

**MANGALORE**



**UNIVERSITY**

**MANGALAGANGOTRI**

## **Syllabus**

**Bachelor of Business**

**Administration**

**(BBA PROGRAMME)**

**As per the resolutions of BOS in BBA held on 15-07-2024**

**Department of Business Administration  
(Faculty of Commerce)  
Mangalore University  
Mangalagangotri**

# **Bachelor of Business Administration**

## **1. Programme Objectives:**

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex managerial problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

## **2. Programme Outcomes (PO):**

**On successfully completing the program the student will be able to:**

- Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges
- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies
- Exhibit managerial skills in the areas of marketing, finance, HR, etc.
- Identify business opportunities, design and implement innovations in workspace.
- Possess a sturdy foundation for higher education

### **3. Program Specific Outcomes (PSO):**

**On the successful completion of B.B.A., the students will be able to:**

PSO1: Acquire Practical learning through summer internship, industrial visit and Business Plan etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization in Finance, Human Recourse and Marketing to solve the business issues.

PSO3: Understand and develop the new dimensions of knowledge through open electives to cater the need of the industry.

PSO4: Comprehend the core concepts, methods and practices in management.

PSO5: Venture into his/her own business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans

PSO7: Develop an understanding of business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Matured Individuals and responsible Citizens to the country

PSO9: Demonstrate Ability to work in Groups

#### 4. Structure of BBA Syllabus:

##### SEMESTER I

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	Lang1.1	Language – I	Lang	4	80	20	100	3
2	Lang1.2	Language – II	Lang	4	80	20	100	3
3	BBA 1.1	Principles of Management	Core	5	80	20	100	5
4	BBA 1.2	Business Accounting I	Core	5	80	20	100	5
5	BBA 1.3	Contemporary Marketing Management	Core	5	80	20	100	5
6	BBA 1.4	Business Organization/ E-Commerce/ Economics for Managers	Optional	4	80	20	100	3
7	BBA 1.5	Constitutional Values	Compulsory	2	40	10	50	2
<b>Total</b>				<b>29</b>			<b>650</b>	<b>26</b>

##### SEMESTER II

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	Lang 2.1	Language – I	Lang	4	80	20	100	3
2	Lang 2.2	Language – II	Lang	4	80	20	100	3
3	BBA 2.1	Business Environment	Core	5	80	20	100	5
4	BBA 2.2	Business Accounting II	Core	5	80	20	100	5
5	BBA 2.3	Work Force Management	Core	5	80	20	100	5
6	BBA 2.4	Production and Operations Management/ Computer Applications in Business/Foreign Trade Management	Optional	4	80	20	100	3
7	BBA 2.5	Environmental Studies	Compulsory	2	40	10	50	2
<b>Total</b>				<b>29</b>			<b>650</b>	<b>26</b>

**SEMESTER III**

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	Lang 3.1	Language – I	Lang	4	80	20	100	3
2	Lang 3.2	Language – II	Lang	4	80	20	100	3
3	BBA 3.1	Organizational Behaviour	Core	5	80	20	100	5
4	BBA 3.2	Corporate Accounting I	Core	5	80	20	100	5
5	BBA 3.3	Basics of Financial Management	Core	5	80	20	100	5
6	BBA 3.4	Retail Management/ Human Resource Development/ Working Capital Management	Elective - I	3	40	10	50	2
7	BBA 3.5	Executive Development & Soft Skills	Compulsory*	3	40	10	50	2
<b>Total</b>				<b>29</b>			<b>600</b>	<b>25</b>

\*Compulsory Course (Skill based) from Business Administration

**SEMESTER IV**

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	Lang 4.1	Language – I	Lang	4	80	20	100	3
2	Lang 4.2	Language – II	Lang	4	80	20	100	3
3	BBA 4.1	Quantitative Techniques	Core	5	80	20	100	5
4	BBA 4.2	Corporate Accounting II	Core	5	80	20	100	5
5	BBA 4.3	Professional Communication	Core	5	80	20	100	5
6	BBA 4.4	Advertising and Media Management/ Performance and Welfare Management/ Security Analysis and Portfolio Management	Elective - II	3	40	10	50	2
7	BBA 4.5	Employability Skills	Compulsory*	3	40	10	50	2
<b>Total</b>				<b>29</b>			<b>600</b>	<b>25</b>

