2014

### **REFERENCES**

- 1.Organisation Behaviour - Stephen P.Robbinson 15, Edition Prentice Hall India Publishers, New Delhi-2015
- 2.Organisation Behaviour-Fred Luthans, 2010
- 3.Industrial Psychology -P.K.Ghosh&M.B.Ghorpade,Himalaya Publishing House, Mumbai.

### **E-RESOURCES:**

[www.usergwdgde/mcgraw hill](http://www.usergwdgde/mcgrawhill),

[www.bpadfiles.wordpress.com](http://www.bpadfiles.wordpress.com)



## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour.	K1	PSO1& PSO2
CO 2	Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour	K1, K2,	PSO8
CO 3	Identify the various leadership styles and the role of leaders in a decision making process	K1 & K3	PSO3
CO 4	Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts	K1, K2, K3 &	PSO2
CO 5	Explain group dynamics and demonstrate skills required for working in groups ( Team Building)	K2 & K4	

## II B.B.A

### SEMESTER –III

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U3CC6	MARKETING MANAGEMENT	Lecture	5	3

#### **COURSE DESCRIPTION**

This paper focus on basic *marketing* concepts, the role of *marketing* in the organization, and the role of *marketing* in society.

#### **COURSE OBJECTIVES**

- To have an insight into the importance and role of marketing in business world.
- To study and critically analyse the basic concepts in marketing to cater the needs of marketing industries.
- To enable the students to understand the elements of the complex world of marketing.

#### **Unit I Introduction**

**(15 Hours)**

Marketing – Definition – Market and Marketing – Importance and Characteristics – Science or Art – Marketing mix – Concepts – Composition.

Digital Marketing – Characteristics.

#### **Unit 2.Product**

**(15Hours)**

Concept- Classification of products, Layers of product, Product Mix strategy, structure of product mix, product line strategies, Product life cycle. New product-concept, categories, Diffusion of new products, Adoption Process-New product planning process.

Branding- concept, branding policy, importance, characteristics. Packaging –concept, functions.

### **Unit 3. Pricing**

**(15 Hours)**

Meaning- Objectives, factors influencing pricing decisions, Procedure for price determination, Types of pricing, Price administration- types-RPM - Concept.

### **Unit 4. Place (15 Hours)**

Definition – Objectives- Components of Physical Distribution – Channels of Distribution – Definition-Types of channels-Middlemen-meaning- Classification –Wholesaling-Meaning- Classification – Retailing-Meaning- Classification.

### **Unit 5. Promotion**

**(15 Hours)**

Definition – Difference between Selling and Promotion – Need for Promotional Activities – Objectives of Promotion – Promotional Mix- Sales Promotional Activities- Advertising- Definition, Features, Types, benefits, Designing an advertising campaign – Personal Selling- Meaning-Features-objectives, types, Personal Selling Process.

### **Unit 6. Dynamics**

Indian Brands –online Marketing-B2B& B2C – social implications

#### **TOPICS FOR SELF-STUDY:**

**Unit-1: Marketing – Importance and Characteristics**

**Unit-2: Classification of products**

**Unit-3: Types of pricing**

**Unit-4: Types of channels**

**Unit-5: Features & Types of Advertising**

#### **Text Book :**

Marketing Management - C.B.Mamoria ,  
SathishMamoria&R.K.SuriKitabMahal Agencies, Allahabad ,2016

**REFERENCES:**

- Advertising Management - Manendra Mohan Tata Mcgrawhill Publishers, New Delhi, 2017
- Marketing Management - Philip Kotler Prentice Hall India Publishers, New Delhi, 2017

**E-RESOURCES:**

[newagepublishers.com/samplechapter/001233.pdf](http://newagepublishers.com/samplechapter/001233.pdf)

[www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)

[thedavismarketinggroup.com/Marketing Mix.pdf](http://thedavismarketinggroup.com/Marketing Mix.pdf)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Demonstrate the critical thinking skills and analyze Modern marketing in the Indian context.	K1	PSO1
CO 2	Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.	K1, K2,	PSO5
CO 3	Understand the procedure for price determination of marketing firms.	K1 & K3	PSO8
CO 4	Ability to develop marketing strategies based on product, price, place and promotion objectives.	K1, K2, K3 &	PSO2
CO 5	Identify core concepts of marketing and the role of marketing in business and society.	K2 & K4	

## II B.B.A

### SEMESTER –III

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U3CC7</b>	<b>Cost Accounting</b>	<b>Chalk/Talk</b>	<b>6</b>	<b>4</b>

#### **COURSE DESCRIPTION**

The course emphasises on the study of calculating various cost components of a product/ service, which helps to make various business decisions such as fixing selling price, calculation of profit or loss of business etc.

#### **COURSE OBJECTIVES**

The objective is to make the students understand the cost accounting principles methods and practices and to make them to prepare cost sheet, wage sheet, etc.,

#### **UNIT –I INTRODUCTION**

**20( HRS.)**

Cost Accounting – Meaning – Scope – Objectives – Functions – Importance — cost accounting and financial accounting - Difference between Cost Accounting and Financial Accounting and Types of Costing- Cost Accounting and Management Accounting — Elements of Cost – Preparation of Cost Sheet with tenders and Quotations.

#### **UNIT – II INVENTORY CONTROL**

**(20 HRS.)**

Requisitioning for stores – Reorder Level – EOQ – Minimum Level , Danger Level- Stores Ledger- LIFO, FIFO, Simple Average and Weighted Average methods- advantages and disadvantages – Bin Card – Perpetual Inventory System – ABC Analysis – Methods of valuing material issues.

**UNIT -III LABOUR:****(20 HRS.)**

Remuneration and incentives – Time Wage System, Piece Rate System – Halsay and Rowan plan– Taylor’s differential Piece rate system, Merrick’s multiple piece rate system, Gantt’s Task and Bonus Plan, Group Bonus Schemes- merits and drawbacks of all wage payment.

**UNIT -IV OVERHEADS****(15 HRS.)**

Absorption of overheads – Meaning – difference between allocation and absorption- Methods of Absorption – Machine Hour Rate Methods, Direct Labour ( or Production ) Hour Method, Direct Material Cost Method, Direct Labour Cost Method.

**UNIT -V: RECONCILIATION OF COST AND FINANCIAL BOOKS (15 HRS)**

Introduction to cost books and financial books - reasons for reconciliation of cost and financial accounts-Reconciliation of Cost and Financial Accounts problems.

**UNIT –VI DYNAMISM (Evaluation Pattern-CIA only)**

1. Read the newspapers and submit cost components of various companies/business within India.
2. Study the labour remuneration and incentives of companies/business and comment.

**Text Book:**

1. Cost Accounting - S.P.Jain&K.L.Narang.Kalyani Publishers, New Delhi.2016
2. Cost Accounting – Dr. A. Murthy and Dr. S. Gurusamy Tata McGraw Hill Publishing Company Limited New Delhi.2014

**REFERENCES:**

1. Cost Accounting - S.P.Iyengar, Sultan Chand and Sons, New Delhi-2005
2. Cost Accounting -Das Gupta, Primer Book Company, New Delhi.-2007
3. Cost & Management Accounting - S.N.MaheswariSulthan Chand & Sons Publishers, New Delhi.2016

4. Cost Accounting – Dr. M. Willson Himalaya Publishing House, Chennai. 2011

5. Cost Accounting by Dr. T. Ramasamy. Gold Books Publishing House, Srivilliputhur. 2010

**E-RESOURCES: :**

[www.universityofcalicut.info/SDE/BComCoreCostAccounting...Reference.com/Accounting Systems](http://www.universityofcalicut.info/SDE/BComCoreCostAccounting...Reference.com/Accounting Systems)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Elements of cost and cost sheet	K1	PSO1& PSO6
CO 2	Inventory Levels, methods of issue of materials	K1, K2,	PSO2 & PSO6
CO 3	Methods of remunerating labour	K1 & K3	PSO6
CO 4	Methods of absorption of overheads	K1, K2, K3 &	PSO6
CO 5	Reconciliation of cost and financial books	K2 & K4	PSO1&PSO6

## II B.B.A

### SEMESTER –III

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19K3ACU3	BUSINESS CORRESPONDENCE	Lecture	5	5

#### **COURSE DESCRIPTION**

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of written expression to modern business communication.

#### **COURSE OBJECTIVES**

The aim of this paper is to make the students understand various aspects of Business Letters and help them to draft various letters and reports

#### **Unit -1. Introduction**

**[ 15 Hours]**

Communication – Meaning & Definition – importance of effective communication - Objectives – Principles –Types of communication- Various Media of communication – Barriers to communication

#### **Unit- 2. Business Letters - I**

**[15 Hours]**

Need, functions and kinds of a Business letter– Essentials of an Effective Business letter - Enquiries – types- Replies-Offers and Quotations – Important terms in offers & quotations (Specimen letters)

Orders – Confirmation – Execution – Refusal and Cancellation of an order. (Specimen Letters)



**Unit -3. Business Letters – II****[15 Hours]**

Complaints and Adjustments- Sources of mistakes giving rise to complaints-Adjustment policy- Collection letters-collection series. Sales letters- Advantages, Objectives, Three p's important for a sales correspondent.

**Unit -4. Correspondence with public authorities & other agencies:****[15 Hours]**

Post Office, Railways, Insurance Correspondence, and Bank correspondence-with customers, with the head office, with other banks. Import-Export correspondence. Letters to Editor

**Unit- 5. Report Writing****[15 Hours]**

Report – meaning, importance- types of business reports – Oral and written reports- Characteristics of a good report -Drafting of Business Reports – Reports of Individuals – Report by Committees

**Unit – 6. Dynamics**

1. The concept of IoT
2. WebRTC
3. Augmented and Virtual Reality in communication. Social implications

**SELF STUDY:****Unit I: Various Media of Communication****Unit II: Important Terms in Offers & Quotations****Unit III: Sales Letters - Advantages, Objectives****Unit IV: Letters To Editor****Unit V: Characteristics of A Good Report**

## Text Book

Essential of Business Communication - Rajendra Pal & T.S. Korlahalli,  
Sulthan Chand & Sons Publishers, New Delhi.-2018

## REFERENCES:

Communication skills by Dr.NageshwarRao&Dr.RajendraP.Das-Himalaya  
Publishing House-2018

## E-Resources:

[http://booksgoogle.co.in/business communication](http://booksgoogle.co.in/business_communication),  
[www.managementstudyguide.com/business\\_communication.htm](http://www.managementstudyguide.com/business_communication.htm),  
[study.com/academy/lesson/what-is-effective-business-communication](http://study.com/academy/lesson/what-is-effective-business-communication)

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	To demonstrate the necessary of effective communication.	K1	PSO1& PSO2
CO 2	To design different kinds of business letters	K1, K2,	PSO3
CO 3	To compile complaints and adjustment letters	K1 & K3	PSO5
CO 4	To prepare letters for public authorities and other agencies.	K1, K2, K3 &	PSO4
CO 5	To analyze and draft the different types of business report.	K2 & K4	PSO2

## II B.B.A

### SEMESTER -III

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U3SB1	CAMPUS TO CORPORATE	Lecture	2	2

#### **COURSE OBJECTIVE:**

The objective of the paper is to enhance the employability skills and to make the students to face the corporate world with confident.

