



ST.PHILOMENA'S COLLEGE (AUTONOMOUS), MYSURU
(AFFILIATED TO UNIVERSITY OF MYSORE)
REACCREDITED BY NAAC WITH B⁺⁺ GRADE

PROGRAMME- BBA

Three-year six semesters Choice Based Credit System (CBCS) with
Learning Outcome Based Curriculum framework (LOCF)
And Continuous Assessment & Grading Pattern (CAGP) Undergraduate
Programme under Autonomous Structure

DEPARTMENT OF
BUSINESS ADMINISTRATION

VISION AND MISSION OF THE COLLEGE

VISION:

The college is guided by the visionary zeal of providing value- based education to everyone irrespective of religion, caste, creed or sex by which the character is formed, intellect is explained and one can stand on his/her feet.

MISSION:

To transform young men and women who come to learn not from books, but also from life and to share the experience of working and playing together, this inculcates life skills to become good citizens with integrity and discipline.

Programme Educational Objective (PEO)

PEO1	Graduates will be able to master and display competency and leadership to become successful professionals, employees and entrepreneurs or pursue higher education and research.
PEO2	Graduates will be able to demonstrate the commitment towards professional ethics, gender sensitivity, preservation of environment and sustainable development
PEO3	Graduates will continue to learn and advance their careers through activities such as participation in professional organizations, attainment of professional certification and seeking higher education

Mapping of Mission of the College with PEO			
Mission	PEO-1	PEO-2	PEO-3
Mission -1	✓	✓	✓

Programme Outcomes (PO): BBA. Programme

PO1	Disciplinary Knowledge: The BBA. graduates will acquire the knowledge related to the functions of Management. Understand the basic concepts, fundamental principles, and the scientific theories related to management and their relevance to the organization.
PO2	Cognitive and Communicative skills: At the end of the programme, the students would have developed advanced reading, writing, interpretive and interpersonal skills in English language. They would be able to communicate with others using appropriate media; confidently share one's views and express themselves.
PO3	Research Related Skills: The BBA. students would acquire sufficient skills required for research in the areas of management.
PO4	Ethics: The BBA. students will be imbibed in ethical, moral and social values in personal, Professional and social life.
PO5	Problem Solving: The BBA. graduates will develop the ability to analyze and solve Business-related problems and also will have the ability to evaluate business plans and lead a team among peers and others.
PO6	Critical Thinking: The qualities of a business management student equip them to think critically about the various issues in management of any organization. Analytical and logical thinking, clarity of thought and expression, systematic approach, qualitative and quantitative decision making are enhanced.
PO7	Social Interaction: The BBA. graduates shall Elicit views of others, mediate disagreements and help reach conclusions in a group setting.
PO8	Environment and Sustainability: Graduates will be able to understand the issues of environment and work towards sustainable development.

PO9	Employability: After completing the of the programme, graduates will have the competency to be employed or to be an entrepreneur.
PO10	Leadership Quality: In the graduation programme students are inculcated moral and ethical values, managerial skills, adoptability, problem solving, taking initiative, decision making, risk taking to make them confident leaders.

Mapping of PEOs with Programme Outcome(PO)											
PEO No.	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11
PEO-1		✓	✓		✓					✓	✓
PEO-2	✓			✓					✓		
PEO-3						✓	✓	✓			

BBA - PROGRAM SPECIFIC OUTCOME(PSO)

PSO	After the completion of BBA programme the student will be able to	Cognitive level
PSO-1	Apply decision making and leadership skills in organizations.	Apply
PSO-2	Develop competencies in basic Management discipline and apply analytical and problem solving skills across functional areas of Management.	Apply
PSO-3	To evaluate different business problems using analytical abilities and to solve business problems in an ethical manner.	Evaluate
PSO-4	The students can opt for professional courses .They can look forward to an excellent career in Corporate Sector,	Create

	Banking, and Financial Sector. Students with Bachelor of Business Administration are preferred by MNC's for their Indian Operations.	
PSO-5	Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment	Understand
PSO-6	Transfer acquired knowledge for the larger benefit of the society and work efficiently and effectively individually and in group assignments.	Analyze
PSO-7	Demonstrate an understanding and ability to apply professional standards and Communicate in a business context in a clear, concise, coherent and professional manner.	Remember

Mapping of Programme Educational Objective (PEO) with PSO							
PEO No.	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	PSO-6	PSO-7
PEO-1	✓				✓		
PEO-2		✓	✓			✓	
PEO-3				✓			✓



Preamble

In this Programme, the focus is to impart conclusive and comprehensive knowledge in Management course which will equip them to become an entrepreneur or work in any corporate sector or banking and insurance sector and pursue higher education and research.

As the choice based credit system is followed in the syllabus, the students are given the choice of selecting the subjects which they like to study under this system, courses under DSE, papers like, Principles and practice of Auditing, Business Environment, Financial Services, Strategic Management, Banking theory and practice, Indian Banking, International Banking, Business ethics, Corporate Governance, Project management, Accounting for decision making, Management accounting, Leadership development, Business research methodology and many more. Apart from regular management courses, all students have a privilege of studying SEC courses (Skill Enhancement Courses) offered from another discipline.

In this three year programme, the student is given directions and equipped to handle all aspects of his /her chosen career. This entire course is built on the suggestions and feedback given by the members of the board of studies which includes Professors from university, Professors from affiliated colleges and industry experts which is then ratified in Academic council. The course acts as a link between, PUC and postgraduate and a platform for students interested in pursuing research.

The main objective of the course is to create an environment for learning and exploring all aspects of Business and its administration, giving a very good platform to pursue higher education and at the same time for those students who wish to work, readiness to take-up job or to be self-employed. The BBA course syllabus is prepared after considering Industrial requirements presently in the market taking into consideration the new trends and techniques.



DEPARTMENT OF BBA
CBCS -LOCF SYLLABUS FOR BBA
FOR THE ACADEMIC YEAR 2018-19 ONWARDS
GENERAL SCHEME for TEACHING & EVALUATION
A. SCHEME WITH RESPECT TO ASSESSMENT OF CREDITS TO DSC, DSE & SEC.

Semester	DSC	DSE	SEC	Total Credits	Total Marks
I	6+6+6 =18	-	-	18	300
II	4+4+4=12	2		14	350
III	4+4+4=12	2	2	16	400
IV	4+4+4=12	2	-	14	350
V	5+5+5+5+5=25	2+2=4	-	29	600
VI	5+5+5+5+5=25	2	2	29	600
Total	104	12	04	120	2600

Note:

Sl.No	Type	
2.	DSC or HC	Discipline Specific Core (DSC) or Hard Core (HC)
3.	DSE or SC	Discipline Specific Elective (DSE or /Soft Core (SC)
4.	SEC or OE	Skill Enhancement Course (SEC) or Open Elective

**B. SCHEME WITH RESPECT TO ASSESSMENT OF CREDITS TO
LANGUAGES AND FOUNDATION COURSES**

Semester	Language		Foundation Course	Total Credits	Total Marks
	I	II			
I	4	4	3	11	300

II	4	4	3	11	300
III	4	4	3	11	300
IV	4	4	-	08	200
Total	16	16	9	41	1100

SCHEME OF STUDY AND EXAMINATION

Papers		Type	Course Code	Teaching hours per week	Credits	Examination Scheme			
						Duration in hours	Max. Marks		
							Theory	I A	Total
	I Semester								
1. Principles of Economics		DSC	BBA220	6	6	03	70	30	100
2. Financial Accounting I		DSC	BBA230	6	6	03	70	30	100
3. Quantitative Techniques I		DSC	BBA240	6	6	03	70	30	100
	Total				18				300
	II Semester								
1. Managerial Economics		DSC	BBB210	4	4	03	70	30	100
2. Financial Accounting II		DSC	BBB230	4	4	03	70	30	100
3. Quantitative Techniques II		DSC	BBB250	4	4	03	70	30	100
Office Administration (Any One) 1. Principles and Practice of Auditing 2. Business Ethics. 3. Business Environment		DSE	Given Below	2	2	02	30	20	50
Total					16	16		270	130
	III Semester								
1. Indian Economy		DSC	BBC250	4	4	03	70	30	100
2. Financial Accounting - III		DSC	BBC230	4	4	03	70	30	100
3. Principles & Practice of Management		DSC	BBC220	4	4	03	70	30	100
Functional Management: (any one) 1. Financial Service. 2. Service Management. 3. Strategic Management		DSE	Given Below	2	2	02	30	20	50
Skill Enhancement Course – 1		SEC			2	2	02	30	20
Total					16				400
	IV Semester								
1. Financial Management		DSC	BBD230	4	4	03	70	30	100
2. Human Resource Management		DSC	BBD240	4	4	03	70	30	100
3. Marketing Management		DSC	BBD220	4	4	03	70	30	100

Banking Theory and Practices: (any one) 1. Banking Theory. 2. Indian Banking.	DSE	Given Below	2	2	02	30	20	50
Total				14				350

Papers		Type	Course Code	Teaching hours per week	Credits	Examination Scheme			
						Duration in hours	Max. Marks		
							Theory	I A	Total
		V Semester							
1.Small Business Management & Entrepreneurship		DSC	BBE210	5	5	03	70	30	100
2.Cost Accounting		DSC	BBE250	5	5	03	70	30	100
3.Business Statistics		DSC	BBE230	5	5	03	70	30	100
4.Elective –I (any one). (i)Financial Management.		DSC	BBE310	5	5	03	70	30	100
(ii) Marketing Management			BBE320						
(iii) Human Resource Management			BBE330						
5.Elective –II (any one). (i)Financial Management		DSC	BBE410	5	5	03	70	30	100
(ii) Marketing Management			BBE420						
(iii) Human Resource Management			BBE430						
6.Business Analysis (any one). (i)Business Research. (ii)Corporate Governance (iii) E- Business		DSE	GIVEN BELOW	2	2	02	30	20	50
7.Management Skills (any one) (i)Accounting for Decision Making. (ii)Production & Operations Management. (iii)Project Management		DSE	GIVEN BELOW	2	2	02	30	20	50
					29				600
		VI Semester							
1.Corporate Law		DSC	BBF260	5	5	03	70	30	100
2.International Business		DSC	BBF210	5	5	03	70	30	100
3.Decision Models		DSC	BBF230	5	5	03	70	30	100
4.Elective –III(any one) (i)Financial Management.		DSC	BBF310	5	5	03	70	30	100
(ii) Marketing Management			BBF320						
(iii)Human Resource Management			BBF330						
5. Elective –IV(any one) (i)Financial Management.		DSC	BBF410	5	5	03	70	30	100
(ii) Marketing Management			BBF420						
(iii) Human Resource Management			BBF430						
Management Tools: (any one) (i) Management Accounting. (ii) Leadership Development. (iii)Management Information System		DSE	GIVEN BELOW	2	2	02	30	20	50
Skill Enhancement Course – 2		SEC		2	2	02	30	20	50
					29				600

Discipline Specific Elective (DSE)

Sl. No	Title of the Paper	Semesters	TYPE	Course Code	Teaching Hours per Week Theory/ Practical	Credits Theory/ Practical	Exam Duration in Hours Theory/ Practical	Max. Marks Theory/Practical		
								Theory/Practical	I A Theory/Practical	Total Marks
1.	Principles and Practice of Auditing	B	DSE	BBBY001	2	2	02	30	20	50
2.	Business Ethics.	B	DSE	BBEY006	2	2	02	30	20	50
3.	Business Environment	B	DSE	BBBY002	2	2	02	30	20	50
4.	Financial Service.	C	DSE	BBCY003	2	2	02	30	20	50
5.	Service Management.	C	DSE	BBCY018	2	2	02	30	20	50
6.	Strategic Management	C	DSE	BBCY004	2	2	02	30	20	50
7.	Banking theory and practice	D	DSE	BBDY005	2	2	02	30	20	50
8.	Indian Banking.	D	DSE	BBDY008	2	2	02	30	20	50
9.	International Banking	D	DSE	BBDY010	2	2	02	30	20	50
10.	Business Research Methodology	E	DSE	BBEY011	2	2	02	30	20	50
11.	Corporate Governance	E	DSE	BBEY012	2	2	02	30	20	50
12.	E- Business	E	DSE	BBBY013	2	2	02	30	20	50
13.	Accounting for Decision Making.	E	DSE	BBEY014	2	2	02	30	20	50
14.	Production & Operations	E	DSE	BBEY015	2	2	02	30	20	50
15.	Project Management	E	DSE	BBEY007	2	2	02	30	20	50
16.	Management Accounting	F	DSE	BBEY009	2	2	02	30	20	50
17.	Leadership Development	F	DSE	BBFY016	2	2	02	30	20	50
18.	Management Information System	F	DSE	BBFY017	2	2	02	30	20	50