\*Compulsory Course (Skill based) from Business Administration

**SEMESTER V**

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	BBA 5.1	Business Taxation I	Core	6	80	20	100	5
2	BBA 5.2	Strategic Management	Core	6	80	20	100	5
3	BBA 5.3	Auditing & Corporate Governance	Core	6	80	20	100	5
4	BBA 5.4	Modern Bank Management	Core	4	80	20	100	3
5	BBA 5.5	Legal Framework for Business	Core	4	80	20	100	3
6	BBA 5.6	Internship/Project/ Company Analysis	Skill Enhancement	3	40	10	50	2
<b>Total</b>				<b>29</b>			<b>550</b>	<b>23</b>

**SEMESTER VI**

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	BBA 6.1	Business Taxation II	Core	6	80	20	100	5
2	BBA 6.2	Entrepreneurship and Business Opportunities	Core	6	80	20	100	5
3	BBA 6.3	Costing for Business Decisions	Core	6	80	20	100	5
4	BBA 6.4	Event Management and Public Relations	Core	4	80	20	100	3
5	BBA 6.5	Indian Corporate Law	Core	4	80	20	100	3
6	BBA 6.6	Research Methodology	Skill Enhancement	3	40	10	50	2
<b>Total</b>				<b>29</b>			<b>550</b>	<b>23</b>

**Note:** All Core Courses, Optional Courses, Elective Courses & Skill Enhancement Courses are under Studies in Business Administration only.

## 5. Pedagogy:

**In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:**

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.
2. **Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.
3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.
4. **ICT enabled teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.
5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.
6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

## 6. Scheme of Examination

- a. There shall be University examination at the end of each semester.
- b. The maximum marks for the university examination in the courses with 3 credits and above paper shall be evaluated in pattern 10 + 10 (Internals assessments) + 80 (Semester end exam) marks.
- c. Courses with less than 3 credits shall be evaluated in the pattern 5 + 5 (Internals assessments) + 40 (Semester end exam) marks.
- d. All courses of this program except courses that are common to all other graduate program of the Mangalore University shall be set/valued/reviewed by BOE of BBA Programme for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any four out of six questions.	$4 \times 05 = 20$
Part- B: Answer any three out of five questions.	$3 \times 10 = 30$
Part- C: Answer any two out of four questions.	$2 \times 15 = 30$
<b>Total:</b>	<u><u>80</u></u>

The pattern of question paper for 40 marks courses will be as follows:

Part- A: Answer any three out of six questions.	$3 \times 05 = 15$
Part- B: Answer any one out of two questions.	$1 \times 10 = 10$
Part- C: Answer any one out of two questions.	$1 \times 15 = 15$
<b>Total:</b>	<u><u>40</u></u>



<p style="text-align: center;"><b>Course Code: BBA1.1</b>  <b>Title of the Course: PRINCIPLES OF MANAGEMENT</b>  <b>(Core Course)</b></p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 hours	60 hours
SEE	CIE	Total Marks
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies &amp; Field Work etc.</p>		
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce the principles and concepts of the management.</li> <li>2. To familiarize the application of principles and concepts of management.</li> </ol>		
<p><b>Course Outcomes:</b> On successful completion of the course, the Students will able to demonstrate:</p> <ol style="list-style-type: none"> <li>a) The ability to understand the concepts of business management, principles and function of management in a developing economy</li> <li>b) The ability to explain and undertake the process of planning and decision making in modern management system</li> <li>c) The ability to create organization structures based on authority, task and responsibilities.</li> <li>d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.</li> <li>e) The ability to understand the requirement of good control system and control techniques.</li> </ol>		
Syllabus		Hours
<b>Module 1: Introduction to Management</b>		<b>12 hours</b>
<p>Meaning, and definition of management, characteristics and significance of management, scope and functional areas of management, management and administration, management as science, arts or profession, evolution of management thought, contributions of F.W.Taylor in the field of scientific management. Peter F Drucker and Fayol's contribution to modern management</p>		
<b>Module 2: Planning and Decision Making</b>		<b>12 hours</b>
<p>Planning- meaning, definition, features, benefits and limitations of planning- process of planning - how to make planning effective- types of plans-types/ kinds/ forms of planning; MBO- process importance- making MBO effective</p> <p>Decision Making- meaning- process- types of decisions; steps in decision making.</p>		
<b>Module 3: Organisation</b>		<b>12 hours</b>
<p>Meaning - definition- features- principles of organisation- process-Types of organisation- line - functional- line &amp; staff - matrix (in brief) - project (in brief)-committees (in brief) -Organisation chart-meanings &amp; content -Organisation manual-meanings &amp; content - Authority &amp; power-(concepts only) -Delegation of authority-principles – benefits and problems of delegation of</p>		