#### **Unit I -Introduction to Company**

**(6 hours)**

Definition of company-characteristics - kinds of companies-statutory company -registered company- company limited by shares, guarantee-unlimited company-private company-public company-holding company-sub subsidiary company-government company-foreign company.

#### **Unit II -Preparing CV/ Resume**

**(6 hours)**

Meaning-difference between Bio-data, CV and resume-Types of Resumes-CV writing tips -content of resume-common resume blunders-do's and don'ts of resume.

#### **Unit III- Group Discussion**

**(6 hours)**

Meaning-characters tested in GD-Tips in GD-Types on GD-Skills required in GD-GD Etiquette-Non-verbal communication in GD-Movements and gestures to be avoided in GD

**Unit IV- Interview Skills****(6 hours)**

Introduction-Types of Interview-reasons for selecting/rejecting candidate-Interview etiquettes-Interview Mistakes-How to present well in interview-Tips for Interview

**Unit V- Etiquettes and Manners****(6 hours)**

Introduction-Modern etiquettes-classification of etiquettes.

Manners –Introduction-Why should you practice good manners-list of good manners-poor manners in youth-professional manners-social manners.

**Unit VI-Dynamics**

Career Planning , SWOT Analysis & Developing Attitude, social implications

**Text Book:**

Elements of Mercantile law-N D Kapoor

SOFT SKILLS –Dr.K.Alex, Sulthan Chand Publications, New Delhi

**Reference book:**

Personality Development By P.C.Sekar

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To explain the characteristics of a company and types of companies in India.	K1	PSO1& PSO2
CO 2	To compile a CV and resume in a most appropriate manner to gain employment	K1, K2,	PSO3

CO 3	To predict the characters tested in GD and skills required in GD.	K1 & K3	PSO5
CO 4	To outline good manners, social manners, and professional manners, modern etiquettes and classification of etiquettes.	K1, K2, K3 &	PSO4
CO 5	To evaluate the different types of interview and how to present oneself for Interview.	K2 & K4	PSO2

## II B.B.A

### SEMESTER -IV

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U4CC8	EMPLOYEE MANAGEMENT	Lecture	5	4

#### **COURSE DESCRIPTION**

Human Resource Management is a specialization within the field of Management that encompasses several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce.

#### **COURSE OBJECTIVES**

- To understand and appreciate the importance of the human resources vis-a-vis other resources of the organization.
- To familiarize the students with methods and techniques of HRM and equip them with the application of the HRM tools in real world business situations.

#### **UNIT – I Introduction**

**[15 Hours]**

Nature and scope of human resource management – HRM as a profession – Objectives – Importance – functions. Organization of Human Resource Department – Qualities, role, status of personnel manager. Personnel policies – Concept – nature – need & Significance – Types – Scope – formulation and essentials of personnel policies.

#### **UNIT – II Human Resource Planning**

**[15 Hours]**

Human resource planning – Objectives – Need and importance – Process and levels. Job analysis – Concept, Process & Methods – Job description- Meaning, contents- Job specification –Meaning, Difference between job

description and job specification. Job design – concept, methods of job design – Recent trends in job redesign.

**UNIT – III Recruitment, Placement and Induction [15 Hours]**

Recruitment – Meaning – Process – Source and techniques of recruitment – recruitment practices in India. Selection-meaning and process, Selection Tests-types. Interview- objectives, types, steps in interview process.

Placement – concept. Induction-concept and objectives, contents of induction programme, advantages. Socialisation- Meaning, Process

**UNIT - IV Training and Development [15 Hours]**

Training- concept, importance and objectives – designing training programme, methods, evaluating training effectiveness-retraining.

Executive Development- concept, objectives, methods & techniques of executive development.

Employee counseling-concept, need, functions, types, steps in counseling process.

Employee Appraisal- concept, objectives, process.

**UNIT – V Compensation and Integration [15 Hours]**

Wage and salary administration – objectives– essentials of sound wage structure – factors affecting wage – methods of wage payment – wage policy in India – executive compensation. Separations – meaning – types.

Collective bargaining – meaning, objectives, importance & requirements – CB in India. Worker’s Participation in Management- concept & objectives, importance, Worker’s participation in management in India-measures for successful participation.

**Self study:**

**Unit-1- Role of HR manager**

**Unit-2- Difference between job description and job specification**

**Unit-3- Contents of induction programme**

**Unit-4- Need of employee counseling**

## Unit-5- Importance of Worker's participation in management

### TEXT BOOK

Human Resource Management -C.B. Gupta Sulthan Chand & Sons Publishers, New Delhi. 2015

### REFERENCES:

- Personnel Management - C.B. Mamoria, Himalaya Publishing House, Mumbai 2011
- Personnel Management & Industrial Relations-Tripathi Sulthan Chand & Sons Publishers, New Delhi 2013

### E-RESOURCE:

[www.citehr.com](http://www.citehr.com),

[www.whatishumanresource.com](http://www.whatishumanresource.com)

### COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the basic concepts and frameworks of HRM is essential for effective execution of strategies	K1	PSO3
CO 2	Learn fundamental HRM frameworks and analyze the overall role of HRM in business	K1, K2,	PSO4



CO 3	Improve their ability to think about how HRM should be used as a tool to execute strategies and achieve a competitive advantage	K1 & K3	PSO1
CO 4	Understand the key elements of HRM and discuss how they relate to each other and the organizational culture	K1, K2, K3 &	PSO 2
CO 5	Look at numerous HRM issues, their causes, and what strategies should be implemented to achieve solutions	K2 & K4	PSO 2

## II B.B.A

### SEMESTER -IV

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	19U4CC9	OPERATIONS MANAGEMENT	Chalk & Talk	6	4

#### **COURSE DESCRIPTION**

This paper guide the students to learn planning, organizing and supervising in the contexts of production, manufacturing or the provision of services and it is delivery-focused, ensuring that an organization successfully turns inputs to outputs in an efficient manner.

#### **COURSE OBJECTIVES**

The aim of this paper is to provide, to the students, an understanding of various concepts of production and materials management and its application in practice.

#### **Unit 1. Introduction**

**[20 Hours]**

Production Management – meaning, definition, functions and scope – Plant location – importance – factors affecting plant location- Urban vs. Rural Plant site - Plant layout – Principles - types of layout – Product, Process and combination layout – Techniques of Plant layout – materials handling – principles – equipments.

#### **Unit 2 Production Planning and Control**

**[20Hours]**

Production Planning and control – Objectives – Factors - Types of production system – Production planning – meaning - levels of Production

Planning, objectives and functions – Production Control – objectives, Difference between production planning and production control, levels of Production Control – routing, sequencing, scheduling – CPM and PERT (**Theory only**) – Dispatching, Expediting and Follow-up- Problems in Sequencing and Assignment.

Maintenance – objectives – Functions of maintenance management – Advantages of maintenance - Breakdown maintenance – Causes of equipment break down – preventive maintenance – objectives –elements of preventive maintenance-advantages of preventive maintenance

### **Unit 3. Work Study**

**[15 Hour]**

Method Study – Definition – objectives – procedure of method study – Charts and diagrams used in method study – Flow process chart – Two handed process chart – Man

Machine chart – SIMO Chart – Flow diagram and string diagram – Advantages of method study

Time study – Definition – Objectives – Direct time study methods – Stop watch method – Work sampling and Analytical Estimation – Problems of calculating standard time – Advantages of time study , Principles of Motion Economy

### **Unit 4. Materials Management**

**[15 Hours]**

Materials Management – definition – functions of Materials Management – Organization of Materials Department - Purchasing – principles– procedure of purchasing - Government purchasing practices and procedures – Import procedure – Store Keeping – function – Stores system and procedure – Duties and responsibilities of a store keeper – classification and codification

## **Unit 5. Quality Control and Inventory control**

**[20 Hours]**

Quality control – Objectives –steps in quality control programmes- SQC – Acceptance Sampling- Meaning – Terms used in acceptance sampling – Sampling Schemes – Uses - Control Charts for Attributes & Variables. Problems in Control Charts

Inventory Control – Types of inventory - Costs associated with inventory models – Selective approaches to inventory control – problems in inventory control- Calculation of EOQ ,R.O.L, Minimum, Maximum and Average stock level.( **EOQ with price breaks, Production runs, planned shortages are excluded**)

### **Self Study:**

**Unit I-Material Handling, Principles, Equipments**

**Unit II- Difference between production planning and production control**

**Unit III- Principles of Motion Economy**

**Unit IV -Classification and codification**

**Unit V - – Selective Approaches to Inventory Control**

### **Text Book**

Production and Operations Management -B.S. Goel, PragatiPrakasan Publishers,2017

### **References Book:**

1. Production and Operations Management -S.N. Chary Tata Mcgrawhill Publisheres, New Delhi,2016
2. Industrial Engineering and management -O.P. Khanna Mac Millan Publishers, Delhi,2015
3. Integrated Materials Management - Gopalakrishnan,PHI Learning

**E-RESOURCE:****[tn.upi.edu/pdf/Production\\_and\\_Operations\\_Management.pdf](http://tn.upi.edu/pdf/Production_and_Operations_Management.pdf)**[www.academia.edu/4679944/LESSON\\_8\\_PRODUCTION\\_PLANNING...](http://www.academia.edu/4679944/LESSON_8_PRODUCTION_PLANNING...)[www.newagepublishers.com/samplechapter/001386.pdf](http://www.newagepublishers.com/samplechapter/001386.pdf)**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To demonstrate about production management function and to identify best plant layout.	K1	PSO1& PSO2
CO 2	To predict prospective way of routing,sequencing and scheduling.	K1, K2,	PSO3
CO 3	To prepare the flow chart and to explain work study and method study.	K1 & K3	PSO5
CO 4	To use the materials in optimal way to carry proper production management.	K1, K2, K3 &	PSO7
CO 5	To access the essence of quality circle and inventory control.	K2 & K4	PSO7 & PSO8

## II B.B.A

### SEMESTER -IV

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	U4CC10	MANAGEMENT ACCOUNTING THEORY & PRACTICE	CHALK/TALK	6	4

#### **COURSE DESCRIPTION**

Students are exposed to various tools of management accounting such as financial statement analysis, ratio analysis, funds flow and cash flow analysis, marginal costing budgetary control and standard costing

#### **COURSE OBJECTIVES**

The objective of the course is to familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

#### **UNIT -I INTRODUCTION**

**[20 Hours]**

Management Accounting – Concept – Growth – Differences between Financial Accounting and Management Accounting – Need and importance of management accounting- financial Statement Analysis – Format for Classification – Limitations

**UNIT –II RATIO ANALYSIS****[20 Hours]**

Important Ratios and their Interpretations – Profitability ratios – Turnover ratios – Financial ratios – uses of ratios.