SEMESTER-I

SUBJECT: ACCOUNTING- - Discipline Specific Core (DSC)

TITLE: FINANCIAL ACCOUNTING 1

Subject Code: BBA230

Class Duration: 16 Weeks with 6 Hours a week = 96 Hrs

MARKS THEORY 70 + INTERNAL ASSESSMENT 30 = 100

COURSE OBJECTIVES:

1. Explain different Accounting concepts and conventions.
2. Apply journal entries.
3. Solve problems on final accounts of sole trading concern.
4. Compute problems on Depreciation.
5. Solve problems on Consignment.
6. Explain the concepts of Bills Exchange.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Determinedifferent Accounting concepts and conventions	Analyse
CO-02	Applying the concepts of Journal Entries, Ledger and Cash Books	Apply
CO-03	Preparing Final Accounts of Sole Tradeing Concern.	Apply
CO-04	Comparing the various methods of Depreciations.	Analyse
CO-05	To identify the difference between Cost Price and Invoice Invoice.	Apply
CO-06	To learn about Discounting,Endorsement,&Dishonor of Bills.	Understand

Unit 1	Introduction to Accounting	16 Hrs
1.1	Introduction	
1.2	Meaning	
1.3	Need for Bookkeeping and accounting	
1.4	Definition of various accounting terms – Accounting concepts and conventions	
1.5	Accounting cycle	
1.6	IFRS (Theory only)	
Unit 2	Accounting process	16 Hrs
2.1	Journal Entries	
2.2	Ledgers.	
2.3	Cashbook Single, Three column cashbook, Petty cashbook under	

	impressed system)	
Unit 3	Final Accounts	16 Hrs
3.1	Preparation of Trial Balance	
3.2	Preparation of final accounts of sole trading concern.	
Unit 4	Depreciation Accounting	16 Hrs
4.1	Meaning	
4.2	Causes and methods of depreciation	
4.3	Straight line	
4.3.1	Reducing balance	
4.3.2	Sinking fund method only.	
Unit 5	Consignment	16 Hrs
5.1	Meaning	
5.2	Difference between Sale and Consignment	
5.3	Proforma Invoice	
5.4	Account sales	
5.5	Problems on consignment transactions	
5.6	Cost price and invoice price	
Unit 6	Bills of Exchange	16 Hrs
6.1	Meaning	
6.2	Characteristics	
6.3	Kinds	
6.4	Noting	
6.5	Protest	
6.6	Discounting, Endorsement, and Dishonor	
6.7	Rebate and Renewal of bills.	

TextBooks for References:

1. Advanced Accountancy – R L Gupta
2. Advanced Accountancy – S. N. Maheshwari
3. Advanced Accountancy – M. C. Shukla
4. Advanced Accountancy – B. S. Raman
5. Advanced Accountancy – Jain and Narang

Books for further References:

1. Advanced Accountancy – B. S. Raman
2. Advanced Accountancy – Jain and Narang
3. Financial Accountancy - Dr T.V. Raju

SEMESTER-I
SUBJECT: MANAGEMENT
TITLE: QUANTITATIVE TECHNIQUES-I (DSC)

Subject Code: BBA240

Class Duration: 16 Weeks with 6 Hours a week = 96 Hrs

MARKS THEORY - 70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Compute problems on logarithms and indices.
2. Construct number series and solve problems on progression.
3. Compare and contrast between ratio and proportion.
4. Solve problems on simple and compound interest.
5. Construct problems on matrices and determinants.
6. Evaluate problems on set theory.

COURSE LEARNING OUTCOME (CO)

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Apply logarithms and indices in complex multiplication and division problems.	Apply
CO-02	Take appropriate decision based on AP and GP	Evaluate
CO-03	Apply ratio and proportion in solving business problems	Apply
CO-04	Categorize problems on simple and compound interest	Analyze
CO-05	Solve business problems on matrices and determinants	Understand
CO-06	Apply Venn Diagram and solve problems	Recall

UNIT-1	Logarithms and indices	20 Hrs
1.1	Meaning	
1.2	Basic laws of Indices and their application for simplification	
1.3	Laws of logarithms	
1.4	Common logarithms	
1.5	Application of log table for simplification	
UNIT-2	Progression	20 Hrs
2.1	Meaning of sequence, progression	
2.2	Types of progressions	
2.2.1	Arithmetic progression	
2.2.2	Geometric progression	
2.3	General terms and sum of 'n' term of Arithmetic progression and	

	Geometric progression	
2.4	Application problems on Arithmetic progression and geometric progression.	
UNIT-3	Ratio and proportion	20 Hrs
3.1	Meaning	
3.2	Their business application.	
UNIT-4	Simple interest and compound interest	20 Hrs
4.1	Meaning	
4.2	Simple problems on SI and CI	

UNIT-5	Matrices and determinants	20 Hrs
5.1	Meaning	
5.2	Types of matrices	
5.3	Matrix operation	
5.3.1	Addition	
5.3.2	Subtraction	
5.3.3	Multiplication	
5.4	Determinants of a matrix and its properties.	
5.5	Solutions of linear equations by using Cramer's rule.	
UNIT-6	Set theory	16 Hrs
6.1	Meaning	
6.2	Types	
6.3	Operations on sets	
6.4	Application of Venn diagram to represent problems on sets.	

Books for References:

1. Dr. B H Suresh and Mahadevaswamy G H, Quantitative Techniques, Nithya Publications, Mysore.
2. P.R.Vittal, Business Mathematics, Revised Edition, Margham Publications, New Delhi, 2001 V.K.Kapoor, Introductory to Business Mathematics, S. CHAND, New Delhi, 2009.
3. Sancheti and Kapoor, Business Mathematics, Sultanchand and Sons New Delhi 42.
4. G.KRangnath and T.V. Narsimhrao Basic Mathematics Volume II.

Books for further References:

1. N.K. Nag Business Mathematics Kalyani Publishers New Delhi.
2. Zameeruddin Business Mathematics. Vikas Publishing House, New Delhi.
3. P.N.Arora and S Arora, Mathematics S. Chand & Company Ltd. New Delhi
4. Commercial Arithmetic by Prof. R. H. Dhareshwar.
5. Commercial Arithmetic by Iyer and Bari.

II Semester

**SUBJECT: ACCOUNTING-(DSC)
TITLE: FINANCIAL ACCOUNTING - II
Subject Code: BBB 230**

**Class Duration: 16 Weeks with 4 Hours a week = 64 Hrs
MARKS THEORY - 70 + INTERNAL ASSESSMENT - 30 = 100**

COURSE OBJECTIVES:

1. Solve problems on hire purchase.
2. Compute problems on branch Accounts.
3. Solve problems on Partnership.
4. Compute problems on Dissolution of Partnership firm.

COURSE LEARNING OUTCOME:

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Distinguish between Sales and Hire Purchase.	Analyse
CO-02	To identify the Accounting Treatment of Branch Account.	Apply
CO-03	Comparing the Partners Treatment under Admission, Retirement and Death.	Apply
CO-04	To analyse and record the problems of dissolution Including Garner Vs Murray.	Apply

Unit 1	Hire Purchase:	16 Hrs
1.1	Meaning	
1.2	Features	
1.3	Sales Vs hire purchase	
1.4	Preparation of statement of analysis	
1.5	Ascertainment of cash price of an asset	
1.6	Problems on Hire Purchase (excluding repossession).	
Unit 2	Branch Accounts:	16 Hrs
2.1	Meaning	
2.2	Objectives of maintaining branch accounts by head office	
2.3	Goods invoiced by head office at cost and invoice price	
2.4	Accounting treatment	
2.5	Debtors system only	
Unit 3	Partnership Accounts:	16Hrs

3.1	Fix capital system Vs. fluctuating capital system	
3.2	Accounting treatment on Admission, Retirement and Death of a partner	
3.3	Treatment of goodwill, Sacrificing ratio, gain ratio and new profit sharing ratio	
3.4	Problems on Admission, Retirement and Death of a partner.	
Unit 4	Dissolution of Partnership firm	16 Hrs
4.1	preparation of accounts	
4.2	Including Garner Vs Murray only	

Books for References:

1. Advanced Accountancy: R.L. Gupta and RadhaSwamy
2. Advanced Accountancy: M.C. Shukla and T.S Grewal
3. Financial Accountancy: B.S. Raman
4. Financial Accounting : S.P Jain and Narang K.L

Books for further References:

1. Advanced Accountancy: S.N. Maheshwari
2. Advanced Accounting: P.C Tulsian
3. Financial Accounts: Mishra A.K

SEMESTER-II
SUBJECT: MANAGEMENT (DSC)
TITLE: QUANTITATIVE TECHNIQUES-II
Subject Code: BBB 240

Class Duration: 16 Weeks with 4 Hours a week = 64Hrs
MARKS THEORY -70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Familiarize with the principles of counting
2. Compare and contrast between permutation and combination
3. Outline the various types of sampling
4. Illustrate the reliability of a sample.

COURSE LEARNING OUTCOME(CO)

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Apply principles of counting	Apply
CO-02	Relate the concept of permutation and combination	Analyze
CO-03	Understand the concept of sampling	Understand
CO-04	Examine the variables to test the reliability of sampling	Apply

UNIT-1 Permutations and combinations:		16 Hrs
1.1	Fundamental principles of counting,	
1.2	Factorial(n),	
1.3	Permutation-linear	
1.4	Circular permutation	
1.5	Combination-Application problems using permutation and combination formula.	
UNIT-2 Probability-		16 Hrs
2.1	Meaning and definition,	
2.2	Various terminology used in probability (sample space, events, random experiment, trial),	
2.3	Application of probability theory to business.	
UNIT-3 Theoretical distribution-		16 Hrs
3.1	Binomial	
3.2	Poisson	
3.3	Normal distribution	
3.4	Their business application.	
UNIT-4 Sampling		16 Hrs
1.1	Introduction	
1.2	Objectives	
1.3	Principles	
1.4	Census versus sample enumeration limitations	
1.5	Errors	
1.6	Types of sampling	
1.7	How to judge the reliability of a sample	

Books for References:

1. Dr. B H Suresh and Mahadevaswamy G H, Quantitative Techniques, Nithya Publications, Mysore.
2. P.R. Vittal, Business Mathematics, Revised Edition, Margham Publications, New Delhi, 2001.
3. V.K.Kapoor, Introductory to Business Mathematics, S. CHAND, New Delhi, 2009.
4. Sancheti and Kapoor, Business Mathematics, Sultanchand and Sons New Delhi42.

Books for further References:

1. G.KRangnath and T.V. Narsimhrao, Basic Mathematics Volume II.
2. N.K. Nag Business Mathematics Kalyani Publishers New Delhi.
3. Zameeruddin Business Mathematics. Vikas Publishing House, New Delhi

III Semester

SEMESTER – III

SUBJECT: MANAGEMENT

TITLE: PRINCIPLES AND PRACTICES OF MANAGEMENT(DSC)

Subject Code: BBC 220

Class Duration: 16 Weeks with 4 Hours a week = 64 Hrs

MARKS THEORY -70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Explain the evolution of Management.
2. Apply planning and decision making techniques.
3. Analyze the types of organization structures through effective communication skills.
4. Illustrate the authority, responsibility and delegation of work.

COURSE LEARNING OUTCOME(CO)

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concept of Management.	Understand
CO-02	Evaluate the various decision making techniques.	Evaluate
CO-03	Illustrate various organization structures.	Evaluate
CO-04	Apply delegation of work at workplace.	Apply

Unit 1	Management:	16 Hrs
1.1	Nature, scope Definition and Evolution of Management thought	
1.2	Taylor's Scientific Management	
1.3	Fayol's Theory	
1.4	Elton Mayo and Hawthorne experiments	
1.5	Peter F. Drucker	
1.6	Management is a profession	
1.7	Functions of Management.	
Unit 2	Planning	16 Hrs
2.1	Concept and Significance	
2.2	Planning Process	
2.3	Types of plans	
2.4	Different approaches to planning strategies	

2.5	Objectives and policies	
2.6	Decision Making	
2.6.1	Meaning	
2.6.2	Steps	
2.6.3	Forecasting- Meaning-techniques.	
Unit 3	Organization:	16 Hrs
3.1	Types of organization structures	
3.2	Product	
3.3	Functional	
3.4	Matrix	
3.5	Project	
3.6	Team	
3.6.1	Merits and demerits.	
Unit 4	Authority and Responsibility	16 Hrs
4.1	Delegation and Decentralization	
4.2	Departmentalization	
4.3	span of Control	
4.4	Chain of Command	
4.5	Line & staff relationships	
4.6	Coordination.	