authority-Centralisation and Decentralisation -Span of management	
<b>Module 4:</b>	<b>12 hours</b>
<p><b>Directing</b> – Meaning and nature of direction, Principles of direction</p> <p><b>Staffing</b> – meaning &amp; significance - Process of staffing (in brief); Leadership – meaning, qualities – Styles of leadership.</p> <p><b>Motivation</b> - meaning – importance and objectives, Morale and Productivity</p> <p><b>Communication</b> – importance and objectives, Barriers in effective communication; steps to overcome barriers -Types of communication</p>	
<b>Module 5: Coordination and Control</b>	<b>12 hours</b>
<p>Coordination –Meaning- Need - Principles –Control – Meaning – Process – Control Methods or techniques; Management Audit concept - SWOC, KAIZEN, TQM, MIS, ISO, Change Management, Knowledge Management (Meaning only). Emerging Trends; Case Studies.</p>	
<p><b>Books for Reference:</b></p> <ol style="list-style-type: none"> <li>1. Harold Koontz &amp; Heinz Wehrich, Principles of management - Essentials of Management, Tata McGraw Hill, 10th edition (2015)</li> <li>2. L.M. Prasad, Principles and Practice of Management, Sultan Chand &amp; Sons, 6th Edition, (2013)</li> <li>3. T.N. Chhabra, Principles and Practice of Management, Dhanpat Rai &amp; Co Publication, (2018)</li> <li>4. V. S. P. Rao Principles and Practice of Management, Konark Publishers, 1996 6.</li> <li>5. V. S. P. Rao V Hari Krishna, Management: Text and Cases - Excel Publications (2005)</li> <li>6. B.S. Raman &amp; Chandrashekhar K , Principles of Management, New United Publishers (2021)</li> </ol>	

<b>Course Code: BBA1.2</b>		
<b>Title of the Course: BUSINESS ACCOUNTING -I</b>		
<b>(Core Course)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
5 Credits	5 hours	60 hours
<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>
<b>80</b>	<b>20</b>	<b>100</b>
<b>Pedagogy:</b> Classroom Lectures, Tutorials, Seminar etc.		
<b>Objectives:</b> This course will enable students to		
<ul style="list-style-type: none"> <li>a) understand the principles and concepts of accounting and accounting standards</li> <li>b) gain the ability to pass journal entries and prepare ledger accounts</li> <li>c) learn to prepare subsidiary books</li> <li>d) learn to prepare depreciation account and rectify errors</li> <li>e) prepare trial balance and final accounts of non-manufacturing sole proprietary concerns.</li> </ul>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> <li>a) understand the mechanism of accounting as well as accounting standards</li> <li>b) pass journal entries and prepare ledger accounts</li> <li>c) prepare subsidiary books</li> <li>d) understand the depreciation accounting</li> <li>e) prepare trial balance and final accounts of sole proprietary concern</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Financial Accounting</b>		<b>12 hours</b>
Meaning, Definition- Objectives of Accounting- Importance of accounting-Users of accounting information- -Accounting cycles-Accounting principles-Accounting concepts and accounting conventions – Accounting standards- Objectives - Significance of accounting standards – List of Indian Accounting standards- Accounting software-Tally software.		
<b>Module 2: Accounting Process</b>		<b>12 hours</b>
Recording of transactions under double entry system - Journal - Ledger- Balancing of Accounts- Trial Balance, Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
<b>Module 3: Subsidiary Books</b>		<b>12 hours</b>
Meaning- Significance- Types of Subsidiary Books –Preparation of Purchase Book, Sales Book, Purchase Returns Book, and Sales Returns Book- Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book - Problems on Three Column Cash Book and Petty Cash Book- Bank Reconciliation Statement- Problems.		
<b>Module 4: Depreciation Accounting and Rectification of Errors</b>		<b>12 hours</b>

Meaning and definition – Causes - Methods of charging depreciation- Original Cost Method- Written Down Value Method and Annuity Method (excluding change of methods)  
Rectification of errors - Types of errors and its rectification (Simple problems on rectification of errors after preparing Trial Balance)

**Module 5: Preparation of Final Accounts of Sole Proprietary Concerns (non-manufacturing entities).**

**12 hours**

Preparation of final accounts of non-manufacturing entities- Preparation of Trading and Profit and Loss Account-items appearing in Trading and Profit and Loss Account, closing entries, Important Adjustments-Bad Debts, Provision for Bad and doubtful debts, Provision for Discount on Debtors, and Provision for Discount on Creditors and charging of depreciation, loss of stock by fire. Preparation of Balance sheet-meaning and features. Classification of assets and liabilities-current assets, Long term assets and intangible assets; liabilities-current liabilities and long term liabilities.