**UNIT –III FUNDS FLOW AND CASH FLOW****[20 Hours]**

Funds flow Analysis – Cash Flow Analysis (simple problems with two or three adjustments only), Difference between fund flow and cash flow analysis

**UNIT –IV MARGINAL COSTING****[15 Hours]**

Marginal Costing – Break – Even Analysis – advantages- managerial applications of CVP analysis

**UNIT –V STANDARD COSTING AND BUDGETORY CONTROL [15 Hours]**

Meaning of standards, standard costing and variance

Material Variance – Calculation of Material Price Variance , Material Usage Variance, Material Mix Variance – Material Yield Variance – Material Cost Variance.

Budgetary control – Production Budget – Flexible budget – Cash budget – Sales budget – Zero base budgeting, Limitations.

**TEXT BOOK**

Principles of Management Accounting – Goyal, Shiv N – Manmohan , SahityaBhawan Publishers, Agra.- 1979

**REFERENCE:**

Management Accounting- Sharma & Gupta. Kalyani Publishers, New Delhi 2016

**E-RESOURCE:**

1. [www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf](http://www.ddegjust.ac.in/studymaterial/mcom/mc-105.pdf),
2. [www.investopedia.com/terms/m/managerialaccounting.asp](http://www.investopedia.com/terms/m/managerialaccounting.asp)

## COURSE OUTCOMES

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Interpret and analyse financial statements	K1	PSO1& PSO2
CO 2	Prepare and analyse various ratios	K1, K2,	PSO6
CO 3	Prepare funds flow and cash flow and interpret it	K1 & K3	PSO6
CO 4	Managerial applications of cvp analysis	K1, K2, K3 &	PSO1 &PSO6
CO 5	Analyse Material cost variances and prepare and interpret various budgets	K2 & K4	PSO1&PSO^



**II BBA**  
**SEMESTER -IV**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19K4ACU4</b>	<b>PRINCIPLES OF MARKETING</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world

**COURSE OBJECTIVES**

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world

**Unit: 1 Introduction**

**(15 Hours)**

Marketing-Definition- Market and Marketing-Importance and characteristics-Science or Art-Marketing mix-Concepts-Composition

**Unit: 2 Product**

**(15 Hours)**

Concept- Layers of products, product mix strategy, Product Life Cycle. New product-concept, categories, New product Planning process.

Branding- concept, branding policy. Importance, characteristics. Packaging –concept, functions.

**Unit: 3 Pricing**

**(15 Hours)**

Meaning- Objectives - Factors influencing pricing Decisions- Procedure for price determination -Types of Pricing-Price Administration- types.

**Unit: 4 Place**

**(15Hours)**

Physical Distribution -Definition- Components of Physical Distribution- Channels of Distribution-Meaning-Types of Channels- Middlemen-Meaning-Classification- Wholesaling-Meaning- Wholesaling Intermediaries- Retailing- Meaning- Classification of Retailers

**Unit:5Promotion**

**(15 Hours)**

Definition- Promotional mix- Sales promotional activities- Advertising-Definition, Features, types, benefits- Designing an advertising Campaign- Personal selling-Definition-Objectives- Types of salesmen- personal Selling process.

**Self Study:**

**Unit 1: Characteristics of marketing**

**Unit 2: Importance of branding policy**

**Unit 3: Factors influencing pricing decisions**

**Unit 4: Classification of retailers**

**Unit 5:Types of salesman**

**TEXT BOOK:**

Marketing Management-C.B.Mamoria, SathishMamoria& R.K. Suri, - KitabMahal agencies.2016

**REFERENCES**

Marketing management-Philip Kotler –Prentice Hall India Publishers- 2007

**E-RESOURCES:**

[newagepublishers.com/samplechapter/001233.pdf](http://newagepublishers.com/samplechapter/001233.pdf)

[www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf](http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf)

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify evidence of marketing in everyday life	K1	PSO1& PSO5
CO 2	Develop an ability to understand and develop the marketing mix for an organisation	K1, K2,	PSO5
CO 3	Find out the strategy of product mix, life cycle of product, branding concept and packaging	K1 & K3	PSO5
CO 4	To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.	K1, K2, K3 &	PSO5
CO 5	Develop an ability to assess the impact of the environment on marketing function	K2 & K4	PSO1

## II BBA

### SEMESTER -IV

*For those who joined in 2019 onwards*

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>19U4SB 2</b>	<b>INTERPERSONAL SKILLS &amp; TEAM BUILDING</b>	<b>Lecture</b>	<b>2</b>	<b>2</b>

#### **COURSE DESCRIPTION**

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today's business world

#### **COURSE OBJECTIVES**

- To make the students to assess and understand face to face situations and to facilitate interaction and influence processes essential for team work.
- This course is aimed at introducing the students to the nuances of developing the basic skills that required of an educated youth.
- To develop all round personality of the students by mastering interpersonal skills, creative skills and public-speaking.
- To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

- To identify & describe several theories of leadership

**Unit-1 Interpersonal skills:** [ 6 hours ]

Interpersonal skills- Concept-Importance- Elements- Transactional analysis- 3 Ego states- Social Transactions. (Practical exercises).

**Unit-2 Elements of Interpersonal skills:** [ 6 hours ]

Negotiation, Caring, Empathy, Upward and Downward communication, ability to handle diverse roles.

**Unit-3 Conflict:** [ 6 hours ]

Conflict- Definition—Process- Sources of Interpersonal Conflict- Strategies for resolving Interpersonal conflict.

**Unit-4 Working in a Team:** [ 6 hours ]

Team- meaning, Characteristics of a good team, aspects needed to be an effective team member. Group Vs Team (any 5 points)

**Unit-5 Team Building:** [ 6 hours ]

Team Building-Introduction- Roles of team members- elements of effective team work- Steps involved in Team building.(Practical Exercises)

**TEXT BOOK**

1. Personality development& Communicative English By Dr.S.R.Pandya ;  
Dr.PratimadaveShastri
2. Individual Development By Dr.P.C.Sekar

**REFERENCES**

1. Soft Skills – Dr.K. Alex Sulthan Chand Publications, New Delhi.

**E-RESOURCES:** [www.investopedia.com/terms/i/interpersonal-skills.asp](http://www.investopedia.com/terms/i/interpersonal-skills.asp),  
[study.com/.../interpersonal-skills-in-the-workplace-examples-and-importance.html](http://study.com/.../interpersonal-skills-in-the-workplace-examples-and-importance.html)

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Learn to have an increased awareness of interpersonal skills within the context of their daily life.	K1	PSO1
CO 2	Develops all round personality of the students by mastering inter-personal skills	K1, K2,	PSO3
CO 3	Understand the importance of being a good and a patient listener to avoid conflicts	K1 & K3	PSO3
CO 4	Builds the qualities and abilities that allow to work well with others during conversations, projects, meetings or other collaborations	K1, K2, K3 &	PSO3
CO 5	Acquire thorough knowledge and understanding of multiple facts of team management		

**III B.B.A**  
**SEMESTER –V**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U5CC13</b>	<b>FINANCIAL MANAGEMENT</b>	<b>CHALK &amp; TALK</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

The focus of this course is in the area of financial management. It will show how to interface with accounting and finance departments, help to understand how firms meet their financial objectives utilizing financial decision-making. This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management.

**COURSE OBJECTIVES**

- To expose the students to the fundamentals of finance.
- To develop an understanding of tools that are used to value investment projects.
- To provide knowledge using concepts, methods & procedures involved in managerial decision making.

**Unit I: INTRODUCTION**

**[15 HRS]**

Meaning of Business Finance – Financial Management – Approaches to Finance Function – Aims of Finance Function – Scope of Financial Management – objectives of financial management – profit maximization Vs wealth maximization – financial decisions – organization of finance

department – functional areas of financial management. Sources of capital – Long term, medium, short-term.

## **Unit II: WORKING CAPITAL**

**[15 HRS]**

Meaning of working capital – operating cycle or circular flow concept – classification or kinds of working capital – importance or advantages of adequate working capital – excess or inadequate working capital – the need or objects of working capital – factors determining the working capital requirements – forecast/estimate of working capital requirements.