Books for References:

1. Essentials of Management – Koon t & O’ Donnel
2. Principles of Management – Sherlekar and Sherlekar
3. Management – James A F stoner, R. Edward Freeman & Daniel R. Gilbert Jr.
4. Management – Tasks and Responsibilities – Peter F Drucker

Books for further References:

1. Professional Management – Theo Haimann
2. Business Management – B.R. Ananthan, P.N. Reddy and Appannaiah
3. Principles of Management – C.B Gupta
4. Principles of Management – L.M. Prasad

BBA
SEMESTER - III
SUBJECT: ACCOUNTING (DSC)
TITLE: FINANCIAL ACCOUNTING – III
Subject Code: BBC 230

Class Duration: 16 Weeks with 4 Hours a week = 64 Hrs
MARKS THEORY 70 + INTERNAL ASSESSMENT 30 = 100

COURSE OBJECTIVES:

1. Solve problems on Royalty accounts
2. Prepare final accounts of joint-stock company.
3. Solve problems on issue of Shares & Debentures.
4. Prepare Liquidator's final statement of accounts.

COURSE LEARNING OUTCOME(CO)

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	To understand Minimum rent, Short Workings and Sublease.	Apply
CO-02	Comparison between Public and Private Company	Analyse
CO-03	To understand the issue of Shares and Debentures at par, premium and discount.	Apply
CO-04	Evaluate the Liquidator's final statement of accounts	Analyse

Unit 1	Royalty accounts:	16 Hrs
1.1	Meaning	
1.2	Concepts	
1.3	Minimum rent	
1.4	Short workings	
1.5	Sublease	
1.6	Problems on royalty accounts excluding sublease.	
Unit 2	Company:	16 Hrs
2.1	Meaning	
2.2	Essentials features	
2.3	Types of companies	
2.4	Difference between private and public company	
2.5	Provisions of Companies Act regarding maintenance of accounts u/s 209	
2.6	Preparation of final accounts of joint-stock companies under vertical form as per new regulations.	

Unit 3	Issue of Shares and Debentures	16 Hrs
3.1	at Particulars	
3.1.1	Premium	
3.1.2	Discount	
3.2	Forfeiture and re-issue of forfeited share and prorata	
3.3	Problems on Redemption of Preference Shares & issue of bonus shares	
3.4	Rights issue & stock options and Redemption of shares (Theory only)	
Unit 4	Liquidation of Companies	16 Hrs
4.1	Preparation of Liquidator's final statement of accounts.	

Books for References:

1. Advanced Accountancy – R. L. Gupta
2. Advanced Accountancy – S.N. Maheshwari
3. Advanced Accountancy – Dr. M. A. Arulanandar

Books for further References:

1. Advanced Accountancy – M. C. Shukla
2. Advanced Accountancy – B. S. Raman
3. Advanced Accountancy - P.C Tulsian

IV Semester

SUBJECT: MANAGEMENT

TITLE: FINANCIAL MANAGEMENT (DSC)

Class Duration: 16 Weeks with 4 Hours a week = 64 Hrs

MARKS THEORY 70 + INTERNAL ASSESSMENT 30 = 100

COURSE OBJECTIVES:

1. Explain the basic concepts of Financial Management.
2. Apply the concepts of Time value of money.
3. Interpret financial statements using different financial tools.
4. Identify different sources of long term and short term finance.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Define Financial Management, Goal of the firm and functions of finance manager	Remember
CO-02	Apply the concepts of Present value and future value concepts.	apply
CO-03	Analyse the various tools of financial analysis to interpret, which helps in decision making.	apply
CO-04	To learn about different sources of raising short term and long-term finance.	Understanding

Unit 1	Financial Management	16 Hrs
1.1	Nature, scope and definition	
2.2	The goal of the firm	
2.3	Financial objectives of a firm	
	Treasury and Controllershship functions of a Financial Manager.	
Unit 2	Time value of money	16 Hrs
2.1	Simple interest	
2.1.1	Compound interest	
2.1.2	Continuous compounding	
2.2	concept of present value annuity	
2.3	Amortization of loan.	

Unit 3	Tools of financial analysis	16 Hrs
3.1	Financial statements	
3.2	common size Balance Sheets	

3.3	Trend analysis	
3.4	Ratio analysis	
3.5	liquidity, profitability, activity and capital structure ratios	

Unit 4 Sources of finance

16Hrs

4.1	Long term – equity, preference, debt, term loan and leases
4.2	Determinants of sources of the long term capital
4.3	Short term sources of finance: trade credit, cash credit, commercial papers, bills of exchange guidelines relating to bank finance for working capital.
4.4	Business Risk and Financial Risk.

Books for References:

1. Fundamentals of Financial Management – James C Van Home and Wachowiz
2. Financial Management – Khan & Jain
3. Financial Management – L. M. Pandey

Books for further References:

1. Financial Management – Sharma and Gupta
2. Financial Management – Prasanna Chandra
3. Financial Management – N.S. Zad
4. Financial Management – D.K.Goel and Shelly Goel

BBA
SEMESTER-IV
SUBJECT: MANAGEMENT
TITLE: MARKETING MANAGEMENT(DSC)
Class Duration: 16Weeks with 4 Hours a week = 64 Hrs
MARKS THEORY 70 + INTERNAL ASSESSMENT 30 = 100

COURSE OBJECTIVES:

1. Explain the basic concepts of Marketing Management.
2. Illustrate the various types of marketing strategies and marketing mix.
3. Effectively communicate the basics of market segmentation and selecting target markets.
4. Demonstrate the various pricing policies and strategies and stages of product life cycle.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of Marketing Management.	Understand
CO-02	Analyse the various types of marketing strategies.	Analyse
CO-03	Evaluate market segmentation and select target markets.	Evaluate
CO-04	Identify the variousstages of product life cycle and their strategies.	Understand

Unit 1	Marketing:	16 Hrs
1.1	Meaning,	
1.2	definition,	
1.3	marketing process,	
1.4	marketing management	
1.5	Orientations	
1.6	Concepts.	
1.7	Preparing a marketing plan.	
1.8	The company's microenvironment, macro environment.	
1.9	Business markets and buyer behaviour.	
Unit 2	Companywide strategic planning:	16 Hrs
2.1	Marketing strategy	
2.2	Marketing mix - developing and managing the mix.	
Unit 3	Market Segmentation:	16 Hrs
3.1	Bases for segmentation.	
3.2	Consumer markets,	
3.3	business markets	

3.3.1	Requirements for effective segmentation	
3.3.2	Evaluating	
3.3.3	Selecting target market strategy.	
Unit 4	Pricing Policies & strategies,	16 Hrs
4.1	Channels of Distribution	
4.2	New Product Development	
4.3	Product Life Cycle.	

Books for References:

1. Fundamentals of Marketing – William J Stanton
2. Principles of Marketing – Philip Kotler and Gary Armstrong
3. Basic Marketing Management – Varenker
4. Marketing Management – Ramaswamy and NamaKumari

Books for further References:

1. Marketing Management – RajanSaxena
2. Marketing Management – Sherlekar
3. Marketing Management – Stanton.W.J

SEMESTER-IV**SUBJECT: MANAGEMENT (DSC)****TITLE: HUMAN RESOURCE MANAGEMENT****Class Duration: 16 Weeks with 4 Hours a week = 64 Hrs****MARKS THEORY 70 + INTERNAL ASSESSMENT 30 = 100**

COURSE OBJECTIVES:

1. Demonstrate and understand the concepts of Human Resource Management.
2. Analyze to implement the process of Human Resource planning, job analysis and specification.
3. Explore the sources of Recruitment and Selection Procedure.
4. Analyze the types of performance appraisal, incentives and fringe benefits.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of Human Resource Management.	Understand
CO-02	Implementing Human Resource planning and job analysis in workplace.	Apply
CO-03	Identifying the sources of Recruitment.	Analyse
CO-04	Evaluate types of performance appraisal	Understand

Unit 1	Human Resource Management -	16 Hrs
1.1	Introduction	
1.2	Meaning	
1.3	Definition ,Scope	
1.4	Nature	
1.5	Role of HR managers	
1.6	objectives and policies of HRM	
1.7	Functions of HR	
Unit 2	Human Resource Planning	16Hrs
2.1	Objectives	
2.2	Importance	
2.3	process of HRP	
2.4	Job analysis	
2.5	job description	
2.6	job Specification	

2.6.1	Meaning of the above.	
Unit 3	Recruitment and Selection	16Hrs
3.1	Sources of Recruitment	
3.2	Selection procedure	
3.3	types of selection test	
3.4	Process of interview and types.	
Unit 4	Performance Appraisal	16Hrs
4.1	Meaning	
4.2	Need	
4.3	Types of appraisal	
4.3.1	Compensation	
4.3.2	Incentives	
4.4	Types of incentives	
4.4.1	Fringe benefits.	

Books for References:

1. Human Resource Management – K S Ashwathappa
2. Human Resource Management – T. V. Rao
3. Human Resource Management – V. S. P. Rao
4. Human Resource Management – SubbaRao

Books for further References:

1. Human Resource Management – C.B. Gupta and M.V. Murthy
2. Human Resource Management – B.J Lathi and paragNarkhede
3. Personnel Management – Rudrabasavaraj
4. Personnel Management and Industrial Relations – C.B. Mamoria

V SEMESTER

SUBJECT: MANAGEMENT

TITLE: SMALL BUSINESS MANAGEMENT & ENTREPRENEURSHIP- DSC

Subject Code: BBE 210

Class Duration: 16 Weeks with 5 Hours a week = 80Hrs

MARKS THEORY - 70 + INTERNAL ASSESSMENT – 30 = 100marks

COURSE OBJECTIVES:

1. Explain the basic concepts of Cost Accounting and prepare Cost Sheet.
2. Solve LIFO and FIFO problems.
3. Apply the concepts of Employee related cost.
4. Compute Overheads and Machine hour rate.
5. Solve problems on various Methods of costing.

COURSE LEARNING OUTCOME(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Define Cost accounting and make an estimation of cost sheet.	Remember
CO-02	Develop the concepts of material accounting	apply
CO-03	To analyse various methods of incentive plans	Apply
CO-04	To learn about Apportionment and Absorption of Overheads and Machine hour rate.	Analyse
CO-05	To analyse various methods of costing	Apply

Unit 1	Cost Accounting	22 Hrs
1.1	Nature	
1.2	Scope	
1.3	Definition	
1.4	Objectives	
1.5	Importance	
1.6	Advantages of Cost Accounting	
1.7	Cost Concepts	
1.8	Differences between Cost Accounting and Financial Accounting	
1.9	Elements of Costs :	
1.9.1	Cost Unit & Cost Centre	
1.9.2	Cost classifications – Cost Sheet (Including Cost Ascertainment and	

	Estimation)	
Unit 2	Material Accounting:	12 Hrs
2.1	Procurement procedure	
2.2	Stores procedures	
2.3	issue of stock and stock verification/inventory control	
2.4	Methods of inventory control, pricing of issue of materials	
2.5	Problems on FIFO & LIFO Methods only.	
Unit 3	Employee related Cost	12 Hrs
3.1	Labor	
3.2	Time Keeping	
3.3	Time Booking	
3.4	Methods of Remunerating Labor	
3.5	Time Rate	
3.6	Piece Rate	
3.7	Treatment of idle time and overtime	
3.8	methods of incentive plans	
3.9	Problems on Halsey and Rowan only.	
Unit 4	Overheads	12 Hrs
4.1	Meaning	
4.2	Classification	
4.3	Allocation	
4.4	Apportionment and Absorption of Overheads	
4.5	Problems on Primary and Secondary Distribution	
4.6	Machine Hour Rate.	
Unit 5	Methods of Costing	22 Hrs
5.1	Process Costing (excluding inter-process profit and valuation of work in progress based on equivalent production)	
5.2	Contract Costing.	