**Books for Reference:**

1. B.S. Raman & Vidyadhara Hegde Accounting I, United Publishers
2. Dr. P.C Thulsian- Financial Accounting, S. Chand & Co.
3. Dr. V. K. Goyal- Financial Accounting, Excel Books
4. K.S Adiga - Accounting I, Shubhadri Books
5. Maheshwari S. N - Advanced Accountancy, Vikas Publishing House
6. R. L. Gupta - Principles & Practices of Accountancy, Sultan Chand & sons
7. Shukla M.C & T. S Grewal - Introduction to Accounting
8. S.P. Jain & Narang K. L - Financial Accounting, Kalyani Publishers

<p style="text-align: center;"><b>Course Code: BBA1.3</b>  <b>Title of the Course: CONTEMPORARY MARKETING MANAGEMENT</b>  <b>(Core Course)</b></p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 hours	60 hours
SEE	CIE	Total Marks
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies &amp; Field Work etc.</p>		
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To provide conceptual understanding of marketing management concepts.</li> <li>2. To familiarize the students with the contemporary issues in Marketing.</li> <li>3. To provide foundation for advanced electives in Marketing as well as other business/social disciplines.</li> <li>4. To introduce students to the analysis, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems.</li> </ol>		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will</p> <ol style="list-style-type: none"> <li>1. Familiarize to the concepts and Contemporary issues of marketing and its applications.</li> <li>2. Understand the 4 Ps of marketing and its strategies.</li> <li>3. Analyse the importance of digital and green marketing</li> <li>4. Describe the service and rural marketing concepts and challenges</li> </ol>		
Syllabus		Hours
<b>Module No.1: Marketing Management</b>		<b>12 hours</b>
<p>Meaning and Definition of Marketing and Marketing Management, Concepts of Marketing, Functions of Marketing, Marketing mix: Meaning and elements of marketing mix - Marketing philosophy. Contemporary issues in marketing: Content marketing, E-Marketing, Word of mouth marketing, Tele-marketing, M-Marketing, Guerrilla Marketing, Green Marketing, Relationship Marketing, De-marketing, Digital Marketing, Affiliate marketing, Social media marketing, Event Marketing, E-tailing and Outbound marketing (Meaning only).</p>		
<b>Module No.2: Product And Pricing Strategy</b>		<b>12 hours</b>
<p>Product Meaning and definitions- Features, Types of consumer products- Stages in new product development, Failure of new products –Product life cycle: Meaning, stages and strategies.  <b>Pricing:</b> Meaning and definition- Importance and objectives of pricing - Factors affecting pricing decisions.</p>		
<b>ModuleNo.3: Distribution And Promotion Strategy</b>		<b>12 hours</b>
<p><b>Distribution:</b> Meaning and definition of channels of distribution- Types of channels for consumer goods - Criteria for selecting the channels.  <b>Promotion:</b> Meaning and definition -Objectives of promotion- Promotion mix; Advertising –</p>		

<p>meaning and objectives; Publicity– meaning and importance; Personal selling – meaning and importance; Sales promotion – meaning and objectives; Public relations – meaning- Factors affecting promotion mix.</p>	
<p><b>Module No. 4: Digital And Green Marketing</b></p>	<p><b>12 hours</b></p>
<p><b>Digital Marketing:</b> Meaning and definition of digital Marketing- Benefits of digital marketing to sellers and consumers- Digital vs. Real marketing - Digital marketing channels - Problems of digital marketing in India.</p> <p><b>Green Marketing:</b> Meaning- importance - Fundamental requirements - Problems of green marketing</p>	
<p><b>ModuleNo.5: Service And Rural Marketing</b></p>	<p><b>12 hours</b></p>
<p><b>Service Marketing:</b> Meaning and definition of services, Features of services, Marketing of Service like Financial services, Health services, Hospitality services including hotels and tourism, Healthcare service, Professional service, Public utility service, Educational services, Recent trends in service marketing</p> <p><b>Rural marketing:</b> Meaning, definition, Feature and significance of rural marketing- Rural marketing v/s urban marketing, Challenges and problems of rural markets.</p>	
<p><b>Books for Reference:</b></p> <ol style="list-style-type: none"> <li>1. Philip Kotler- Marketing Management, Prentice Hall.</li> <li>2. William J. Stanton, Michael J.Etzel, Bruce J Walker- Fundamentals of Marketing, McGraw Hill Education.</li> <li>3. Sontakki- Marketing Management, Kalyani Publishers.</li> <li>4. Pillai R S N and Bagavathi-Modern Marketing Principles and Practices, S. Chand and Company Ltd</li> <li>5. Ramaswamy V S &amp; Namakumari S- Marketing Management- Global Perspective Indian Context, Macmillan Publishers India Ltd</li> <li>6. Chhabra T N &amp; Grover S K- Marketing Management : Dhanpat Rai &amp; Co (P) Ltd</li> <li>7. Tapan K Panda- Marketing Management Text and cases Indian context: Excel Books India.</li> <li>8. Chandrashekara K.-Marketing Management, New United Publishers.</li> <li>9. Puneet Bhatia- Fundamentals of digital Marketing, Pearson Education</li> <li>10. S.M. Jha- Services marketing, Himalaya Publishers, India</li> <li>11. Krishnamacharyulu and Lalitha Ramakrishnan - Rural Marketing: Text and Cases, Pearson Education</li> </ol>	