**(Simple problems only)**

## **Unit III: CAPITAL BUDGETING**

**[15 HRS]**

Meaning – need and importance of capital budgeting – capital budgeting process – kinds of capital budgeting decisions – methods of capital budgeting or evaluation of investment proposals – pay back period method – rate of return method – net present value method – internal rate of return method – profitability index method – comparison between NPV and IRR, Net Present Value Vs Profitability Index – factors influencing capital expenditure decisions – capital rationing – limitations of capital budgeting. (**simple problems only**)

## **UNIT IV: CAPITAL STRUCTURE AND COST OF CAPITAL**

**[15 HRS]**

Capital Structure – Meaning- Forms/ Patterns of capital Structure  
Capital Structure management – Essential Features of a Optimal Capital Mix, Factors determining the capital structure

Cost of Capital – meaning, concept and definition – significance of cost of capital – classification of cost – determination of cost of capital – problems of determination of cost of capital – computation of cost of capital – cost of debt capital – cost of redeemable debt – cost of zero coupon bonds – cost of preference capital – cost of equity share capital – cost of retained earnings – computation of weighted average cost of capital (**simple problems only**)



## **UNIT V: DIVIDEND**

**[15 HRS]**

Introduction to dividend policy – dividend decision and valuation of firms – the irrelevance concept of dividend or the theory of irrelevance – residual approach – Modigliani and Miller approach (MM Model) – The relevance concept of dividend or the theory of relevance – Walter’s approach – Gordon’s approach – determinants of dividend policy – forms of dividend – bonus issue – advantages and disadvantages (**simple problems only**)

### **Self Study:**

**Unit I- Profit Maximization Vs Wealth Maximization**

**Unit II- Factors Determining the Working Capital Requirements**

**Unit III- Capital Budgeting Process**

**Unit IV- Factors determining the capital structure**

**Unit V - Determinants of Dividend Policy**

### **TEXT BOOKS:**

1. Financial Management – R.K. Sharma . Shashi K. Gupta , Kalyani Publishers(2017)

### **REFERENCES:**

1. Financial Management – I.M. Pandey.Vikas Publishing House, New Delhi - 2017.
2. Financial Management – S.C.KutchalChaitanya Publishing House, Allahabad – 2018.
3. Accounting for Management– S.N. MaheswariSulthan Chand & Sons Publishers, New Delhi.(2018)

### **E-RESOURCES: :**

1. <https://www.investopedia.com/terms/w/workingcapitalmanagement.asp>
2. <https://www.accountingtools.com/articles/what-is-capital-budgeting.html>

## COURSE OUTCOMES

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Demonstrate an understanding of the overall role and importance of the finance function.	K1	PSO1& PSO2
CO 2	Identify and evaluate the necessary tools to use in managing a company's net daily cash position.	K1, K2,	PSO3
CO 3	Understand the importance of making decisions regarding the purchase of long-term assets or the start of a business project that will last more than one year through capital budgeting	K1 & K3	PSO5
CO 4	Able to frame a proper capital structure which enhances the value of the firm	K1, K2, K3 &	PSO7
CO 5	Identify the type of dividend policy followed in firm	K2 & K4	PSO6

**III B.B.A**  
**SEMESTER -V**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U5CC14</b>	<b>Tax Laws</b>	<b>CHALK &amp;TALK</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

The course explains about direct and indirect tax laws applicable through India. It includes calculation of residential status, income from salary, house property, assessment of a business firm, goods and services tax.

**COURSE OBJECTIVES**

The aim of the subject is to expose the students to income tax, calculation of tax liability and indirect tax which forms major source of revenue to government.

**UNIT -I INTRODUCTION**

**( 15 HRS.)**

General principles of taxation – distinction between direct and indirect taxes – Tax evasion and tax planning.

Income Tax Act 1961 – basic concepts – assessment year – previous year – person – assessee – income – gross total income – difference between exemption and deduction – capital and revenue receipts and expenditure– tax rates -problems on basic concepts.

Residential Status – individual – HUF – firm and association of persons – company – every other person – Indian income and foreign income – income deemed to be received in India – accrual of income – income deemed to accrue or arise in India.**(simple problems only)**

**UNIT - II : INCOME FROM SALARIES (20 HRS)**

Salary – basis of charge – different forms of salary –different forms of allowances – perquisites – taxable or not taxable – perquisites how valued for tax purposes – what are permissible deductions from salary income – deduction u/s 80C – problems on computation of salary income.**(simple problems only)**

**UNIT - III: INCOME FROM HOUSE PROPERT (10 HRS)**

Basis of charge – Provisions relating to deemed owner - basis of computing income from let out house property – taxable income from self-occupied property – unrealized rent –problems on the computation of property income. **(simple problems only)**

**UNIT - IV ASSESSMENT OF FIRMS: (20 HRS)**

What is partnership – scheme of taxation of firms – remuneration/interest paid or payable is deductible – conditions u/s 184 – conditions for claiming deduction of remuneration of partners u/s 40(b) – conditions for interest to partners u/s 40(b) — how to find out income of a firm – problems on computation of taxable income of a firm and partners- Carry forward and set off of loss in case of change in the constitution of firm. **(simple problems only)**

**UNIT - V INDIRECT TAXES (10 HRS)**

The central goods and services tax act 2019

Meaning of GST – definitions – actionable claim ,address of delivery , agent , aggregate turnover , agriculturist , assessment ,business,goods , levy of tax – scope of supply,tax liability on composite and mixed supplies - time of supply - time of supply of goods, time of supply of services, change in rate of tax in respect of supply of goods or services – input tax credit - eligibility and conditions for taking input tax credit, apportionment of credit and blocked credits – registration - persons liable for registration, persons not liable for registration , compulsory registration in certain cases ,procedure for registration , deemed registration – tax invoice.**(theory only)**

**Self Study:**

Unit I: Tax evasion and tax planning.

Unit II: Different forms of salary

Unit III: Provisions relating to deemed owner

Unit IV: Carry forward and set off of loss in case of change in the constitution of firm.

Unit V: Definition of the terms in GST Law.

**TEXT BOOK:**

1. Students Guide to Income Tax – Dr.VinodSinghania, and Dr. Monica Singhania, Taxman’s Publication Private Limited, New Delhi.(2019)

**REFERENCES**

Commercial’s GST 2017 Published by Commercial Law Publishers (India) Private Limited, New Delhi. (2018)

**E- RESOURCE:**

<https://www.rocketlawyer.com/gb/en/quick-guides/what-is-a-partnership>  
<http://incometaxmanagement.com/Pages/Gross-Total-Income/Salaries/Salaries-Contents.html>

**COURSE OUTCOMES**

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM’S TAXONOMY)	PSOs ADDRESSED
CO 1	To identify the taxes existing in India.	K1,k2	PSO1& PSO5
CO 2	To assess the residential status of different Individuals.	K1, K2, K4	PSO5
CO 3	To compute Income from Salary	K1 & K3	PSO5

	and House Property of Individuals.		
CO 4	To assess the taxable income of firm and partners.	K1, K2, K3	PSO1&PSO5
CO 5	To plan Input Tax Credit relating Central Goods and Services Tax Act 2017.	K2 & K1	PSO1&PSO5

**III B.B.A**  
**SEMESTER –V**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U5CC15</b>	<b>CASE ANALYSIS</b>	<b>Lecture</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

The core purpose of this course is to make the students get into the habit of diagnosing problems, analysing and evaluating alternatives and formulating workable plans of actions

**COURSE OBJECTIVES**

- The main objective of this course is to make the students get into the habit of diagnosing problems, analysing and evaluating alternatives and formulating workable plans of actions through classroom participation and discussion.

One case per week has to be discussed by the students. Approximately 12-13 cases will be discussed during the semester. The cases should be distributed by the teacher concerned on the different functional areas of the management.

The students should be trained to discuss the cases in small groups and develop analytical thinking and to present the findings to the common class. The chairmanship should be rotated among the students. This is to develop conference leadership. They should also be trained to write case reports.

The examiner should give a case or case let and asks the students to identify the problem in the case. Analyse the causes and suggest suitable alternative courses of action after considering the relative merits and demerits of each alternative.

**AREA OF CASES DEALT:**

- i. General Management Cases
- ii. Cases from Organisational Behaviour
- iii. Cases From Marketing Management
- iv) Cases from Human Resource Management

## **COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Enhanced ability to critically analyse a business strategy	K1	PSO 1
CO 2	Improved ability to integrate of ideas from the range of business and economics disciplines that are components of a business strategy	K1, K2,	PSO2
CO 3	Ability to development new strategies that lead to competitive advantage	K1 & K3	PSO3
CO 4	Appreciation of the need to provide strong justification and support for strategic choices	K1, K2, K3 &	PSO4
CO 5	Understanding of the team-based approach to problem identification and resolution	K2 & K4	PSO 8



**III B.B.A**  
**SEMESTER –V**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U5CC16</b>	<b>BUSINESS LAW</b>	<b>Lecture</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

Afford basic knowledge in business laws which are needed for observing the code of conduct in business. And To impart basic knowledge of the Indian Industrial legislations.

**COURSE OBJECTIVES**

- To provide basic knowledge in business laws which are needed for observing the code of conduct in business.
- To impart basic knowledge of the Indian Industrial legislations.
- To enable the students to understand the realities of business and its legal consequences.

**Unit 1: Indian Contract Act, 1872**

**( 15 hours)**

Introduction to Law – object of law – Ignorantiajuris not excusat – sources of mercantile law.

Nature of contract – The Indian Contract Act, 1872 – definition – consensus ad idem – essential elements of a valid contract- : classification of contracts.

Offer and Acceptance – offer – legal rules as to offer – tender – cross offers – acceptance – legal rules as to acceptance – communication of offer, acceptance and revocation.

Consideration – definition – need – legal rules as to consideration – stranger to contract –, contract without consideration is void – exceptions

Capacity to contract – minors – persons of unsound mind – other persons.

**Unit 2: Indian Partnership Act 1932.**

**(15 hours)**

Definition – formation – test of partnership – partnership and other associations – registration of firms- Relation of partners – rights – duties – relation of partners to third parties – types of partners.

Dissolution of Firm – without the order of court – dissolution by court – rights of partner on dissolution – liabilities – settlement of accounts.

**Unit 3: The Companies Act 1956 and The Factories Act, 1948. (15 hours)**

Company -Definition - Kinds Of Companies-Memorandum Of Association – Contents, Name Clause, Registered Office Clause, Objects Clause, Capital Clause, Liability Clause, Association Clause-Articles Of Association-Content Of Articles-Difference Between Articles & Memorandum

Factory – definition – health – safety – hazardous processes – welfare - employment of young person – women – annual leave with wages.

**Unit 4: The Employees State Insurance Act, 1948 (15 hours)**

Definition – administration of the scheme – officers and staff – contributions – benefits.

**Unit 5: The Employees Provident Fund Act (15 hours)**

Definition – Employees Provident Fund Schemes – Employees Pension Scheme and Fund – Employees Deposit Linked Insurance Scheme and Fund- Administration of the Schemes – central board – executive committee – state board.

**SELF STUDY:**

Unit I: classification of contracts, contract without consideration is void – exceptions.

Unit II: Relation of partners – rights – duties – relation of partners to third parties – types of partners.

Unit III: Welfare provisions of factories act 1948.