Books for References:

1. Cost Accountancy – Agarwal
2. Advanced problems in Cost Accounting – S. N. Maheshwari
3. Cost Accountancy - Nigam and Sharma
4. Cost Accounting Principles – Anthony and Reece

Books for further References:

1. Cost Accountancy – Jain and Narang
2. Cost Accountancy – Pattanshetty, Palakar and Patil
3. Practical Costing - Tulsian P.C
4. Cost and Management Accounting – Duncan Williamson

BBA
SEMESTER-V
SUBJECT: MANAGEMENT
TITLE: BUSINESS STATISTICS- DSE
Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs
MARKS THEORY - 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Explain the various methods of collecting data.
2. Compare and contrast between mean, median and mode.
3. Examine the concepts of correlation and regression.
4. categorize time series analysis problems.
5. Investigate the various methods of forecasting sales in a business.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Analyze the various methods of collecting data	Analyze
CO-02	Solve problems on mean, median and mode.	Apply
CO-03	Apply correlation and regression in business	Apply
CO-04	Understand the concept of time series analysis	Understand
CO-05	Identify various methods of forecasting sales in a business	Illustrate

Unit 1	Statistics	18Hrs
1.1	meaning,	
1.2	definition,	
1.3	primary and secondary data	
1.4	methods of collecting data	
1.5	classification of data.	
1.6	Measures of Central Tendency.	
1.7	AM - Median, Mode.	
1.8	Frequency distribution (including relative frequency, cumulative frequency).	
Unit 2	Dispersion	18Hrs
2.1	types,	
2.2	range,	
2.3	Quartile Deviation,	
2.4	Mean Deviation,	
2.5	Standard Deviation,	
2.6	With co-efficient	

Unit 3	Correlation and Regression (linear and bi-variate correlation only.)	13Hrs
3.1	Karl Pearson's and Charles Spearman's method	
3.2	Regression co-efficient	
3.3	Linear equations.	
Unit 4	Analysis of time series	17Hrs
4.1	Meaning,	
4.2	Definition	
4.3	uses,	
4.4	secular trend,	
4.5	seasonal variation,	
4.6	cyclical variation,	
4.7	irregular variation,	
4.8	preparation of data before analyzing time series,	
4.9	measurement of secular trend- graphic method,	
4.10	semi average method,	
4.11	Moving average method of least square.	
Unit 5	Intrapolation and Extrapolation	17Hrs
5.1	Binomial method	
5.2	Newton's method	

Books for References:

1. Business statistics – Vishwanathan
2. Business statistics – S. P. Gupta
3. Statistics for Management – Levin & Rubin
4. Statistics – Spiegel

Books for further References:

1. Statistic for Management- Shenoy and Shrivastava
2. Statistic for Business- Hooda.R.P
3. Statistic for Business and Economics-Hoel and Jessen

BBA

SEMESTER - V

ELECTIVE - I

SUBJECT: FINANCIAL MANAGEMENT- I - DSC

TITLE: ADVANCE COMPANY ACCOUNTS

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY - 70 + INTERNAL ASSESSMENT -30 = 100

COURSE OBJECTIVES:

1. Analyse the motives of merger & acquisition.
2. Apply the methods of accounting in Amalgamation.
3. Evaluate the Internal Reconstruction procedure.
4. Apply the various methods of valuation of Goodwill and valuation of shares.
5. Illustrate the computation of pre and post incorporation problems.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the motives of merger & acquisition.	Understand
CO-02	Evaluate the methods of accounting in Amalgamation.	Evaluate
CO-03	Analyse the Internal Reconstruction procedure.	Analyse
CO-04	Examine the various methods of valuation of Goodwill and valuation of shares.	Understand
CO-05	Understand the computation of pre and post incorporation problems.	Analyse

Unit 1	Merger & Acquisition	10 Hrs
1.1	Meaning	
1.2	motives behind take over and merger	
1.3	categories of mergers	
1.4	steps in merger transactions	
1.5	methods of payment	
1.6	Company law provision as to Merger & Reconstruction.	
Unit 2	The amalgamation of Companies (AS-14)	18 Hrs
2.1	Types of Amalgamation	
2.2	Methods of accounting for Amalgamation	

2.3	Problems on Amalgamation in the nature of Merger & Purchase.	
Unit 3		14 Hrs
3.1	Internal Reconstruction	
3.2	Meaning	
3.3	Alteration & Reduction of Share Capital	
3.4	Shares v/s stock	
3.5	consolidation v/s splitting up	
3.6	Forfeiture v/s Surrender	
3.7	Passing journal entries & Preparation of Balance Sheet after Reconciliation.	
Unit 4	Valuation of Goodwill	24 Hrs
4.1	Meaning,	
4.1.1	Features,	
4.1.2	Factors influencing goodwill,	
4.1.3	Need for valuation of goodwill,	
4.1.4	Methods of valuation of Goods	
4.1.5	Problems.	
4.2	Valuation of Shares	
4.2.1	Meaning,	
4.2.2	Circumstances under which shares are valued,	
4.2.3	Methods of valuation of shares	
4.2.4	Problems.	
Unit 5	Acquisition of Business of Non-Corporate Entities	16 Hrs
5.1	Computation of Pre & Post incorporation profit	

Books for References:

1. Advanced Accounting: S.N Maheshwari
2. Advanced Accounting: R.L Gupta
3. Advanced Accounting : Dr. M. A. Arulanandar

Books for further References:

1. Advanced Accountancy – M. C. Shukla
2. Advanced Accountancy – B. S. Raman
3. Advanced Accountancy - P.C Tulsian

BBA
SEMESTER-V
ELECTIVE-I
MARKETING MANAGEMENT-I
TITLE: MARKETING MIX -DSC
Subject Code: BBE 320

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs
MARKS THEORY - 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Explain the concepts of brand and design a development of a brand.
2. Plan various pricing approaches.
3. Prioritize the type market distribution channel.
4. Analyse consumer behaviour.
5. Justify ethics in business.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Develop the skills required for development of product and Brand.	Understand
CO-02	Explain the factors affecting pricing decisions.	Understand
CO-03	Create various channels of distribution.	Understand
CO-04	To learn about consumer behaviour perceptions.	Remember
CO-05	Define ethics of marketing.	Remember

Unit 1	Products	18 Hrs
1.1	Services,	
1.2	meaning,	
1.3	characteristics,	
1.4	Classification.	
1.5	Branding strategy	
1.5.1	Brand equity,	
1.5.2	brand positioning,	
1.5.3	types of brand,	
1.5.4	brand development,	
1.5.5	Other product-related strategy – packages, label, and guarantee	
Unit 2	Pricing	16 Hrs
2.1	factors affecting pricing decisions	

2.2	pricing approaches	
2.3	product mix	
2.4	pricing strategies	
2.5	Price changes.	
Unit 3	Marketing Channels	16 Hrs
3.1	nature and importance	
3.2	Number of channel levels.	
3.3	Channel design decisions,	
3.4	channel management decisions,	
3.5	retailing and wholesaling,	
3.6	marketing logistics –	
3.6.1	Major logistics,	
3.6.2	Functions.	
Unit 4	Consumer behavior	14 Hrs
4.1	Introduction,	
4.2	Understanding Consumer behavior,	
4.3	Consumer decision behaviour,	
4.4	Consumer buying decision process,	
4.5	Consumer buying behaviour theories	
Unit 5	Social responsibility of marketing,	15Hrs
5.1	marketing ethics	
5.2	Consumerism	
5.3	Environmentalism	
5.4	Societal marketing.	

Books for References:

1. Marketing Management – Neelamegashyama
2. Marketing Management – Philip Kotler
3. Marketing Management – Philip Kotler and Keller.
4. Marketing Management – Pankajmadan, Amit Mittal, HemarajVerma
5. Fundamentals of Management – William J Stanton

Books for further References:

1. Principles of Marketing – Philip Kotler and Gary Armstrong
2. Basic Marketing Management – Varenker
3. Marketing Management – Ramaswamy and NamaKumari
4. Marketing Management – Sherlekar

OR

BBA
SEMESTER-V
ELECTIVE-I
SUBJECT: HUMAN RESOURCE MANAGEMENT -1 DSC
TITLE: (ORGANISATION BEHAVIOUR)
Subject Code: BBE 330
Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs
MARKS THEORY - 70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Analyse the concepts of Organization Behaviour.
2. Explain the process of Individual Behaviour and design behavioral theories.
3. Examine the various theories of learning.
4. Illustrate the various theories of motivation.
5. Outline strategies for resolving conflict.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of Organization Behaviour	Analyze
CO-02	Illustrate process of Individual Behaviour and design behavioral theories	Apply
CO-03	Outline the various theories of motivation	Understand
CO-04	Relate various theories of motivation in workplace	Apply
CO-05	Find relevant strategies for resolving conflict in workplace	Evaluate

Unit 1	Organization Behaviour	14 Hrs
1.1	Definition and meaning	
1.2	Foundations of OB	
1.3	importance of OB	
1.4	OB model	
1.5	Contribution of behavioral science to management	
1.6	Approaches of OB.	
Unit 2	Individual Behaviour	18 Hrs
2.1	Individual differences	
2.2	personal factors	
2.3	Environmental factors	
2.4	Personality	

2.5	theories	
2.6	Determinants of personality.	
Unit 3	Perception	16 Hrs
3.1	Definition and meaning	
3.2	perceptual process,	
3.3	factors affecting perception,	
3.4	Learning	
3.5	Principles	
3.6	Process	
3.7	Theories of learning	
3.8	Reinforcement of learning	
3.9	Role of punishment.	
Unit 4	Motivation	16 Hrs
4.1	Theories	
4.2	Maslow's theory	
4.3	MC Gregor's-X and Y theory	
4.4	Herzberg theory	
4.5	Employee morale	
4.6	Leadership	
4.7	Importance	
4.8	Styles	
4.9	Trait theory	
4.10	Behavioural theory	
4.11	Managerial grid.	
Unit 5	Conflict	16 Hrs
5.1	Functional and Dysfunctional conflict	
5.2	Levels of Conflict	
5.3	Negotiation	
5.4	Conflict resolution	
5.5	Strategies for resolving conflict.	

Books for References:

1. Organisational Behaviour – K. Ashwathappa
2. Organisational Behaviour-Robbins
3. Organisational Behaviour-Kieth Davis
4. Organisational Behaviour – S.Chand

Books for further References:

1. Organisational Behaviour – L.M. Prasad
2. Organisational Behaviour – Sudarsana Reddy
3. Organisational Behaviour – Shashi K Gupta
4. Organisational Behaviour – Dr. C B Gupta

BBA

SEMESTER- V

ELECTIVE - II

SUBJECT: FINANCIAL MANAGEMENT-II

TITLE: FINANCIAL DECISIONS -DSC

Subject Code: BBE 410

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY- 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Explain the basic concepts of cost of capital.
2. Describe the capital structure and its approach.
3. Analyse the concepts of ROI and ROE in planning the capital structure.
4. Apply the techniques of capital budgeting.
5. Solve problems on Dividend policy models.