<p align="center"><b>Course Code: BBA1.4</b>  <b>Title of the Course: BUSINESS ORGANIATION</b>  <b>(Optional Course)</b></p>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
3 Credits	4 hours	48 hours
<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies &amp; Field Work etc.</p>		
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce the concept of business, industry, trade and commerce.</li> <li>2. To familiarize with the recent trends in business organization.</li> <li>3. To familiarize the students with the forms of business combinations.</li> <li>4. To understand the various source of business finance and types of insurance</li> </ol>		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concepts and form of Business organizations.</li> <li>2. Examine the dynamics of the most suitable form of business organisations in different situations.</li> <li>3. Analyse business models for different organisations.</li> <li>4. evaluate changes in the working pattern of modern organisations</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>ModuleNo.1: Introduction to Business Organisation</b>		<b>12 hours</b>
<p>Meaning, Nature scope objectives, essentials of successful business; Forms: Sole proprietorship: Definitions, Features, Merits and Demerits Partnership: Definitions, Features, Merits and Demerits, Joint Stock Company: Definitions, Features, Merits and Demerits, Co-operatives: Definitions, Features, Merits and Demerits; Public Enterprises: Definitions, Features, Merits and Demerits; Public Corporations: Definitions, Features, Merits and Demerits; Government Companies: Definitions, Features, Merits and Demerits.</p>		
<b>ModuleNo.2: Business Combinations</b>		<b>12 hours</b>
<p>Business Combinations-Meaning Definitions, Causes, Forms of business combinations (Association: Trade Association, Chamber of Commerce and informal agreements; Federation: Pools and Cartels; Consolidation: Partial and Complete) Recent Trends in Business Combinations.</p>		
<b>ModuleNo.3: Sources of Business Finance</b>		<b>12 hours</b>
<p>Sources of Business Finance -Types of Business Finance: Long, Medium and Short Term; Sources of Corporate Finance: Issue of Shares, Public Deposits, Retained Earnings, Institutional Financing (IDBI, FCI, ICICI, SFC), Objectives and Functions; Sources of Short-Term Finance: Trade Credit, Bank Credit, Inter Company Loans, Lease Finance, Accounts Receivable,</p>		

Financing Customer Advances.

**Module 4: Elements Of Insurance**

**12 hours**

Elements of Insurance - Meaning, Significance, Principles, Types of Insurance: Life Insurance: Terms and Conditions; Fire Insurance: Features, Types and Proceedings for Claim; Marine Insurance: Features, Types, Clauses, Warranties and Marine Losses; Miscellaneous Types of Insurances

**Books for Reference:**

1. S.A. Sherlekar: Business Organisation
2. C. B. Gupta: Business Organisation and Management
3. M. C. Shukla: Business Organisation
4. Dr. S.C. Saxena: Business Administration
5. M. N. Mishra: Principles and practice of Insurance.