Unit V: Employees Deposit Linked Insurance Scheme and Fund

**TEXT BOOK:**

Business Law N.D. Kapoor Sultan Chand & Sons Educational Publishers, New Delhi.2019

## REFERENCES:

Business Law RSN Pillai and V. Bhagavathi by Sulthan Chand Publishers,2017

Business Law including Company Law by S.S. Gulshan and G K Kapoor , New Age International Publishers New Delhi ,2018

## E-RESOURCES :

[www.advocatekhoj.com/library/bareacts/partnership/index..](http://www.advocatekhoj.com/library/bareacts/partnership/index..)

[mpsdma.nic.in/Website\\_Material/Factories\\_Act.pdf](http://mpsdma.nic.in/Website_Material/Factories_Act.pdf)

[www.esic.nic.in/esi\\_act.php](http://www.esic.nic.in/esi_act.php)

[www.esic.nic.in/Tender/ESIAct1948Amendedupto010610.pdf](http://www.esic.nic.in/Tender/ESIAct1948Amendedupto010610.pdf)

[www.epfindia.com/.../PDFs/Downloads\\_PDFs/EPFAct1952.pdf](http://www.epfindia.com/.../PDFs/Downloads_PDFs/EPFAct1952.pdf)

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the primacy of contract, offer and acceptance	K1	PSO5
CO 2	Know the essential requirement of a valid agency contract; rights and duties of an agent and a principal.	K1, K2,	PSO2
CO 3	Expose and apply the different types contract in business .	K1 & K3	PSO3
CO 4	Enable students to understand the various acts followed by factories.	K1, K2, K3 &	PSO 4
CO 5	Familiarize them with provident act & pension act.	K2 & K4	PSO 1

**III B.B.A**  
**SEMESTER – V**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U5ME1</b>	<b>INTERNATIONAL BUSINESS MANAGEMENT</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

Studying international business allows the students to see how globalisation has brought about an increasing 'connectedness' of businesses, markets, people and information across countries.

**COURSE OBJECTIVES**

As the scope of the business is being widened to global level, the aim of this subject is to provide the basic concepts(like WTO, GATT) of global business.

**UNITS**

**Unit 1. Introduction**

**[15 Hours]**

Globalisation –Meaning, definition, features – Components of Globalisation – Advantages and Disadvantages of Globalisation – International Business – Introduction – Evolution – Nature – Why go International? – Stages – Approaches – Advantages– Problems.

**Unit 2. MNCs**

**[15 Hours]**

MNCs – Definition – Difference between IC, MNC, GC & TNC – Advantages & Disadvantages – Control over MNCs – Modes of Entry – MNCs in India.

**Unit 3. International Production & HRM**

**[15 Hours]**

International Production – Introduction – Generic Strategies – Acquisition of Resources – Location decisions.

International Human Resource management – Functions of HRM –Global Recruitment – Selection Process –Expatriates – International Adjustment – Cross – Cultural Training – Compensation and benefits

**Unit 4. International Marketing****[15 Hours]**

International marketing – Introduction – Product – Pricing – Place – Production – International marketing Strategies in Different Stages of Product Life Cycle – Export and Import Procedure

**Unit 5. International Finance****[15 Hours]**

International Finance – Foreign Exchange – Convertibility of Rupees and its Implications – Foreign Institutional Investors – Global Depository Receipts – Foreign Direct Investment – Capital Expenditure Analysis – International Risk Management- Balance of payment – Components – Disequilibrium in the Balance of payment – Methods of correction of disequilibrium

**SELF STUDY:**

Unit-1: International business – Stages – Approaches

Unit-2: MNCs in India.

Unit-3: Global Recruitment – Selection Process

Unit-4: International marketing Strategies in Different Stages of Product Life Cycle

Unit-5: Methods of correction of disequilibrium

**TEXT BOOKS:**

International Business – P. SubbaRao. ,Himalaya Publishing House, Mumbai -2001.

**REFERENCEBOOK:**

International Business Management by Dewan and Sudarshan, Discovery Publishing House, New Delhi.2017

International Business – Francis Cherunilam, IV Edition, PHI Learning Private Limited – 2018

**E-RESOURCES:**

[www.managementstudyguide.com/international-business.htm](http://www.managementstudyguide.com/international-business.htm),

[www.managementparadise.com/.../international.../45148-study-materials-international](http://www.managementparadise.com/.../international.../45148-study-materials-international)

## COURSE OUTCOMES

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To explain the concept of globalisation and internationalization.	K1	PSO1& PSO2
CO 2	To compare between international corporation, multinational company, global company and transnational corporate.	K1, K2,	PSO3
CO 3	To demonstrate the need of international production and human resource management.	K1 & K3	PSO5
CO 4	To compile the functions of International marketing	K1, K2, K3 &	PSO7
CO 5	To apply the techniques of International risk management.	K2 & K4	PSO6

### III B.B.A

#### SEMESTER – V

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	U5ME2	STRATEGIC MANAGEMENT	Lecture	5	5

#### **COURSE DESCRIPTION**

The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership

#### **COURSE OBJECTIVES**

- To know the various strategies used by the firms at different instances.
- To inherit the strategic decision making skills.
- To have the knowledge of various business models .
- To understand the role of strategic management in business.
- To analyze how strategic implementation takes place in organizations .

**Unit 1. Introduction****[15 Hours]**

Strategic Management – An Introduction – Levels of strategy – Role of different strategies – Strategic Management Process – Mission, Objectives .

**Unit 2.SWOTAnalysis****[15 Hours]**

SWOT Analysis – Tows Matrix – Strategy Implementation – Steps – Strategy & Structure – Evaluation and Control.

**Unit 3.Portfolio Strategy****[15 Hours]**

Portfolio strategy – BCG Matrix – GE Multifactor Portfolio - Matrix Portfolio change – Hofer’s product market Evolution Matrix – Directional Policy Matrix - Factors influencing Portfolio strategy.

**Unit 4. Strategies****[15 Hours]**

Competitive Analysis and Strategies- Structural analysis of industries- Generic Competitive Strategies- Overall cost leadership, Focus and Differentiation – Corporate Level Generic Strategies- Stability Strategy, Growth Strategy and Retrenchment strategy.

**Unit 5. Business Growth [15 Hours]**

Business Growth – Reasons – Indicators – Risks – Growth strategies- Intensive growth strategy, Integrative growth strategy and Diversification growth strategy Mergers & Acquisitions – Reasons – Reasons for failure of Mergers and Acquisitions

Turn around Management & Restructuring.

**TEXT BOOK**

Business Policy & Strategic Management text and cases by Francis Cherunilam Himalaya Publishing House .2018

**REFERENCES**

1.Business Policy – Azad Kazmi, Second Edition, Tata McGraw Hill Publications, New Delhi.2017

2.Business Policy – P.K. Ghosh-2018



**E-RESOURCES:**

[www.investopedia.com/terms/s/strategic-management.asp](http://www.investopedia.com/terms/s/strategic-management.asp),

[www.managementstudyguide.com/strategic-management.htm](http://www.managementstudyguide.com/strategic-management.htm)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations .	K1	PSO1& PSO2
CO 2	Learn the role that various models developed by different thinkers to improve strategic thinking.	K1, K2,	PSO3
CO 3	Enable students to understand basics of strategies adapted by business firms .	K1 & K3	PSO5
CO 4	Understand the environmental factors affecting the management of business.	K1, K2, K3 &	PSO6
CO 5	Familiarize them with the formulation, implementation & evaluation of strategies.	K2 & K4	PSO7

**III B.B.A**  
**SEMESTER -V**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U5SB3</b>	<b>LEADERSHIP SKILLS</b>	<b>Lecture</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

The course offers knowledge about leadership, behaviour of a leader, leadership styles and leadership development.

**COURSE OBJECTIVES**

1. The course aims in understanding leadership, behaviour of a leader, leadership styles and leadership development
2. This paper enables the students to be successful leader, who set goals for them, recognize the individual difference and a good motivation for a Team.

**UNIT -I LEADERSHIP**

**(6 HRS.)**

Leadership – Definition, Nature, Essential qualities, Styles.

**UNIT II: ATTITUDE**

**[6 HRS]**

Attitude –Meaning, Nature, Components, Sources of attitude, Types of attitude, Functions of Attitude, Practical exercises for measuring Attitude.

**UNIT III: GOAL SETTING**

**[6 HRS]**

Goal setting – Meaning – Visualization – Meaning – Visualization Process

**UNIT IV: TIME MANAGEMENT**

**[6 HRS]**

Time Management – Meaning – Ideas to transfuse time.

**UNIT 5: SELF MOTIVATION AND SWOT ANALYSIS**

**[6 HRS]**

Self – motivation – Concept – way of self motivation – SWOT analysis- Introduction, Tool for personal SWOT analysis (with Examples & Exercises)

**REFERENCE :**

1. Personality development and communicative English by Dr.Pandya&Pratimadevesastri

**COURSE OUTCOMES:**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Clearly articulate an understanding of setting vision and mission as a leader. Identify and describe several theories of leadership	K1,k2	PSO1& PSO2
CO 2	Learn to have an increased awareness of leadership skills within the context of their daily life.	K1, K2, K4	PSO2
CO 3	Acquire thorough knowledge and understanding of multiple facts of team management	K1 & K3	PSO2 &PSO3
CO 4	Strong leaders build strong teams. Hence, this course also attempts to understand managing and building teams.	K1, K2,	PSO3
CO 5	Acquire knowledge About SWOT analysis and understand about the importance of self motivation	K2 & K1	PSO8

**III B.B.A**  
**SEMESTER –V**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U5SB4</b>	<b>EMPLOYABILITY SKILLS I</b>	<b>Chalk &amp; Talk</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

This course is designed to help students to identify the knowledge and skills required for obtaining and keeping employment. Course work emphasizes individual skill assessments, interpersonal communication skills, workplace responsibilities, teamwork skills, safety issues, and personal management skills for the workplace.

**COURSE OBJECTIVES**

- To impart the knowledge and skills for enhancing the career opportunities.