COURSE LEARNING OUTCOME(CO)

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Explain the cost of various sources of capital.	Understand
CO-02	Determine net income approach and net operating income approach.	Analyse
CO-03	Apply various tools of financial analysis to interpret which helps in decision making.	apply
CO-04	Compare the traditional techniques and modern techniques of cash flows.	apply
CO-05	Determine the Legal aspects of dividend declaration and Bonus shares.	Analyse

Unit 1	Cost of Capital	17 Hrs
1.1	Meaning	
1.2	computation of cost of various sources of capital,	
1.3	Computation of weighted average cost of capital.	
Unit 2	Capital Structure	14 Hrs
2.1	Definition	
2.2	Risk	
2.3	Return trade off,	
2.4	traditional views	
2.5	Net income approach	
2.6	net operating income approach	
2.7	MM position	
Unit 3	Planning the Capital Structure	09 Hrs
3.1	ROI and ROE Analysis	
3.2	Capital structure policies.	
Unit 4	Capital Budgeting	22 Hrs
4.1	Techniques	
4.1.1	traditional techniques and modern techniques of cash flows,	
4.2	payback period	
4.3	net present value,	
4.4	internal rate of return	
4.5	Profitability index.	
Unit 5	Dividend Policy	18 Hrs
5.1	Traditional position	
5.2	Walter's model	
5.3	Gordon's model.	
5.4	Legal aspects of dividend declaration	
5.5	Bonus share	

Books for References:

1. Financial Management – Khan & Jain
2. Financial Management – I. M Pandey
3. Financial Management – S.N. Maheshwari
4. Financial Management – James C VAnhorne
5. Financial Management – Prasanna Chandra

Books for further References:

1. Financial Management – Sharma and Gupta
2. Financial Management – Prasanna Chandra
3. Financial Management – N.S. Zad
4. Financial Management – D.K.Goel and Shelly Goel
5. Financial Management – RustagiR.P

OR

BBA

SEMESTER-V

ELECTIVE-II

SUBJECT: MARKETING MANAGEMENT- II

TITLE: (MARKETING RESEARCH) -DSC

Subject Code: BBE 420

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY- 70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Define Marketing research.
2. Discuss Marketing research approaches.
3. Explain measurement and scaling in market research.
4. Interpret data processing and tabulation.
5. Differentiate between Marketing Research and Market Research.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Develop the skills required for development of Market research.	Understand
CO-02	Explain the different marketing research approaches..	Understand
CO-03	Design a questionnaire relating to marketing research.	Understand
CO-04	Develop the skills required to Interpret data processing and tabulation.	Remember
CO-05	Compare the differences between Marketing Research and Market Research.	Remember

Unit 1	Marketing research	16 Hrs
1.1	definition,	
1.2	nature,	
1.3	scope,	
1.4	objectives	
1.5	Significance.	
1.6	Steps in the Research process	
Unit 2	Research approaches	15Hrs
2.1	research design	
2.2	sources of data	
2.3	primary and secondary data,	
2.4	sampling design size	

2.5	Its determinants.	
Unit 3	Measurement and scaling in market research.	15Hrs
3.1	Types of measurement scale	
3.2	questionnaires,	
3.3	question schedule,	
3.4	Designing a questionnaire.	
Unit 4	Data processing and tabulation	14 Hrs
4.1	setting and testing of hypothesis	
4.2	Computation of data report writing.	
Unit 5	Market Research	16Hrs
5.1	Difference between Marketing Research and Market Research.	
5.2	Marketing Research Agencies.	
5.3	Application of Marketing Research.	

Books for References:

1. Marketing Research – Theory and Practices – Green and Tull
2. Marketing Research – G. C Beri
3. Marketing Research: Luck and Wales.

Books for further References:

1. Marketing Research – Kulkarni& others
2. Marketing Research- Byod& Westfall
3. Basic Marketing – Vernker

OR

BBA

SEMESTER-V

ELECTIVE-II

SUBJECT: HUMAN RESOURCE MANAGEMENT - II-DSC

TITLE: (HUMAN RESOURCE DEVELOPMENT)

Subject Code: BBE 430

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY- 70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Explain the concepts of Human Resource Development.
2. Discuss Career Planning and its importance.
3. Describe Career development.
4. Compare Organisation change and development.
5. Define team development.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Evaluate the concept of Human Resource Development.	Understand
CO-02	To learn about Career Planning and its importance.	Remember
CO-03	Evaluate individual and organization Career Development.	Remember
CO-04	Explain the techniques of Organization Change & Development.	Apply
CO-05	Distinguish between team and group.	Evaluate

10Hrs

Unit 1 Human Resource Development

- 1.1 Features,
- 1.2 Objectives
- 1.3 benefits of HRD

Unit 2 Career Planning

18Hrs

- 2.1 Features
- 2.2 Importance
- 2.3 stages,
- 2.4 differences between career planning
- 2.5 HR planning process.

Unit 3 Career development

18Hrs

- 3.1 Individual career development,
- 3.2 Organizational career development
- 3.3 Effective career planning
 - 3.3.1 Succession planning,
 - 3.3.2 Difference between career planning & succession planning

Unit 4 Organization Change & Development

18 Hrs

- 4.1 Organizational development interventions
- 4.2 techniques of development

Unit 5 Team Development

16Hrs

- 5.1 Features of team
- 5.2 team v/s group,
- 5.3 team building
- 5.4 Effective teams.

Books for References:

1. Industrial Psychology – PK Ghosh and MB Ghorpade
2. Human Behaviour at work – Davis K
3. Industrial Productivity and Motivation – N. C. Gangoli
4. Industrial Psychology – N. R. Chatterji
5. Human resource Development – Richard A. Swanson

Books for further References:

1. Human Problems in Indian Industries – K. G. Desai
2. Organizational Theory and Behaviour – V. S. P. Rao and P. S. Narayana
3. Human Resource Management – V. S. P Rao
4. Human Resource Development – Dr. Deepak Sharma

VI Semester

BBA

SUBJECT: MANAGEMENT

TITLE: CORPORATE LAW - DSC

Subject Code: BBF 240

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY- 70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Explain the law of contract, Offer, Acceptance and Consideration.
2. Evaluate capacity of parties.
3. Analyse the various remedies available when a contract is breached.
4. Explain about incorporation of a company.
5. Analyse the role of company secretary and auditors.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of law of contract, Offer, Acceptance and Consideration.	Understand
CO-02	Outline the concept of capacity of parties.	Analyse
CO-03	Identify the various remedies available when a contract is breached.	Apply
CO-04	Understand the legalities of formation of a company.	Understand
CO-05	Discuss the roles of company secretary and auditors.	Analyse

Unit 1	Concept of Law	16 Hrs
1.1	General Principles of law of contract	
1.2	essentials of valid contract	
1.3	classification of contract	
1.4	offer,	
1.5	acceptance	
1.6	Consideration	
1.7	essentials and exceptions	
1.8	legality of the object and consideration.	
Unit 2	Capacity of parties	16Hrs
2.1	Minor only,	
2.2	free consent	
2.3	Coercion,	
2.4	Undue influence,	
2.5	Misrepresentation,	
2.6	Fraud,	
2.7	Mistake.	
Unit 3	Contingent Contracts	16 Hrs
3.1	Quasi Contracts,	
3.2	Discharge of a Contract	
3.3	Remedies for a breach of contract.	
Unit 4	Company: Incorporation of a Company	16Hrs
4.1	Memorandum of Association,	
4.2	Articles of Association	
4.3	meaning –	
4.4	importance	
4.5	form and contents	
4.6	Distinctions.	
4.7	Prospectus and statement in lieu of prospectus	
4.7.1	Meaning	
4.7.2.	Definition	
4.8	The concept of the lifting of the corporate veil.	
Unit 5	Company Management	16Hrs

5.1	Directors,	
5.2	Company secretary	
5.3	Auditors	
5.4	Role in the company	
5.5	Meeting	
5.6	Kinds and types of meeting.	
5.7	Requisites of a valid meeting	
5.7.1	Quorum	
5.7.2	Minutes	

Books for References:

1. Mercantile Law – Avtarsingh
2. Mercantile Law – M. C. Kuchal
3. Commercial Law – Sen and Mithra
4. Commercial Law – N. D. Kapoor
5. Commercial Law – S. P. Iyengar

Books for further References:

1. Business Law – R. S. N. Pillai & Bagavathi
2. Business Law – P. C. Tulsian Company Law – M. C. Kuchal
3. Company Law – N. D. Kapoor
4. Company Law – Avtar Singh

BBA

SEMESTER – VI

SUBJECT: MANAGEMENT

TITLE: INTERNATIONAL BUSINESS-DSC

Subject Code: BBF 210

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY- 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Explain International Business Environment.
2. Analyse the various Regional Trade Blocks.
3. Demonstrate an understanding of the conflicts and role of WTO.
4. Analyse various Multinational corporations.
5. Examine the Foreign Direct Investment in India.

COURSE LEARNING OUTCOME:

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Explain the concepts of Liberalization, privatization and globalization.	Remember
CO-02	Define the impact of Regional Trade Blocks on globalization.	Understand
CO-03	Discuss the role played by WTO.	Understand
CO-04	Understand various Multinational corporations.	Analyse
CO-05	Explain the different government policy towards FDI.	Remember

Unit 1	International Business Environment	16 Hrs
1.1	International Business Orientation	
1.2	Ethnocentric,	
1.3	Polycentric,	
1.4	Region Centric	
1.5	Geocentric.	
1.6	Globalization and Liberalization.	
1.7	Liberalization in India,	
1.8	The New Economic Policy of 1991.	
Unit 2	Regional Trade Blocks	16Hrs
2.1	EU	
2.2	ASEAN,	
2.3	OPEC,	
2.4	OECD,	
2.5	SAARC	
2.6	NAFTA.	
2.7	Impact of Regional Trade Blocks on globalization.	
Unit 3	World Trade Organization	16Hrs
3.1	Origin, membership	
3.2	Structure and its role.	

3.3	Dispute settlement machinery of WTO, TRIPs and TRIMs, GATTs.	
3.4	IMF & World Bank- A brief introduction.	
Unit 4	Multinational Corporations:	16Hrs
4.1	Meaning	
4.2	mode of operations	
4.3	Foreign Collaborations	
4.4	Joint Ventures,	
4.5	Franchising	
4.6	Strategic Alliances.	
4.7	International Channels of Distribution	
4.8	Overseas Production	
4.9	Free Trade Area.	
Unit 5	Foreign Direct Investment in India	16Hrs
5.1	Trends	
5.2	Government policy towards FDI.	

Books for References:

1. International Marketing: C. A. Francis
2. Business Environment: C. A. Francis
3. International Business – Francis Cherunilum

Books for further References:

1. International Business – Dr.SubbaRao
2. International Business – Bhalla
3. International Trade Policies in developing economy- M.J.Mathew

BBA
SEMESTER-VI
SUBJECT: MANAGEMENT
TITLE: DECISION MODELS – DSC
Subject Code: BBF 230

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs
MARKS THEORY - 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Compute problems on linear programming.
2. Design and draw networks.
3. Compare and contrast between R-chart and p-chart.
4. Plan decision making.
5. Construct decision trees and to analyze the problems in business.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Apply problems on linear programming in business	Apply
CO-02	Evaluate the shortest period to achieve the project	Analyze
CO-03	Examine if the process is in control or not based on R-chart and p-chart.	Understand
CO-04	Take business decision.	Apply
CO-05	Analyze various alternatives in a business	Analyze

Unit 1	Linear Programming Models	16 Hrs
1.1	two variables	
1.2	graphical solution	
1.3	business application	
1.4	Simplex method.	
Unit 2	Network Analysis	22Hrs
2.1	PERT (Program Evaluation Review Technique) problems	
2.2	CPM (Critical Path Method) problems.	
Unit 3	Quality Controls	16 Hrs
3.1	Control charts	

3.2	Six sigma concept	
3.3	control limits	
3.4	R Charts and P Charts.	
Unit 4	Decision Theory	16 Hrs
4.1	decision under certainty	
4.2	minimax and maxmini criteria	
4.3	Hurwicz criteria	
4.4	Laplace criteria	
4.5	Expected opportunity loss criteria.	
Unit 5	Decision tree analysis	10Hrs
5.1	Bayes' approach.	
5.2	Case Study (problems)	

Books for References:

1. Quantitative techniques in management – ND Vohra
2. Operation Research – V K Kapoor
3. Operation Research – S D Sharma
4. Decision models – B.H.Suresh

Books for further References:

1. Decision models – Patricia
2. Decision models – James MC Grath
3. Evolution and Decision models – Raymond Bisdorff

BBA

SEMESTER - VI

ELECTIVE - III

SUBJECT: FINANCIAL MANAGEMENT- III - DSC

TITLE: WORKING CAPITAL MANAGEMENT

Subject Code: BBF 310

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY- 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Solve problems on estimation of working capital requirement.
2. Apply the different methods of evaluating inventory through different methods.
3. Compute the problems in preparation of the cash budget.
4. Verify the Credit policy, credit evaluation and computing the best Credit Policy.
5. Evaluate projects using cash and Fund Flow management techniques.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concept of working capital requirement.	Understand
CO-02	Understand the various methods of evaluating inventory	Understand
CO-03	Evaluate the problems on cash budget.	Apply
CO-04	Identify the best Credit Policy.	Evaluate
CO-04		
CO-05	Analyse the various sources and applications of funds.	Analyse

Books for References:

1. Financial Management: M.Y.Khan and P.K. Jain
2. Financial Management: I.M Pandey
3. Financial Management: Rustagi R.P

Books for further References:

1. Financial Management: Maheshwari

2. Financial Management: James C Van home
3. Financial Management: Prasanna Chandra

OR

BBA

SEMESTER-VI

ELECTIVE-III

MARKETING MANAGEMENT – III (ADVERTISING)– DSC

Subject Code: BBF 320

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs

MARKS THEORY - 70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Justify the role of advertising.
2. Assess the role of advertising agencies and their importance.
3. Inspect the problems in ethical aspects of advertising.
4. Compose an advertisement copy.
5. Compare and contrast between the various types of media available and the rationale behind choosing an appropriate media.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Explain the role of advertising in the marketing mix,	Remember
CO-02	Discuss the evolution of Advertising	Understand
CO-03	Explain the role played by advertising agencies.	Understand
CO-04	Understand about Advertising Campaign Planning:	Analyse
CO-05	Determine the types of advertising media.	Remember

Unit 1	Hire purchase	14Hrs
1.1	Meaning,	
1.2	definition,	
1.3	objectives,	
1.4	importance,	
1.5	role of advertising in the marketing mix,	
1.6	advertising mix factors,	
1.7	marketing communication process,	

1.8	Determinants of the promotion mix.	
Unit 2	Evolution of advertising,	18Hrs
2.1	classifications of advertisements,	
2.2	socio-economic effects of advertising,	
2.3	criticisms,	
2.4	Legal	
2.5	Ethical aspects of advertising in India.	
Unit 3	Advertising Agencies:	17Hrs
3.1	role of agencies	
3.2	functions,	
3.3	organization structure,	
3.4	Characteristic of good agency,	
3.5	Compensation to agencies.	
3.6	Advertising budget determinants.	
Unit 4	Advertising Campaign Planning:	13 Hrs
4.1	Advertising copy design	
4.2	compensations strategy,	
4.3	copy visualization layout	
4.4	message strategy,	
4.5	message execution.	
4.6	Classification of advertisement copies,	
4.7	essentials of a good copy.	
Unit 5	Advertising Media	14Hrs
5.1	Types of media, their relative merits & de-merits,	
5.2	determinants of media selection,	
5.3	media planning,	
5.4	scheduling.	

Books for References:

1. Advertising Management: Mahendra Mohan
2. Advertising Management – Rathor
3. Advertisement Management – Chunawalia
4. Advertising Management – Write & Zieglar

Books for further References:

1. Advertising and Promotion: Belch
2. Advertising and salesmanship – K.S.Davar
3. Advertising Management – Rajiv Bhatra
4. Advertising and salesmanship – K.S.Davar

BBA SEMESTER-VI
ELECTIVE-III
SUBJECT: HUMAN RESOURCE MANAGEMENT – III
TITLE: (LABOUR WELFARE) – DSC
Subject Code: BBF330
Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs
MARKS THEORY- 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Analyse the concepts and approaches of Labour welfare.
2. Discuss the various Labour welfare agencies.
3. Identify the different workers education and training programmes in India.
4. Explain the statutory and non- statutory provisions of labour welfare.
5. Demonstrate a clear understanding of the Employees health and safety measures taken.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of Labour welfare	Understand
CO-02	Identify various Labour welfare agencies	Analyze
CO-03	Evaluate the different workers education and training programmes in India.	Understand
CO-04	Differentiate between statutory and non- statutory provisions of labour welfare	Apply
CO-05	Understand Employees health and safety measures	Analyze

Unit 1	Labour welfare	16 Hrs
1.1	Basic Concepts	
1.2	Need	
1.3	Importance	
1.4	approaches of labor welfare	
1.5	Scope of labour welfare.	
Unit 2	Labour welfare agencies	16Hrs
2.1	Trade union	

2.2	State	
2.3	Central Government	
2.4	voluntary agencies	
2.5	Duties	
2.6	Responsibilities of labour welfare officer.	
Unit 3	Workers education and Training	16 Hrs
3.1	objectives of workers education	
3.2	Three levels of workers education	
3.3	special category programmes	
3.4	workers education in India.	
Unit 4	Statutory and non-statutory provisions of labour welfare	16 Hrs
4.1	workmen's compensation Act-ESI Act,	
4.2	1948, Employees Provident Fund Act-	
4.3	1952 and Maternity Benefit Act- 1961.	
Unit 5	Employees Health and Safety	16 Hrs
5.1	Employment of women and young person	
5.2	Safety of young person	
5.3	The Factories Act -1948	

Books for References:

1. Human Resource Management – K S Ashwathappa
2. Human Resource Management – T. V. Rao
3. Human Resource Management – V. S. P. Rao
4. Human Resource Management – SubbaRao

Books for further References:

1. Human Resource Management – C.B. Gupta and M.V. Murthy
2. Human Resource Management – B.J Lathi and paragNarkhede
3. Personnel Management – Rudrabasavaraj
4. Personnel Management and Industrial Relations – C.B. Mamoria

BBA
SEMESTER-VI
ELECTIVE - IV
FINANCIAL MANAGEMENT – IV (TAXATION) –DSC
Subject Code: BBF 410

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs
MARKS THEORY - 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Explain the basic concepts of Indian Income tax and its provisions.
2. Calculate business Income and identify various heads of income.
3. Solve problems on Capital Gains.
4. List the provisions of Set off and carry forward of losses.
5. Explain the provisions of Deductions from total Income.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Determine the residential status of Individual, firm and company.	Remember
CO-02	Analyse the various heads of Income.	apply
CO-03	Compute Long term and Short term Capital gain	apply
CO-04	To learn about Set-off and carry forward of losses.	Understanding
CO-05	To understand Deductions from the total income of the business.	Analyse

Unit 1	Indian Income Tax Act, 1961	16 Hrs
1.1	Basic concepts	
1.2	Income	
1.3	Person	
1.4	Assesses	
1.5	Previous Year	

1.6	Assessment Year	
1.7	Residential Status of Individuals	
1.8	Firms and Company	
1.9	Scope of Total Income	
Unit 2	Outline of various heads of income.	16Hrs
2.1	Computation of Business Income (including income of Profession).	
Unit 3	Computation of capital gains	16 Hrs
3.1	Computation of Long term and Short term Capital gain	
Unit 4	Set-off and carry forward of losses. (only theory)	16Hrs
4.1	Deemed incomes.	
Unit 5	Deductions from the total income of the business.	16Hrs

Books for References:

1. Income Tax Act: Taxman Publication
2. Income Tax: Ravi Kishore
3. Income Tax: Singhanian
4. Income Tax: R.N Mehlotra

Books for further References:

1. Income Tax Law and Practice: Bhagwati Prasad
2. Income Tax Law and Practice: Mehrotra H.C
3. Income Tax: T. Manoharan
4. Direct Tax- Jain and Narang and DinakarPagare

OR

BBASEMESTER-VI
ELECTIVE-IV
SUBJECT: MARKETING MANAGEMENT – IV
TITLE: (SALES MANAGEMENT)– DSC
Subject Code: BBF 420

Class Duration: 16 Weeks with 5 Hours a week = 80 Hrs
MARKS THEORY - 70 + INTERNAL ASSESSMENT - 30 = 100

COURSE OBJECTIVES:

1. Explain the concepts of sales Management.
2. Discuss about Personal selling.
3. Use Sales Budgeting.
4. Describe about Customer relationship management.
5. Illustrate on Direct Marketing.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Explain the concepts of Sales management.	Understand
CO-02	Identify the important aspects of personal selling	Remember
CO-03	Analyse the Responsibility of Sales Manager.	Understand
CO-04	Discuss the Customer Relationship Management.	Understand
CO-05	Understand the Ethical issues in direct marketing.	Analyse

Unit 1	Sales Management	16Hrs
1.1	Definition	
1.2	Meaning	
1.3	Importance and functions of sales management.	
1.4	Sales Planning	
1.5	Sales Management Planning Process.	
1.6	Sales Forecasting	
Unit 2	Personal Selling	16Hrs
2.1	Important aspects of personal selling	

2.2	Process	
2.3	Significance	
2.4	Limitations.	
Unit 3	Sales Budgeting	16Hrs
3.1	Types of Budget	
3.2	Sales Budget procedure.	
3.3	Types of Salesman,	
3.5	Responsibility of Sales Manager.	
Unit 4	Customer Relationship Management	16Hrs
4.1	Meaning	
4.2	Customer value and satisfaction	
4.3	Changing nature of customer relationships.	
4.4	Creating customer loyalty	
4.5	retention building	
4.6	Customer equity.	
Unit 5	Direct Marketing	16Hrs
5.1	Meaning,	
5.2	Importance,	
5.3	forms of direct marketing	
5.4	Telephone,	
5.5	mail,	
5.6	catalogue,	
5.7	Television.	
5.8	Marketing	
5.9	Ethical issues in direct marketing.	

Books for References:

1. Management of sales force – William J Stanton
2. Marketing and Sales Management – Acharya and Govekar
3. Sales Management – Chunavalia
4. Principles of Marketing – Philip Kotler – Gary Armstrong

Books for further References:

1. Professional Sales Management – Anderson

2. Sales Management by Gill and Cundiff.
3. Advertising and salesmanship – K.S.Davar
4. Advertising and salesmanship – K.S.Davar

OR

BBA SEMESTER VI

ELECTIVE-IV

SUBJECT: HUMAN RESOURCE MANAGEMENT-IV

TITLE: INDUSTRIAL RELATIONS – DSC

Subject Code: BBF 430

Class Duration: 16 Weeks with 5 Hours a week = 80 Hours

MARKS THEORY- 70 + INTERNAL ASSESSMENT- 30 = 100

COURSE OBJECTIVES:

1. Explain the concepts of Industrial Relations.
2. Describe Trade Union Act, 1926.
3. Discuss about Employee discipline.
4. Summarise Industrial Dispute.
5. Demonstrate on Collective Bargaining.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Explain the concepts of Industrial relations.	Understand
CO-02	Identify the problems of Trade Union in India.	Remember
CO-03	Evaluate the different procedure for disciplinary Action	Understand
CO-04	Discuss the settlement machinery of Industrial dispute.	Understand
CO-05	Understand the process of Collective Bargaining	Analyse

Unit 1	Industrial Relations	14Hrs
1.1	meaning	
1.2	significance-objectives	
1.3	factors influencing IR	
1.4	New IR scenario	
1.5	Impact of globalization on IR.	
Unit 2	Trade Union Act, 1926	18Hrs

2.1	Recognition	
2.2	Structure	
2.3	Trade Union.	
2.4	Growth and development	
2.5	problems of Trade Union in India	
Unit 3	Employee Discipline	16Hrs
3.1	Meaning	
3.2	Objectives	
3.3	Forms	
3.4	types of discipline	
3.5	Indiscipline	
3.6	causes of indiscipline	
3.7	Misconduct	
3.8	procedure for disciplinary Action	
3.9	penalties and punishment	
3.10	Discharge of an employee	
3.11	Code of discipline in Indian Industry.	
Unit 4	Industrial Dispute	16Hrs
4.1	Meaning	
4.2	causes-forms of ID	
4.3	Consequences of ID	
4.4	Strike	
4.4.1	forms of strike	
4.5	Industrial Dispute Act,1947	
4.6	Settlement machinery of ID	
4.6.1	Arbitration,	
4.6.2	Conciliation	
4.6.3	Adjudication.	
Unit 5	Collective Bargaining	16Hrs
5.1	Concepts	
5.2	Features	
5.3	objectives	
5.4	Types	
5.5	process of Collective Bargaining	
5.6	conditions essential for effective bargaining	
5.7	Negotiations.	
5.8	Employee grievance	
5.8.1	Meaning	
5.8.2	Procedures.	

Books for References:

1. Human Resource Management – K S Ashwathappa
2. Human Resource Management – T. V. Rao
3. Human Resource Management – V. S. P. Rao
4. Human Resource Management – SubbaRao

Books for further References:

1. Human Resource Management – C.B. Gupta and M.V. Murthy
2. Human Resource Management – B.J Lathi and paragNarkhede
3. Personnel Management – Rudrabasavaraj
4. Personnel Management and Industrial Relations – C.B. Mamoria

DISCIPLINE SPECIFIC ELECTIVES

BBA SEMESTER – II

SUBJECT: OFFICE ADMINISTRATION

TITLE: PRINCIPLES AND PRACTICE OF AUDITING- DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To explain the concepts of Auditing.
2. To analyse Audit report and rights and duties of company auditor.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Define the concepts of auditing and audit program.	Remember
CO-02	Identify Rights and Duties of Company Auditor.	Understand

Unit 1	Introduction to Auditing	08 Hrs
1.1	Meaning	
1.2	Definition of Auditing	

1.3	Objectives of auditing	
1.4	Advantages of Auditing	
1.5	types of Audit	
1.6	Audit Program	
Unit 2	Company Auditor	08 Hrs
2.1	Auditor	
2.2	qualities of an auditor	
2.3	Appointment	
2.4	Qualification	
2.5	Disqualification	
2.6	Rights and Duties of Company Auditor.	