<p style="text-align: center;"><b>Course Code: BBA1.4</b>  <b>Title of the course: E-COMMERCE</b>  <b>(Optional Course)</b></p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 hours	48 hours
SEE	CIE	Total Marks
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies &amp; Field Work etc..</p>		
<p><b>Objectives:</b> The basic objectives of this course is :</p> <ol style="list-style-type: none"> <li>1. To give a comprehensive understanding of the business and technology aspects of electronic commerce.</li> <li>2. To prepare the learners to leverage the power of the internet, digital platforms, and emerging technologies to drive successful e-commerce operations and contribute to the growth of the online business landscape.</li> <li>3. To align with National Goals of “Make in India”, “Start-Ups and Stand-Up India” and “Digital India”.</li> </ol>		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate the ability to :</p> <ol style="list-style-type: none"> <li>1. Explore and comprehend fundamental concepts of e-Commerce.</li> <li>2. Understand and apply electronic commerce business models to real-world scenarios.</li> <li>3. Classify the different Electronic Payment Mechanisms and Payment Gateways.</li> <li>4. Analyze the state of e-Commerce in India and contribute to growth of the online business landscape.</li> </ol>		
Syllabus		Hours
<b>Module1 :Introduction</b>		<b>12 Hours</b>
<p><b>Introduction to e-Commerce :</b>Concept, Features, Functions, and Key Drivers of e-Commerce, Examples of the types of e-Commerce, Scope, Business Applications of e-Commerce, Comparison between Traditional and Electronic Commerce, Benefits and Limitations of e-Commerce, Concept of e-Commerce Ecosystem, EDI.</p>		
<b>Module 2:Business and Delivery Models in-Commerce</b>		<b>12 Hours</b>
<p><b>Business Models in e-Commerce :</b> Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Business (C2B), Consumer-to-Consumer (C2C) / Peer-to-Peer (P2P), Business-to-Business-to-Consumer(B2B2C),Business-to-Government(B2G),Government- to-Business (G2B), Government-to-Consumer / Government-to-Citizen (G2C),Government-to-Government (G2G), Consumer-to-Government, (C2G), Business-to- Employee (B2E).</p>		
<p><b>Delivery models in e-Commerce:</b> Drop Shipping, Subscriptions Services, Wholesaling and</p>		

Warehousing, Private Labeling, White Labeling, Freemium, Store Pick-up.	
<b>Module 3:e-Payment Systems</b>	<b>12 Hours</b>
e-Payment-Transactions through Internet, e-Payment Systems-e-Cash, Currency Servers, e-Cheque, e-Wallet, e-Purses, Credit Cards, Smart Cards, Debit Cards; Requirements of effective Payments Systems, Pre and Post-Payment Services, Overview on Online Payment Portals and Apps in India - CC Avenue, Paytm, BHIM, UPI, PhonePe, PayPal, Razorpay, etc., Concept of Payment Gateway and Payment Processor.	
<b>Module 4:e-Commerce in India</b>	<b>12 Hours</b>
<b>e-Commerce in India</b> : State of e-Commerce in India, Problems and Opportunities in e-Commerce in India, Future of e-Commerce, Social, Ethical, Political, Legal, Privacy, Security, and Global issues involved in e-Commerce, Current Trends in Electronic World - e-Waste, e-Surveillance, e- Governance, e-Care.	
<b>Note:</b> Case Studies on any of the above pertaining to e-Commerce can be given.	
<b>Books for Reference:</b>	
<ol style="list-style-type: none"> <li>1. Joseph, P.T., S.J., e-Commerce: An Indian Perspective, PHI Learning, New Delhi.</li> <li>2. Turban, Efraim, and David King, Electronic Commerce: A Managerial Perspective, Pearson Education Asia, New Delhi.</li> <li>3. Kalakota, Ravi, Frontiers of Electronic Commerce, Addison - Wesley, New Delhi.</li> <li>4. Rayport, Jeffrey F. and Jaworksi, Bernard J, Introduction to e-Commerce, Tata McGraw Hill, New Delhi.</li> <li>5. Laudon, Kenneth C. and Carol Guercio Traver, e-Commerce: Business, Technology, Society, Pearson Education, New Delhi.</li> <li>6. Bajaj, Kamlesh K and Debjani Nag, e-Commerce - The Cutting Edge of Business, Tata McGraw Hill Private Limited, New Delhi.</li> <li>7. Diwan, Prag and Sharma, Sunil, Electronic Commerce - A Manager's Guide to e-Business, Vanity Books International, New Delhi.</li> <li>8. Dr. Sandeep Srivastava, Dr. Virendra Singh, Er. Meera Goyal, Essentials of e-Commerce, Scorer Guru, Agra.</li> </ol>	