**Unit 1: English [6 Hours]**

Reading Passage--- Cloze Test---Synonyms & Antonyms---Rearranging the Sentence

**Unit2:Test of Reasoning –I [6 Hours]**

Alphabet Test---Coding& Decoding---Ranking (Or)Arranging in Order---Analogy

**Unit 3: Test of Reasoning –II [6 Hours]**

Assigning Artificial Values to Arithmetical Series --- Series Completion Test--- Syllogism

**Unit 4: Quantitative Aptitude I [6 Hours]**

Number System---squares & cubes---simplification

**Unit 5: Quantitative Aptitude II [6 Hours]**

Average ---Simple Interest---Compound Interest

**REFERENCES:**

- Upkar's Mental Ability Test ---Dr.Lal&Jain ,UpkarPrakasan Publications Pvt Ltd –Agra.
- Quicker Reasoning Test---Dr.Lal&A.K.Singh-UpkarPrakasan Publications Pvt Ltd –Agra.
- Objective Arithmetic--- V.P.Mishra-New light Publishers,Newdelhi.
- Soft Skills by Dr.K.Alex

**E-RESOURCES:**

[www.bankersadda.com](http://www.bankersadda.com), [www.gktoday.com](http://www.gktoday.com)[www.jagranjosh.com/bank-exams/bank\\_recruitment-study\\_material](http://www.jagranjosh.com/bank-exams/bank_recruitment-study_material) , [www.affairscloud.com/study-material-pdf-download/](http://www.affairscloud.com/study-material-pdf-download/)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Critically evaluate various real life situations by resorting to analysis of key issues and factors	K1	PSO8
CO 2	Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.	K1, K2,	PSO6

**III B.B.A**  
**SEMESTER –VI**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U6CC17</b>	<b>OPERATIONS RESEARCH</b>	<b>CHALK &amp; TALK</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

Recognize various inventory models Investigate network analysis on elements of scheduling by CPM and PERT techniques and to introduce the students how to use variables for formulating complex mathematical models in management.

**COURSE OBJECTIVES**

- Define and formulate linear programming problems and appreciate their limitations.
- To introduce the students how to use variables for formulating complex mathematical models in management .
- To Comprehend the concept of a Transportation Model and develop the initial solution for the same.
- To Identify various inventory models Investigate network analysis on elements of scheduling by CPM and PERT techniques.

**Unit 1. Linear Programming**

**(15 Hours)**

Linear Programming – Mathematical Formulation, Graphical method, Simplex method- Solving maximisation problem using two phase method **(Excluding degeneracy and Dual Simplex) Two variables with two constraints (Pure constraints) problems only**

**Unit 2. Transportation**

**(15 Hours)**

Transportation model – Finding initial basic feasible solution – North – West Corner Method- Least cost method- Vogel’s Approximation Method- Optimal Solution by MODI Method and Stepping Stone Method- Solving maximisation problem relating to transportation **(excluding degeneracy)**

**Unit 3. Game Theory****(15 Hours)**

GAME theory - Introduction, Two Persons zero – sum games, Solutions of 2 \* 2 Rectangle Games, Graphical method (2\*n Games, m \* 2 Games) – Dominance principle. **(Excluding LP method of solving the Game)**

**Unit 4. Queuing Theory****(15 Hours)**

Queuing Theory – General structure of a queuing system – Characteristics of a queuing system – Single Channel Model - Infinite Population – Multiple Channel Model - Infinite Population **(Excluding Cost Analysis)**- Application of Queuing Theory.

**Unit 5. Net Work Analysis****(20 Hours)**

PERT and CPM - Network Construction – Determining Critical Path – Calculation of EST, EFT, LST and LFT only- Principles of Network Construction.

**Self Study:****Unit I: Solving maximisation problem using two phase method****Unit II: Solving maximisation problem relating to transportation****Unit III: Game theory - Introduction, Two Persons zero – sum games****Unit IV: Application of Queuing Theory****Unit V: Principles of Network Construction.****TEXT BOOKS:**

- Quantitative Technique in Management – N.D. Vohra. Tata Mcgrawhill Publishers, New Delhi.2017
- Quantitative Approaches to Management – Richard Lewin& Charles Kirkpatrick , Tata Mcgrawhill Publishers, New Delhi.2017

**REFERENCES:**

- Operations Research KantiSwarup, P.K. Gupta &ManmohanSulthan Chand & Sons Publishers, New Delhi,2017
- Operations Research - V.K. KapoorSulthan Chand & Sons Publishers, New Delhi,2018

**E-RE SOURCES:**

[www.math.ucla.edu/~tom/LP.pdf](http://www.math.ucla.edu/~tom/LP.pdf)

[pages.intnet.mu/cueboy/education/notes/algebra/modivam.pdf](http://pages.intnet.mu/cueboy/education/notes/algebra/modivam.pdf)

[www.cdam.lse.ac.uk/Reports/Files/cdam-2001-09.pdf](http://www.cdam.lse.ac.uk/Reports/Files/cdam-2001-09.pdf)

[www.win.tue.nl/~iadan/queueing.pdf](http://www.win.tue.nl/~iadan/queueing.pdf)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Understand and reinforce the analytical skills already learned and further increase the managerial responsibility for operations tasks.	K1	PSO 8
CO 2	Understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method.	K1, K2,	PSO6
CO 3	Application of how to reduce the cost under Transportation.	K1 & K3	PSO5
CO 4	To understand applications of queuing theory in business.	K1, K2, K3 &	PSO7
CO 5	Use critical path analysis and programming evaluation production and review techniques for timely project scheduling and completion.	K2 & K4	PSO3



**III B.B.A  
SEMESTER –VI**

<b>PROGRAMM E CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGOR Y</b>	<b>HRS/WEE K</b>	<b>CREDIT S</b>
<b>USBA</b>	<b>U6CC18</b>	<b>ENTREPRENEURSH IP</b>	<b>Lecture</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

This paper motivates the students to create jobs and the conditions for a flourishing society and the revolutions may improve our standard of living.

**COURSE OBJECTIVES**

The aim of this paper is to change the attitude of the students from job-seeking to job-giving.

**Unit – I :Introduction (15 Hours)**

Entrepreneurship –Definition &Meaning, Characteristics of Entrepreneurship

Entrepreneur- Definition &Meaning –Qualities, functions, types of entrepreneurs, difference between Entrepreneur &Manager. Intrapreneur – Meaning

**Unit – II : Project Identification & Formulation (15 Hours)**

Project - Meaning, objectives &classification of projects. Project Formulation – Concept, Need, Significance, Elements of project formulation Feasibility Report – Meaning Criteria for project selection. Project Appraisal Methods  
**(Theory only)**

**Unit – III: EDP & Women Entrepreneurs (15 Hours)**

Evolution of EDP, objectives and Features of EDP, Basic aspects of EDP, Phases of EDP. Women Entrepreneurs- Problems of women entrepreneurs, Factors influencing the selection of industry by women entrepreneurs, type of industries could be established by women entrepreneurs.

**Unit – IV: Institutional Finance****(15 Hours)**

Institutional finance to Entrepreneurs – Financial Institutions – IFCI, IDBI, ICICI, NABARD, SIDBI, SDC's, SFC's, Commercial Banks – Non Financial Institutions-DICS, TIIC, SIPCOT, NSIC – KVIC – SISI – SIDO – NAYE – ITCOT- EGB

**Unit-V:MSMEinIndia****(15 Hours)**

MSME-meaning, MSME act 2006- Features, measures taken, MSME sector, recent policy initiatives and other reforms.

**SELF-STUDY:**

**Unit-1: Qualities, functions, types of entrepreneurs.**

**Unit-2: Need, Significance, Elements of project formulation.**

**Unit-3: Problems & Factors influencing the selection of industry by women entrepreneurs.**

**Unit-4: Non-Financial Institutions**

**Unit-5: MSME act 2006- Features, measures taken.**

**TEXT BOOKS:**

Entrepreneurial Development – C.B. Gupta &Srinivasan. Sulthan Chand & Sons Publishers, New Delhi.(2016 Edition)

**REFERENCES:**

Entrepreneurial Development - P. SaravanavelEss pee kay Publishing House, Madras 2017.

Entrepreneurial Development - VasantDesai,Himalaya Publishing House, Mumbai -2016

**E- RESOURCE: :**

[https://scholar.google.co.in/scholar?q=entrepreneurial+development+pdf&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholart](https://scholar.google.co.in/scholar?q=entrepreneurial+development+pdf&hl=en&as_sdt=0&as_vis=1&oi=scholart)

## **COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To analyse the qualities ,functions and types of entrepreneurs	K1	PSO1
CO 2	To plan organize and execute a project with the goal of bringing new products and service to the society	K1, K2,	PSO2 &PSO3
CO 3	To identify and analyze the problems faced by women entrepreneurs	K1 & K3	PSO7
CO 4	To compute the difference between financial and non-financial institutions.	K1, K2, K3 &	PSO4
CO 5	To use the recent policy and initiatives in MSME	K2 & K4	PSO8

**III B.B.A**  
**SEMESTER –VI**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U6CC19</b>	<b>ENVIRONMENT OF BUSINESS</b>	<b>LECTURE</b>	<b>5</b>	<b>4</b>

**COURSE DESCRIPTION**

The course highlights the students about the importance of environmental factors such as economic, political, socio-cultural, technical etc., and their impact on business.

**COURSE OBJECTIVES**

The objective of this paper is to highlight to the students the importance of environmental factors such as social, economic, political etc., and their impact on business.

**UNIT –I INTRODUCTION**

**15( HRS.)**

Business – concept – characteristics of today’s business - Business goals/objectives — business environment – nature and its significance – types of bus

iness environment – internal environment – external environment – micro environment – macro environment ( economic, political and government, socio-cultural, demographic, natural, physical and technological, and international environment)

**UNIT –II BUSINESS AND SOCIETY**

**15( HRS.)**

Changing concept and objectives of business. Culture- meaning, elements, organization of culture- cultural adaptation: Cultural shock, cultural transmission, cultural conformity, cultural lag .

Social responsibilities of Business – meaning, Responsibilities to shareholders, to employees, to consumers, and to community - Consumerism- meaning, plight of the Indian consumer- Consumer

protection Act 1986. Corporate Governance-meaning, importance, recommendations of Birla committee.

**UNIT –III BUSINESS AND ECONOMY** **15( HRS.)**

New Industrial policy 1991, IDRA Act, objectives, main provisions, Industrial licensing-concept, License, Letter of Intent- meaning. The new policy- locational policy. Privatization-meaning-defects of public sector-ways of privatization, conditions for successful privatization- Benefits, arguments, sins & pitfalls of privatization.

**UNIT – IV: BUSINESS AND POLITICS** **(15 HRS.)**

Functions of state-classification of functions of state-the state, institutions and economic outcomes- economic roles of government and in India- Fundamental rights & duties—Preamble – division of power – Expansion of state intervention- responsibilities of Government towards Business and Business towards Government.