Text Books for References:

1. Practical Auditing- B N Tandan
2. Practical Auditing- Spicer & Pegler
3. Auditing -T R Sharma

Books for further References:

- 1 Auditing – Jagdeesh Prakash
- 2 Contemporary Auditing - Kamal Gupta
- 3 Auditing – B S Raman

BBA SEMESTER – II

SUBJECT: OFFICE ADMINISTRATION

TITLE: BUSINESS ETHICS -DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To explain the concepts of Business Ethics.
2. To analyse ethics in functional areas of Management.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of Business Ethics.	Remember
CO-02	Apply ethics in functional areas of Management.	Apply

Books for References:

Unit 1	Business Ethics	08 Hrs
1.1	Meaning	
1.2	Scope	
1.3	Types of ethics	
1.4	Feature	
1.5	Factors influencing Business Ethics	
1.6	Importance of Business Ethics	
1.7	Arguments For and against Business Ethics	
1.8	Corporate Social responsibility	
1.9	Issues of Management	
1.9.1	Crisis Management	
Unit 2	Ethics in Management	08 Hrs
2.1	Introduction	
2.2	Ethics in HRM	
2.3	Marketing Ethics	
2.4	Ethical Aspects of Financial Management	
2.5	Technology Ethics	
2.6	Professional Ethics	

1. Business Ethics and Corporate Governance - Murthy CSV
2. Corporate Governance – Bholenath Dutta
3. Business Ethics and Corporate Governance – Dr K Nirmala

Books for further References:

1. Business Ethics and Corporate Governance – Karunakara Reddy
2. Business Ethics and Corporate Governance – K. Venkataramana
3. Business Ethics – P.S. Rathore

BBA SEMESTER – II
SUBJECT: OFFICE ADMINISTRATION

TITLE: E-BUSINESS- DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

- 1.To explain the concepts of E-business.
- 2.To analyse different business models.

COURSE LEARNING OUTCOME(CO)

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Compare Traditional business and E-business	Remember
CO-02	Explain business to consumer models.	Understand

Unit 1	E-business	08 Hrs
1.1	Meaning and Characteristics of e-business	
1.2	Traditional business and E-business	
1.3	E-business framework	
1.4	Internet as E-business enabler (hardware and software)	
1.5	Advantages and disadvantages of E-business	
Unit 2	Business to Consumer (B2C) business models	08 Hrs
2.1	Types of B2C;	
2.2	Business to Business (B2B) business models	
2.3	Types of B2B;	
2.4	Consumer to Consumer (C2C) business models	
2.5	Types of C2C;	
2.6	C2G business models;	
2.7	B2G business models;	
2.8	Peer to peer business models;	
2.9	M-commerce business models.	

Books for References:

1. E-Business – Dave Chaffey
2. Introduction to E-Business – Colin Combe
3. The Business School – Robert T Kiyosaki

Books for further References:

1. E-Commerce and E-Business- C.S.Rayudu.
2. E-Commerce - CSV Murthy
3. E-Commerce – Juanita Ellis

BBA SEMESTER – III**SUBJECT: FUNCTIONAL MANAGEMENT****TITLE: FINANCIAL SERVICES- DSE****Class Duration: 16 Weeks with 2 Hours a week = 32 Hours****MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50**

COURSE OBJECTIVES:

- 1.To explain the concepts of Financial Services.
- 2.To discuss about stock exchange.

COURSE LEARNING OUTCOME(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of Financial Services.	Understand
CO-02	Apply the concepts of stock exchange.	Apply

Unit 1	Financial services	08 Hrs
1.1	Meaning and Types of financial services	
1.2	Stock brokerage	
1.3	Merchant banking	
1.4	Portfolio management services	
1.5	Credit rating	
1.6	Consumer finance	
Unit 2	Mutual Funds	08 Hrs
2.1	Types of mutual funds	
2.2	Open and close-ended	

2.3	Meaning,	
2.4	Operations of mutual funds,	
2.5	Asset management companies.	

Books for References:

1. Financial Services – M. Y. Khan
2. Financial Services and System – Guruswamy
3. Economics of Money and Banking – Chandler. M.V

Books for further References:

1. Financial Markets and Services – Gordon and Natarajan
2. Financial Institution and Markets – L. M. Bhole
3. Monetary planning in India – Gupta Suraj

BBA SEMESTER – III

SUBJECT: FUNCTIONAL MANAGEMENT

TITLE: SERVICE MANAGEMENT - DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

- To explain the importance of service management.
- To discuss the role of travel agencies.

COURSE LEARNING OUTCOME(CO)

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Define service management and customer involvement in services.	Remember
CO-02	Analyse the Role of Travel Agencies and travel organisations	apply

Unit 1	Service Management	08 Hrs
1.1	Meaning and characteristics of services	
1.2	classification of services	
1.3	marketing mix of services	
1.4	Customer involvement in services	
1.5	building customer loyalty	
1.6	GAP model	
1.7	Balancing demand & capacity	

Unit 2	Tourism and travel services	08 Hrs
2.1	Introduction	
2.2	Concepts and Nature of Tourism	
2.3	Significance and impact of Tourism	
2.4	Market segmentation in Tourism	
2.5	Role of Travel Agencies and travel organisations	
2.6	Tour Operations	
2.6.1	Meaning	
2.6.2	Services	

Books for References:

1. Services Marketing – Dr. B. Balaji
2. Services Marketing – C Bhattacharjee
3. Marketing – Dr K Shivakumar

Books for further References:

1. Services Marketing – the Indian Perspective: Shanker, Ravi
2. Service Marketing (Concept, Practices & Cases): Shajahan, S.
3. Services Marketing – People, Technology, Strategy: Lovelock and Christopher.

BBA SEMESTER – III

SUBJECT: FUNCTIONAL MANAGEMENT

TITLE: STRATEGIC MANAGEMENT - DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To explain the concepts of Strategic Planning and Strategic Management.
2. To discuss about global strategies.

COURSE LEARNING OUTCOME:

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Explain the concepts of Strategic Planning and Strategic Management.	Remember
CO-02	Analyse global expansion strategies..	apply

Unit 1	Strategic Planning and Strategic Management	08 Hrs
1.1	Defining strategy	
1.2	levels at which strategy operates	
1.3	approaches to strategic decision making	
1.4	strategic management process	
1.5	strategic intent	
1.5.1	Vision	
1.5.2	Mission	
1.5.3	Objectives	
Unit 2	Global strategies	08 Hrs
2.1	Globalization	
2.2	Risks	
2.3	Global expansion strategies	
2.4	the MNC mission statement	

Books for References:

1. Strategic Management - Rao, V.S.P and Krishna V.H
2. Business policy and Strategic Management- Ghosh P.K.
3. Business policy and Strategic Planning & management- Sultan Chand & Sons.

Books for further References:

1. Business policy and strategic management- Lawrence.
2. Strategic Management - Sharma & Gupta.
3. Business Policy and Strategic Management - P.K. Mishra.

BBA SEMESTER – IV

SUBJECT: BANKING PRACTICES

TITLE: BANKING THEORY & PRACTICE- DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To Compare and contrast between various types of banks.
2. To explain the various services offered by banks.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Analyse the various types of banks.	Remember
CO-02	Understand the various services offered by banks.	Understand

Unit 1	Banking	08 Hrs
1.1	Meaning	
1.2	Definition	
1.3	Role of Banks	
1.4	Types of Banks	
1.5	Banking Structure	
1.6	Unit and Branch Banking	
1.7	Pure and Mixed Banking. Types of account	
1.8	Types of account - a procedure to open a bank account	
Unit 2	Commercial Banks	08 Hrs
2.1	Functions	
2.2	Including Modern Services	
2.3	Hi-Tech Banking:	
2.3.1	Internet Banking,	
2.3.2	ATM,	
2.3.3	Debit Card,	
2.3.4	Credit Card,	
2.3.5	Service Banking,	
2.4	Microfinance	

Books for References:

1. Central Banking - M H Dekock
2. Modern Banking - M C Vaish
3. Banking Theory & Practice - M L Tannan

Books for further References:

1. Banking Theory & Practical - B S Raman
2. Banking - K P M Sundaram
3. Banking Theory & Practice - K C Shekhar

SUBJECT: BANKING PRACTICES

TITLE: INDIAN BANKING - DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To discuss about Reserve Bank of India.
2. To explain about various Development Banks.

COURSE LEARNING OUTCOME(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO1	Understand the role of RBI.	Remember
CO-02	Discuss the functions of development banks.	Understand

Unit 1	Reserve Bank of India	08 Hrs
1.1	Formation	
1.2	Functions of RBI	
1.3	Role of RBI in Economic Development	
1.4	Monetary Policy.	
Unit 2	Development Banks.	08 Hrs
2.1	IFCI	
2.2	IDBI	
2.3	KSFC	
2.4	SIDBI.	
2.4.1	Their functions and working	

Books for References:

1. Money, Banking, International Trade and Public Finance - DM Mithan
2. Money, Banking and International trade - T Sethi
3. Banking theory and Practice - Shekar & Shekar

Books for further References:

1. Banking Theory and Practice in India - Warshney&Radhaswamy
2. Modern Banking - K P M Sundaram
3. Modern Banking - M C Vaishya

BBA SEMESTER – 1V
SUBJECT: BANKING PRACTICES
TITLE: INTERNATIONAL BANKING- DSE
Class Duration: 16 Weeks with 2 Hours a week = 32 Hours
MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To discuss about Banking system in USA and UK.
2. To explain the various International Financial Institutions.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Compare the UK and USA banking system	Remember
CO-02	Discuss the functions of International financial Institutions.	Understand

Unit 1	The banking system in the USA & UK	08 Hrs
1.1	A brief study	
1.2	Comparative analysis with the Indian Banking system.	
Unit 2	International Financial institutions	08 Hrs
2.1	IMF	
2.2	IBRD	
2.3	IFC	
2.4	ADB	
2.5	Objectives and functions	
2.6	Mint parity theory	
2.7	PPP theory	
2.8	Balance of payment theory	

Books for References:

1. Central Banking - M.H.DeKoc
2. Money, Banking, International Trade And Public Finance - D M Mithani& K P M Sundaram
3. Money Banking and International Trade - K P M Sundaram

Books for further References:

1. Modern Banking - M C Vaish
2. Money Banking and International Trade - M L Seth
3. Elements of Foreign Exchange - M L Seth

SUBJECT: BUSINESS ANALYSIS**TITLE: BUSINESS RESEARCH METHODOLOGY- DSE****Class Duration: 16 Weeks with 2 Hours a week = 32 Hours****MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50****COURSE OBJECTIVES:**

1. To explain the concepts of research methodology.
2. To Compare and contrast the various methods of data collection.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Differentiate between Research Methods Vs Research Methodology	Remember
CO-02	Discuss various methods of data collection.	Understand

Unit 1	Research	08 Hrs
1.1	Meaning	
1.2	Objectives	
1.3	Types of Research	
1.4	Scope of Research	
1.5	Research Approaches	
1.6	Research Process	
1.7	Research Design	
1.8	Research Methods Vs Research Methodology	
1.9	Steps in Research	
1.9.1	Problem Formulation	
1.9.2	Statement of Research Objective	
1.9.3	Exploratory	
1.9.4	Descriptive	
1.9.5	Experimental Research	
Unit 2	Methods of Data Collection	08 Hrs
2.1	Observational	
2.2	Survey Methods	

2.3	Field Work Plan	
2.4	Administration of surveys	
2.5	Training field investigators	
2.6	Sampling methods	
2.7	Sample size	

Books for References:

1. Research methodology in Social Sciences - O.R.Krishnaswamy
2. Research Methods in Behavior Science - R. Divivedi
3. Business Research Methodology - J.K. Sachdeva

Books for further References:

1. Business Research - Jill Hussey
2. Statistics for Management - Levin & Rubin
3. Research Methodology - Kothari C.R

BBA SEMESTER – V

SUBJECT: BUSINESS ANALYSIS

TITLE: CORPORATE GOVERNANCE- DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

- To explain Conceptual outline of corporate governance.
- To discuss about theories of Corporate Governance.