<p align="center"><b>Course Code: BBA1.4</b>  <b>Title of the course: ECONOMICS FOR MANAGERS</b>  <b>(Optional Course)</b></p>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
3 Credits	4 hours	48 hours
<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies and Field Work etc.</p>		
<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To increase student economic way of thinking and analysing business decision problems</li> <li>2. To develop critical thinking skills of students and analytical abilities in resolving business problems by employing various tools of economics</li> <li>3. To make students comprehend how economic variables are interpreted, analysed using various economic tools and techniques</li> </ol>		
<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Able to use applications of managerial economics.</li> <li>2. Enhance optimization and utility including consumer behaviour.</li> <li>3. Assess the relationships between short-run and long-run costs.</li> <li>4. Analyse perfectly competitive markets including substitution.</li> <li>5. Describe uniform pricing and how it relates to price discrimination and total revenue</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Managerial Economics</b>		<b>12 hours</b>
Nature and Scope of Managerial Economics, Principles of Managerial Economics, Role of a Managerial Economist, Significance of Managerial Economics, Important Economic Concepts and Terms, Different attributes for Managerial Economic skill Development.		
<b>Module 2: Demand and Supply Analysis</b>		<b>12 hours</b>
Analysis of Individual Demand, Determinants of Individual and Market Demand, Elasticity of Demand, Forecasting of Demand; Determinants of Supply, Elasticity of Supply, Determination of Equilibrium Price, Indifference Curve Analysis, Price Determination through Market Forces and Changes in Equilibrium with Economic Application.		
<b>Module 3: Production and Cost Analysis:</b>		<b>12 hours</b>
Short-run and Long-run Concept of Production, Production Function, TP, MP, AP, Three Stages of Production, MRTS, Profit Maximization: Choices of Input Combination, Law of Variable Proportions, Returns to Scale, Cost, Revenue, Cost Output Relations, Economics of Scale,		

Economic Profit & Accounting Profit, Short-run Cost & Long-run Cost Functions of Firms and Industry, Diseconomies of Scale and Its Importance from Management Perspective, Break-Even Analysis.

**Module 4: Market Structure**

**12 hours**

Different Types of Markets and Determination of Equilibrium Price, Pricing Theories and Strategies, Perfect Competition, Monopoly, Market Power, Monopolistic Competition, Concept of Excess Capacity, Determination of Equilibrium Price and Output under Oligopoly: Non-collusive Oligopoly, Collusive Oligopoly, Cartels, Market Sharing Cartels.

**Books for Reference:**

1. Salvatore, D., Microeconomics Theory and Applications, Oxford
2. Ahuja H L, Managerial Economics, S Chand
3. Sampat Mukhopadhyay, Managerial Economics in the Global Context, Central
4. Thomas C R and S Charles Maurice, Managerial Economics, The McGraw-Hill Co
5. Damodaran Suma, Managerial Economics, Oxford

<p style="text-align: center;"><b>Course Code: BBA2.1</b>  <b>Title of the course: BUSINESS ENVIRONMENT</b>  <b>(Core Course)</b></p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 hours	60 hours
SEE	CIE	Total Marks
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classroom Lectures, Tutorials, Group Discussion, Seminar, Case Studies &amp; Field Work etc.</p>		
<p><b>Objectives:</b> The basic objectives of this course is :</p> <ol style="list-style-type: none"> <li>To orient the learners towards the basic concepts of Indian and global business environment.</li> <li>To acquaint with the nature and dimensions of evolving business environment and how they influence managerial decisions.</li> </ol>		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate the ability to :</p> <ol style="list-style-type: none"> <li>Explore the dynamic nature of business in an intensely competitive environment.</li> <li>Examine the two-way impact of Business on Environment and Environment on Business.</li> <li>Identify and evaluate the multidimensional settings within which businesses operate.</li> <li>Forecast possible impacts of change in policies and law son operations of business.</li> <li>Build a conducive internal business environment for the firm to operate.</li> </ol>		
Syllabus		Hours
<b>Module1:Businessand Business Environment</b>		<b>12 Hours</b>
<p><b>Business:</b> Concept, Business as a system, Nature of modern business, Scope and Objectives.</p> <p><b>Business Environment :</b> Concept, Nature, Significance of Business Environment and its impact on strategic decisions, Interaction between Business and Environment, Components of Business Environment - Internal and External; Environmental Analysis, Competitive Structure Analysis of Business, Changing dimensions of Indian Business Environment.</p>		
<b>Module 2: Socio-Cultural and Economic Environment</b>		<b>12 Hours</b>
<p><b>Social Environment:</b> Concept, Business and Society, Determinants of Social Environment, Professionalization of business, Social Responsibilities of business to different take holders, Social Audit.</p> <p><b>Cultural Environment:</b> Concept, Business and Culture, Cultural dimensions, Indian Business Culture, Impact of culture on Business, Well-accepted socio-cultural norms for business in India and abroad.</p> <p><b>Economic Environment :</b> Concept, Nature of Economy, Economic Structure, Economic</p>		

Systems, Economic Planning in India, Economic Policies - Impact of recent Monetary, Fiscal, EXIM, and Industrial Policies on Business (in brief); Elements of Economic Environment and its impact on business.