**UNIT - V: BUSINESS AND TECHNOLOGY** **(15 HRS)**

Technology – meaning, technology and competitive advantage, sources of technological dynamics, IT revolution and business environment , impact of technology and globalization – technology transfer – meaning, levels and methods of technology transfer.

**Self Study:**

Unit I: Business goals/objectives

Unit II: Cultural shock, cultural transmission, cultural conformity, cultural lag and social responsibility of business to consumers.

Unit III: Benefits, arguments, sins & pitfalls of privatization.

Unit IV: Fundamental rights & duties

Unit V: IT revolution and business environment

**Text Book**

Business Environment – Francis Cherunilam. , Himalaya Publishing House, Mumbai 2017.

**REFERENCE:**

1. Essentials of Business Environment – K. Aswathappa, Himalaya Publishing House, Mumbai -2018
2. Business Environment – S. Sankaran, Margham Publications, Chennai-2017

**E- RESOURCE:**

1. [Study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.htm](http://Study.com/academy/lesson/what-is-business-environment-definition-factors-quiz.htm),
2. [www.yourarticlelibrary.com/business/business-environment...business-environment/2](http://www.yourarticlelibrary.com/business/business-environment...business-environment/2).

**COURSE OUTCOMES:**

CO 1	To know about business environment including micro and macro environment	K1,k2	PSO1& PSO2
CO 2	To analyse objectives of business, culture, social responsibility, consumerism and corporate governance in Indian Context.	K1, K2, K4	PSO1
CO 3	To assess New Industrial Policy 1991, IDRA Act and Privatisation in India.	K1 & K3	PSO1
CO 4	To outline the functions, economic roles of State and fundamental rights, duties and preamble, and responsibilities of business to government and vice-versa.	K1, K2,	PSO1&PSO2
CO 5	To Evaluate technology, IT revolution and business environment, globalisation and technology transfer.	K2 & K1	PSO1&PSO5

**III BBA**  
**SEMESTER –VI**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U6ME3</b>	<b>RETAIL MANAGEMENT</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in the industry. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with these changes

**COURSE OBJECTIVES**

- The main objective for the curriculum is providing insights on retail operations.
- This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change.
- The course intends to provide the learner with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager.

**Unit1: Introduction (15 hours)**

Retailing – Definition and scope – Retailing and marketing mix – Retailing scenario in India – Factors influencing consumers shopping habits – Key drivers retailing in India – Growth of organized retailing in India – Retail formats and their evolution – Store formats in parlance.

**Unit 2: Store operations management (15 hours)**

Store planning – Meaning, Location planning – Types of locations – Stores Design and retailing image mix - Space mix – concepts, Floor space management – Merchandise Hierarchy – Visual Merchandising - Meaning –

Advantages – Stores Atmospherics – Contents – Shop Displays - Types–Mall–  
Meaning, New Mall concepts emerging in India.

**Unit 3: Supply Chain Management & CRM (15 hours)**

Supply chain management (SCM) – Meaning, Concept – Integrated  
Supply Chain – Components – Retail Automation & SCM with examples  
(Tanishq & Shoppers stop) – CRM-Meaning- CRM Process – Retail technology  
and Customer Relations Management (CRM)- Retail Automation in  
Merchandise and SCM.

**Unit 4: Managing Retail Personnel & Customer Service Management (15 hours)**

HR issues – Concerns in Retailing – Manpower Planning –  
Recruitment – Motivation & Retention – Remuneration Structure – Various  
types – Salary only – Commission – bonus – Non – cash incentives. Role of  
retail sales personnel – Qualities – Personal selling process. Customer  
service management-process

**Unit 5: Retail Marketing Mix (15 hours)**

Retail marketing mix – Components of marketing mix – Direct  
marketing – types – Micro marketing – Meaning – customer response to  
micro marketing – Digital marketing-Concept. Online retailing-meaning,  
advantages, features. Multichannel retailing-meaning, key channels of  
multichannel retailing. Advertising – Advertising mix – Franchising – Types  
of Franchising –Types of Franchise Agreements.

**SELF-STUDY:**

**Unit-1: Growth of organized retailing in India**

**Unit-2: Mall–Meaning, New Mall concepts emerging in India.**

**Unit-3: Retail technology and Customer Relations Management**

**Unit-4: Customer service management-process**

**Unit-5: Franchising – Types of Franchising –Types of Franchise Agreements.**



## TEXT BOOKS

Retail Management- Functional Principles & Practices -By Gibson

Vedamani, Jaico Publishing House, Fourth Edition, New Delhi.2018

## REFERENCES

- Retail management –Chetan Bajaj , Nidhi.V Srinivasa-2017
- Retail management – Michall Levy , Barton.AWeitz -2018

## E-RESOURCES:

[www.managementstudyguide.com/retail-management.htm](http://www.managementstudyguide.com/retail-management.htm),

[www.careerindia.com](http://www.careerindia.com) › Courses › Unique Courses

## COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Become familiar with how the retail industry works	K1	PSO1& PSO2
CO 2	Understand the growth of organized retailing in India	K1, K2,	PSO5
CO 3	Learn how the retail store is designed to attract customers	K1 & K3	PSO5
CO 4	Major strategies used by retailers	K1, K2, K3 &	PSO5
CO 5	Understand how to create a shopping experience that builds customer loyalty	K2 & K4	PSO5

### III B.B.A

#### SEMESTER –VI

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	U6ME4	CONSUMER BEHAVIOUR	Lecture	5	5

#### **COURSE DESCRIPTION**

It focuses on identifying the relevant behavioral variables in a given product purchase situation and determining how marketing strategy can be adapted to meet the ways in which consumers perceive, select, and buy. It uses advanced cases and a field study project.

#### **COURSE OBJECTIVES**

- The course deals with the behavioral aspects of marketing management.
- To enlighten how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior.
- To enable students to develop marketing strategies that are consumer based and create and enhance customer value.

#### **Unit 1: Introduction**

**(15 Hours)**

Introduction – Diversity of Consumer Behaviour – Definition – Consumer Research – Market Segmentation- The Indian consumer –Social Responsibilities-Reasons behind the Rise of Consumerism.

#### **Unit 2: Personal and Psychological factors in Consumer Behaviour**

**(15 Hours)**

Perception – Meaning – Process – Consumer Imagery – Learning – Meaning – Elements & Types of Learning Process – Personality – Meaning –

Characteristics – Personality influences on Consumer Behaviour, Attitudes – Meaning – Factors involved in attitude formation- Attitude change.

**Unit 3: Social Class, Culture & Group Dynamics (15 Hours)**

Influence of Social Class, Culture & Group Dynamics – Definition & meaning of Social stratification – factors responsible – characteristic feature of social classes – Social influence – culture – definition & meaning – sub-culture – cross cultural markets – problems in cross cultural marketing. Group – definition & meaning – reasons for formation of groups – types – reference group – types – factors influencing the references group.

**Unit 4: Decision Making & Satisfaction (15 Hours)**

Decision Making – meaning – buying motives – Schiffman&Kanuk’s model of Consumer decision making – Diffusion of Innovation – The adoption process – Opinion Leadership and personal influence customerisation – Process – Consumer Satisfaction through effective Pricing – Service Market – Customer dissatisfaction – Dealing with customer complaints.

**Unit 5: Industrial Buyer Behaviour (15 Hours)**

Industrial / Organizational Buying Behaviour and Consumerism – Difference between Industrial and consumer buying – Industrial market segment – Organizational buying – Meaning and definition – Characteristics of Industrial Markets – Buying decision involved in industrial buying process – Factors influencing industrial buying behaviour – process – reseller market – Government market – Industrial buyer and Marketing .

**Text Book**

Consumer Behaviour in Indian Perspective –Suja R. Nair,Himalaya Publishing House, Mumbai.(2019)

**Reference:**

Consumer Behaviour – Leon G Shiffman& Leslie LazerKanuk. Pearson Education Publishers, Singapore(2018).

**E- RESOURCE:**

[www.managementstudyguide.com/what-is-consumer-behaviour.htm](http://www.managementstudyguide.com/what-is-consumer-behaviour.htm)

[study.com/.../what-is-consumer-behavior-in-marketing-factors-html](http://study.com/.../what-is-consumer-behavior-in-marketing-factors-html)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO1	Identify the major influences in consumer behaviour and Reasons behind the Rise of Consumerism.	K1	PSO1& PSO2
CO2	. Distinguish between Personal and Psychological factors in Consumer Behaviour	K1, K2,	PSO4
CO 3	Implement appropriate combinations of Social Class, Culture & Group Dynamics	K1 & K3	PSO8
CO 4	Establish the relevance of model of Consumer decision making theories and decision making	K1, K2, K3 &	PSO3
CO 5	Recognise social and ethical implications of marketing actions on consumer behaviour	K2 & K4	PSO5

**III BBA  
SEMESTER –VI**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/ WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U6ME5</b>	<b>INDUSTRIAL RELATIONS</b>	<b>Lecture</b>	<b>5</b>	<b>5</b>

**COURSE DESCRIPTION**

Imparting knowledge relating to industrial relations, industrial conflicts, trade unions, collective bargaining and industrial relations issues etc.,

**COURSE OBJECTIVES**

- The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations
- To understand various concepts, and their evolving dynamics in the emerging business scenario

**Unit 1 : Introduction:**

**(15 Hours)**

Industrial Relations – definition, features, objectives, significance of industrial relations – scope of industrial relations

Factors influencing Industrial Relations-- Conditions for Good Industrial Relations — causes and effect of poor industrial relations – industrial relations in India-some current industrial relations issues and suggestions to improve industrial relations.

**Unit 2: Industrial Conflicts:**

**(15 Hours)**

Industrial conflicts – concept and essentials of dispute – classification of industrial disputes – causes of industrial conflicts –Why industrial peace-strikes – Typology of Strikes-when are strikes justified Illegal strike – When do they amount to misconduct? – right to strike and lock outs.

**Unit 3: Changing Profiles of Major stakeholders of Industrial Relations in India: (15 Hours)**

Trade Unions – growth of trade union movement and membership – Problems Confronting Unions and Recognition of Trade Union- problems confronting union and measures to strengthen trade union movement in India – building responsive trade unionism – white-collar trade unions – managerial associations – employer’s associations – role of state in industrial relations – constitution and labour policy – government labour policies – paradigm shift in government industrial relations policies.

**Unit 4: Collective Bargaining & Workers’ Participation : (15 Hours)**

Concept – main features – importance- agreement at different levels – at plant level – at the industry level – at the national level – collective bargaining in India – recent trends in the issue side.