COURSE LEARNING OUTCOME:

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Discuss importance of corporate governance.	Remember
CO-02	Explain the Theories of Corporate Governance	Understand

Unit 1	Conceptual outline of corporate governance	08 Hrs
1.1	Introduction ,	
1.2	Meaning	
1.3	Definition,	

1.4	Scope,	
1.5	Significance.	
1.6	Evolution of corporate governance	
1.7	Development of corporate governance in India	
1.8	Principles and essentials of good corporate governance.	
1.9	corporate frauds (case-studies on Satyam SAHARA etc)	
Unit 2	Theories of Corporate Governance	08 Hrs
2.1	Agency problem,	
2.2	Stakeholder theory,	
2.3	enterprise governance,	
2.4	legislative framework of Corporate Governance in Indian	
2.5	SEBI guidelines,	
2.6	IRDA guidelines,	
2.7	TRAI guidelines	

Books for References:

1. Corporate Governance Best Practices - Frederick D
2. Corporate Governance Principles and practice - Walter A
3. Corporate Governance - J P Sharma

Books for further References:

1. Corporate Governance - S Chand Publication
2. Corporate Governance - Sumitra N
3. Corporate Governance - R.K Aggarwal and Dr H.K Singh

BBA SEMESTER – V

SUBJECT: BUSINESS ANALYSIS

TITLE: BUSINESS ENVIRONMENT- DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To Classify the internal and external environment of business and analyse business as an organ of society.
2. To analyse the different forms of business organization.

COURSE LEARNING OUTCOME(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the internal and external environment of business	Remember
CO-02	Evaluate the different forms of business organization.	Evaluate

Unit 1	Objectives of business	08 Hrs
1.1	The internal and external environment of business,	
1.2	Business, society and government interface,	
1.3	Business as an organ of society	
Unit 2	Forms of Business Organizations	08 Hrs
2.1	Sole Proprietorship,	
2.2	Partnership,	
2.3	joint-stock company's-operatives,	
2.4	public sector companies,	
2.5	Departmental undertakings	

Books for References:

1. Essential of the Business environment - Bisht and Sharma
2. Business Environment - Francis Cherunilam
3. Business policy – Bommel

Books for further References:

1. Business Environment - M.B. Shukla
2. Business Environment –Aswathappa
3. Business Environment - SudarsanaReddy. G

SUBJECT: MANAGEMENT SKILLS

TITLE: ACCOUNTING FOR DECISION MAKING - DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To Solve problems on Valuation of stock.
2. To explain Human Resource Accounting.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Analyse the need for inflation accounting	apply
CO-02	Discuss significance of HRA.	understand

UNIT-1	Inflation Accounting	08 Hrs
1.1	Meaning	
1.2	Need	
1.3	Simple problems on valuation of stock,	
1.4	Cost of goods sold,	
1.5	Working capital	
UNIT-2	Human resource accounting	08 Hrs
2.1	Meaning	
2.2	Accounting aspects of human capital	
2.2.1	Objective and needs,	
2.3	Significance of HRA (Theory only)	

Books for References:

1. Accounting Principles – Anthony
2. Accounting Principles – Reece
3. Accounting Principles - Richard Irwin

Books for further References:

1. Advanced Accounting - Gupta R.L
2. Advanced Accounting - Sultan Chand
3. Management Accounting - RK Sharma

BBM SEMESTER – V

SUBJECT: MANAGEMENT SKILLS

TITLE: PRODUCTION & OPERATIONS MANAGEMENT - DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To explain the basic concepts of production and operations management.
2. To analyse the various factors affecting Plant location and layout.

COURSE LEARNING OUTCOME(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Discuss the functions of production and operations management.	Remember
CO-02	Explain Plant layout and the Factors affecting Plant location.	understand

Unit 1	Production & Operations Management	08 Hrs
1.1	Meaning;	
1.2	Objectives;	
1.3	Importance	
1.4	functions of production	
1.5	operations management	
1.6	recent trends:	
1.6.1	CAD,	
1.6.2	CAM,	
1.6.3	SCM (meaning only)	
Unit 2	Plant Location and Layout	08 Hrs
2.1	Factors affecting location	

2.2	Theories	
2.3	Practices	
2.4	Cost and factor location	
2.5	Plant layout principles	
2.6	Space requirement	
2.7	Different types of facilities	
2.8	Organization of physical facilities	
2.8.1	Building	
2.8.2	Sanitation	
2.8.3	Lighting	
2.8.4	Air conditioning	
2.8.5	Safety, etc	

Books for References:

1. Production and Operations Management - Prof. K C Jain and Dr P Verma
2. Operations Management - Chandana Perera
3. Marketing Management - Kotler, Philip and Lane, Kevin

Books for further References:

1. Marketing Management - Sonatakki, C.N.
2. Operations Management - Jay Heizer
3. Operations Management –Ramaswamy

BBM SEMESTER – V

SUBJECT: MANAGEMENT SKILLS

TITLE: PROJECT MANAGEMENT - DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

- To describe the importance and steps in identification of projects.
- To analyse the concepts, tools and techniques of project management.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level

CO-01	Define Project Management, and its importance.	Remember
CO-02	Discuss the Roles and responsibilities of the project manager.	Understand

Unit 1	Project	08 Hrs
1.1	Meaning,	
1.2	Definition,	
1.3	Characteristics	
1.4	Importance	
1.5	Types	
1.6	steps in the identification of projects	
Unit 2	Project Management	08 Hrs
2.1	Meaning	
2.2	Scope	
2.3	Technical Appraisal,	
2.4	Environmental Appraisal,	
2.5	Managerial appraisal	
2.6	Concepts of project	
2.7	Management:	
2.7.1	Concept of a project,	
2.7.2	Categories of projects	
2.7.3	Tools and techniques for project management.	
2.8	The project manager	
2.8.1	Roles and responsibilities of the project manager.	

Books for References:

1. Practical's of Project Management - Raghu Ramasubbu
2. Indian Project Management - Vanitha Ahuja
3. Project Management - Sangeetha Sinha

Books for further References:

1. Project Management - Larry Richmen
2. Fundamentals of Project Management - James P
3. Principles of Project Management - Paul Newton

BBM SEMESTER – VI
SUBJECT: MANAGEMENT TOOLS
TITLE: MANAGEMENT ACCOUNTING- DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours
MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To Compare between Management Accounting, Cost Accounting and Financial Accounting.
2. To Solve problems on Marginal Costing.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Differences between Management Accounting and Financial Accounting	Remember
CO-02	Analyse contribution, P?V ratio, BEP and MOS	apply

Unit 1	Management Accounting	08 Hrs
1.1	Nature	
1.2	Scope	
1.3	Definition	
1.4	Objectives of Management Accounting	
1.5	Differences between Management Accounting and Financial Accounting	
1.6	Differences between Cost Accounting and Management Accounting	
1.7	Limitations of Management Accounting.	
Unit 2	Marginal costing	08 Hrs
2.1	Basic concepts,	
2.2	Definition,	
2.3	Assumptions	
2.4	The distinction between Marginal Costing and Absorption Costing	
2.5	Contribution	
2.6	P/V Ratio	
2.7	B.E.P	
2.8	Margin of safety	

2.9	Graphical analysis	
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Books for References:

1. Management Accountancy - Sharma and Gupta
2. Management Accountancy - S. N. Maheshwari
3. Management Accountancy - Khan and Jain

Books for further References:

1. Management Accountancy - Khan and Jain
2. Accounting Principles - Anthony and Reece
3. Cost and Management Accounting - Duncan Williamson

BBA SEMESTER – VI

SUBJECT: MANAGEMENT TOOLS

TITLE: LEADERSHIP DEVELOPMENT- DSE

Class Duration: 16 Weeks with 2 Hours a week = 32 Hours

MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

- 1.To apply the concepts and theories of leadership in their work space.
- 2.To explain the components of leadership.

COURSE LEARNING OUTCOME (CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Define the Factors and principles of leadership.	Remember
CO-02	Discuss the effect of leadership on organizational culture and climate;	Understand

Unit 1	Concept of leadership	08 Hrs
1.1	Evolution of leadership over the years	
1.2	Myth about leadership	
1.3	Theories on leadership	

1.4	Definition of leadership	
1.5	The necessity of leadership	
1.6	Factors and principles of leadership	
Unit 2	Components of leadership	08 Hrs
2.1	Effect of leadership on organizational culture and climate;	
2.2	Functions of leadership;	
2.3	Leadership attributes;	
2.4	The extended leadership theory:	
2.4.1	Transformational	
2.4.2	Instrumental,	
2.4.3	Transactional leadership,	
2.4.4	Leadership in groups/teams,	

Books for References:

1. Leadership Theory to Practice - Palestini, R.H.
2. Authentic Leadership Theory And Practice - W.L. Avolio, B.J. & Walumbwa, F.O.
3. Leadership theory And Practice - Gill, R

Books for further References:

1. Leadership Development - Avolio, B.J.
2. Leadership Development - Mike Robertson
3. Leadership Development - Manual London

BBM SEMESTER – VI
SUBJECT: MANAGEMENT TOOLS
TITLE: MANAGEMENT INFORMATION SYSTEM- DSE
Class Duration: 16 Weeks with 2 Hours a week = 32 Hours
MARKS THEORY 30 + INTERNAL ASSESSMENT 20 = 50

COURSE OBJECTIVES:

1. To explain the basic concepts of Management Information System.
2. To use the concepts of information.

COURSE LEARNING OUTCOME(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Define MIS and its importance.	Remember
CO-02	Differentiate between Data Vs information	Understand

Unit 1	Introduction to MIS	08 Hrs
1.1	Meaning,	
1.2	Concept	
1.3	Evolution	
1.4	Significance and need	
1.5	Objectives	
1.6	Features	
1.7	Subsystem to MIS	
1.8	Operating elements of MIS	
Unit 2	Concept of information	08 Hrs
2.1	Nature of information	
2.2	Definition	
2.3	Types of management information	
2.4	Data Vs information	
2.5	Information for various levels of management	
2.6	Value of information in decision making	
2.7	Age of information.	

Books for References:

1. Management Information System - Girdhar Joshi
2. Management Information System - T. A. Adikesavan
3. Management Information System -SashikalaParimi

Books for further References:

1. Management Information System - Rainer and Prince
2. Management Information System - Kenneth Laudon
3. Management Information System - Dr A. K. Gupta

BUSINESS ADMINISTRATION
SUBJECT: MANAGEMENT
SKILL ENHANCEMENT COURSE(SEC)
TITLE: HUMAN RESOURCE MANAGEMENT
Course Code:SEC506, SED506,SEE506,SEF506
Class Duration: 16 Weeks with 2 Hours a week = 32 Hrs
MARKS THEORY 30+ INTERNAL ASSESSMENT 20= 50

COURSE OBJECTIVES:

1. To demonstrate and understand the concepts of Human Resource Management.
2. To explore the sources of Recruitment and Selection Procedure.

TEACHING METHOD:

Lecture method with examples, ICT to make the concepts clear.

COURSE LEARNING OUTCOME(CO):

CO	After the completion of this course the student will be able to	Cognitive level
CO-01	Understand the concepts of Human Resource Management.	Understand
CO-02	Identifying the sources of Recruitment.	Analyse

Unit 1	Human Resource Management -	16 Hrs
1.1	Introduction	
1.2	Meaning	
1.3	Definition ,Scope	
1.4	Importance	

1.5	Role of HR managers	
1.6	Functions of HR HRM v/s HRD	
Unit 2	Recruitment and Selection	16Hrs
2.1	Meaning, Process and Types	
2.2	Interviews – Objectives, Steps and Types	
2.3	Training and Development	

Books for References:

1. Human Resource Management – K S Ashwathappa
2. Human Resource Management – T. V. Rao
3. Human Resource Management – V. S. P. Rao
4. Human Resource Management – SubbaRao

Books for further References:

1. Human Resource Management – C.B. Gupta and M.V. Murthy
2. Human Resource Management – B.J Lathi and paragNarkhede
3. Personnel Management – Rudrabasavaraj
4. Personnel Management and Industrial Relations – C.B. Mamoria