Concept – objectives – forms of participation – functions of joint councils – functions of plant council – functions of shop council-- Conditions necessary for effective working of Workers Participation in Management Scheme.

**Unit 5: Industrial Relations Issues – MNC’s, Private Sector and Public Sector (15 Hours)**

Building Positive Employee Relations – Participative Management, Empowerment, Quality Circles and Workers Participation – Workers participation in Management – Management of Grievances – Management of Positive Discipline.

Adjustment Processes and Voluntary Retirement Schemes – New Economic Reforms, Public Sector Restructuring and Industrial Relations – Management of Sexual Harassment – Management of Contract Labour – Main Recommendations of the Second National Commission on Labour – BPOs/Call Centres and their Employees Related Matters.

**Self Study:**

**Unit I- Conditions for Good Industrial Relations**

**Unit II- Typology of Strikes**

**Unit III- Problems Confronting Unions and Recognition of Trade Union**

## **Unit IV- Conditions necessary for effective working of Workers**

### **Participation in Management Scheme.**

## **Unit V- Main Recommendations of the Second National Commission on Labour**

### **Text books:**

1. Industrial Relations by S.P Singh, A.I.T.B.S. Publishers, India-2017
2. Dynamics of Industrial Relations by Mamoria, Mamoria and Gankar.2016
3. Industrial Relations, Emerging Paradigms by B. D. Singh, Excel Books, New Delhi.2018

### **References:**

1. Industrial Relations and Labour Laws by S.C. Srivastava-2017
2. Personnel Management and Industrial Relations by P.C. Tripathi.2018

### **E- RESOURCE:**

<https://labour.gov.in/industrial-relations>

<https://theinvestorsbook.com/industrial-relations.html>

## **COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	Demonstrate descriptive knowledge of the field of industrial relations	K1	PSO4
CO 2	Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels.	K1, K2,	PSO1
CO 3	Recognise and consider the social,	K1 & K3	PSO1

	historical issues within industrial relations.		
CO 4	Investigate solutions to industrial relations problems based on research and assessment of current practices.	K1, K2, K3 &	PSO4
CO 5	Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.	K2 & K4	PSO1



### III B.B.A

#### SEMESTER –VI

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USBA	U6ME6	TRAINING & DEVELOPMENT	Lecture	5	5

#### **COURSE DESCRIPTION**

The development of an organization's human resources is becoming more critical as an organization attempts to survive in an increasingly turbulent, dynamic, and competitive global marketplace. This course will examine the role of human resource development in maintaining an organization's competitive position in today's environment.

#### **COURSE OBJECTIVES**

To expose the students towards Training and Development, an on- going process in any organization, which enhances employees of an organization to grow as a person and acquire maturity of thoughts and action

#### **UNIT – I INTRODUCTION**

**( 15 hours)**

Training and development – Concepts – Nature – Needs & Objectives – Importance of Training & Development – Principles of Training – Training Process.

#### **UNIT – II EMPLOYEE TRAINING**

**(15 hours)**

On – the Job Training – Meaning – Merits and Demerits – Methods – Job Instructions Training (JIT), Vestibule Training, Training by Experienced workmen, Training by Supervisors, Demonstrations, Apprenticeship.

Off- the Job Training – Lecturer, Conferences, Group Discussion, Case Studies, Role play – Programmed Instruction, Laboratory Training – Retraining

### **UNIT – III EXECUTIVE DEVELOPMENT**

**(15 hours)**

Executive Development – Concepts – Objectives – Need – Components of Executive Development – Methods of Executive Development

On – the Job: Coaching, Job Rotation, participation in Boards and Committees, Syndicate.

Off - the Job : Case study, incident method, Role play, in basket training, Management games, Sensitivity training, Simulation, Grid Training, Conferences and Lectures.

### **UNIT –IV TRAINING DESIGNS**

**(15 hours)**

Mentoring-Training Team Building, Six Sigma technique, Training for Cultural Diversity - Competency Development

Factors for success of training activity – Management Training in the future.

### **UNIT- V ORGANATIONAL DEVELOPMENT**

**(15 hours)**

Organisational Development – Concepts - Organisational Development and Management Development – Role of Organisational Development – Problems in Organisational Development – Process of Organisational Development Organisational Development interventions - Sensitivity Training – Grid Training – Survey feedback – Process Consultation – Social loafing – MBO.

#### **TEXT BOOKS:**

1. Training and Development – Concepts and Practices by S.K.Bhatia (Unit-1)-2017

#### **REFERENCES:**

1. Personnel Management by C.B. Mamoria& S.V. Gankar (Unit -2&3)-2018
2. Personnel Management and Industrial Relations by P.C. Tripathi (Unit-4)-2017
3. Organizational Behavior by L.M. Prasad (Unit-5)-2017

**E-RESOURCE:**

[www.managementstudyguide.com/training-and-development.htm](http://www.managementstudyguide.com/training-and-development.htm),

[www.whatishumanresource.com/training-and-development](http://www.whatishumanresource.com/training-and-development)

**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To demonstrate the importance of training.	K1	PSO1& PSO2
CO 2	To compare the concept of on the job and off the job training.	K1, K2,	PSO3
CO 3	To access the uses of different methods of training.	K1 & K3	PSO5
CO 4	To analyse the factors for successful training activity.	K1, K2, K3 &	PSO7
CO 5	To discuss the essence of management by objectives	K2 & K4	PSO8

**III B.B.A**  
**SEMESTER –VI**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U6SB5</b>	<b>Employability Skills II</b>	<b>Chalk &amp; Talk</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

This Course Is Designed To Help Students Identify The Knowledge And Skills Required For Obtaining And Keeping Employment. Course Work Will Emphasize Individual Skill Assessments, Interpersonal Communication Skills, Workplace Responsibilities, Teamwork Skills, Safety Issues, And Personal Management Skills For The Workplace.

**COURSE OBJECTIVES**

To impart the knowledge and skills for enhancing the career opportunities.

**UNITS**

**Unit 1: General Knowledge [6 Hours]**

Important days in a year ---Abbreviations ---Countries , Capital & Currency

**Unit2:Test of Reasoning –III 6 Hours]**

Blood relations---Distance & Direction--- Number Test & Time Sequence

**Unit 3: Quantitative Aptitude III [6 Hours]**

Profit & loss ---Ratio & partnership

**Unit 4: Quantitative Aptitude IV [6 Hours]**

Data Interpretation

**Unit 5: Interview Skills [6 Hours]**

Resume writing – Meaning – Features of a good resume, Model (Exercise) . Key Skills to attend the Interview, Answering interview Questions, Handling Tricks situations.

**TEXT BOOKS & REFERENCES:**

- Upkar's Mental Ability Test ---Dr.Lal& Jain ,UpkarPrakasan Publications Pvt Ltd –Agra.(2017)
- Quicker Reasoning Test---Dr.Lal&A.K.Singh-UpkarPrakasan Publications Pvt Ltd –Agra.(2017)
- Objective Arithmetic--- V.P.Mishra-New light Publishers,Newdelhi.
- Soft Skills by Dr.K.Alex

**E-RESOURCE:**

[www.bankersadda.com](http://www.bankersadda.com), [www.gktoday.com](http://www.gktoday.com)[www.jagranjosh.com/bank-exams/bank\\_recruitment-study\\_material](http://www.jagranjosh.com/bank-exams/bank_recruitment-study_material) ,

[www.affairsclooud.com/study-material-pdf-download/](http://www.affairsclooud.com/study-material-pdf-download/)

**COURSE OUTCOMES**

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Critically evaluate various real life situations by resorting to analysis of key issues and factors	K1	PSO 8
CO 2	Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.	K1, K2,	PSO6

**III BBA**  
**SEMESTER –VI**

<b>PROGRAMME CODE</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CATEGORY</b>	<b>HRS/WEEK</b>	<b>CREDITS</b>
<b>USBA</b>	<b>U6SB6</b>	<b>Psychological Inputs for Self-Development</b>	<b>Lecture</b>	<b>2</b>	<b>2</b>

**COURSE DESCRIPTION**

Helps to understand their personality and to manage contradictions between their public personal and their private self. It includes self image, Emotional Intelligence, Stress management and Yoga.

**COURSE OBJECTIVES**

To give an input to the students to understand their personality and to manage the contradictions between their public personal and their private self

**Unit 1: Personality**

**[8 Hours]**

Nature of human being – Personality – Concept, Nature of Personality , Factors that determine the behaviour of human being – Locus of control , Machiavellianism, Self – esteem, Self – monitoring, Risk taking, Shaping personality.

**Unit 2: Self Image**

**[4 Hours]**

Self Image - Introduction, The positive self image – Factors influencing positive self image.

**Unit 3: Emotional Intelligence**

**[8 Hours]**

Emotional Intelligence – Definition – The relationship between E.Q and I.Q – Where do Emotion comes from – Consequences of low and high E.Q – Emotional factors required for successful managers - Emotional Competency, Emotional Maturity, Emotional Sensitivity.

**Unit4: Stress Management****[6 Hours]**

Stress-Introduction- sources of stress-ways to reduce stress.

Mind – Introduction, Dimensions of mind, Concentration – Meaning – Factors affecting concentration, Meditation – Uses

**Unit 5:Yoga****[4 Hours]**

Yoga - Meaning, Uses, Stages of Yoga

**TEXT BOOKS:**

1. Soft Skills by Dr.K.Alex(2010)
2. Personality Development By P.C.sekar

**REFERENCES**

Emotional Intelligence at Work – A professional guide by Dalip Singh

**E- RESOURCE:**www.citehr.com/324788-soft-skill-material-effective-communication-skills.html, [www.psychologytoday.com/blog/making.../all-self-improvement](http://www.psychologytoday.com/blog/making.../all-self-improvement)**COURSE OUTCOMES**

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

<b>NO.</b>	<b>COURSE OUTCOMES</b>	<b>KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)</b>	<b>PSOs ADDRESSED</b>
CO 1	To identify the nature of human being and personality and locus of control	K1	PSO3
CO 2	To assess self image and factors influencing positive self image	K1, K2,	PSO3
CO 3	To demonstrate emotional	K1 & K3	PSO8

	intelligence required for successful managers and to critique emotional competency, maturity and sensitivity		
CO 4	To outline sources of stress and ways to reduce stress	K1, K2, K3 &	PSO3
CO 5	To communicate the stages of Yoga	K2 & K4	PSO3