<b>Module 3: Government, Political and Legal Environment</b>	<b>12 Hours</b>
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**Government Environment:** Concept, Government Functions of the State, Economic roles Of Government, State Intervention in Business – Reasons for and Types of State Intervention in Business, Changing role of Government in India.

**Political Environment:** Concept, Political Institutions, Political Systems, Political Stability, Business risks posed by the Indian Political Systems.

**Legal Environment:** Concept, Various slaws affecting Indian businesses, Key regulatory bodies in India regulating businesses.

<b>Module 4: Technological and Ecological Environment</b>	<b>12 Hours</b>
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**Technological Environment :** Concept, Features, Technology and Society, Innovation, Technological Leadership, Impact of technological changes on business, Management of Technology, Transfer of Technology, Digitalization of Business.

**Ecological Environment:** Concept, Nature of physical environment, Natural resources and sustainability, Impact of natural environment on business, Environmental issues related to Business, Environmental Audit.

<b>Module 5: International and Global Environment</b>	<b>12 Hours</b>
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**International Environment:** Concept, Nature, Strategic Approaches - Standardization Vs. Differentiation; Foreign Market Entry Strategies, Foreign Direct Investment (FDI), International Economic Institutions (Naming only).

**Global Environment :** LPG Model - Concept, Globalization of Business; Meaning and Dimensions, Stages, Essential Conditions of Globalization, Merits and Demerits of Globalization of Business, Impact of Globalization on Indian Businesses, Forms of Globalization of Businesses - MNCs, TNCs, etc. (Concepts only)

**Note:** Case Studies from all the modules can be given.

**Books for Reference:**

1. Cherunilam Francis, Business Environment, Himalaya Publishing House, New Delhi.
2. Aswathappa K., Essentials of Business Environment - Text, Cases and Exercises, Himalaya Publishing House, Mumbai.
3. Adhikari M., Economic Environment of Business, Sulthan Chand and Sons, New Delhi.
4. Raj Agarwal, Business Environment, Excel Publications, New Delhi.
5. Paul Justin, Business Environment - Text and Cases, Tata McGraw Hill Education (India) Private Limited, New Delhi.
6. Shukla M. B., Business Environment - Text and Cases, Taxmaan's Publishers, New Delhi.
7. Chidambaram K. and Alagappan V., Business Environment, Vikas Publication House

Private Limited, New Delhi.

8. Dr. Sankaran S., Business Environment, Margham Publications, Chennai.
9. V. Neelamegam, Business Environment, Vrinda Publications, New Delhi.
10. Faisal Ahmed and Absar Alam M., Business Environment - Indian and Global Perspective, Prentice Hall of India, New Delhi.
11. Ramachandara, Archana and Ravi, Business Environment, Himalaya Publishing House Private Limited, New Delhi.
12. Veena Keshav Pailwar, Business Environment, Prentice Hall of India Private Limited, New Delhi.

<b>Course Code: BBA2.2</b>		
<b>Title of the Course: BUSINESS ACCOUNTING-II</b>		
<b>(Core Course)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
5 Credits	5 hours	60 hours
<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>
<b>80</b>	<b>20</b>	<b>100</b>
<b>Pedagogy:</b> Classrooms lecture, Tutorials, and Problem Solving.		
<b>Objectives:</b> The objective of teaching the Business Accounting II curriculum is: <ol style="list-style-type: none"> <li>1. To familiarize with the different forms of business organisations.</li> <li>2. To learn the accounting treatment in different business forms.</li> <li>3. To keep pace with the contemporary business trends and accounting practices.</li> </ol>		
<b>Course Outcomes:</b> On successful completion of the course, the students will demonstrate the ability to independently: <ol style="list-style-type: none"> <li>1. Understand and prepare accounts for consignment</li> <li>2. Prepare accounts for the Not-For-Profit Organisations</li> <li>3. Understand the distinction between Unlimited and Limited Liability Partnership</li> <li>4. Prepare accounts of Partnership Firms in the various circumstances of Admission, Retirement and Death of a Partner</li> <li>5. Prepare accounts on Dissolution of Partnership Firm</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Financial Statements of Not-For-Profit Organisations</b>		<b>12 hours</b>
Meaning of Not-For-Profit Organisations, Books of Accounts maintained by Not-For-Profit Organisations, Treatment of Revenue and Capital items, Final Accounts of Not-For-Profit Organisations - Receipts and Payments Account, Income and Expenditure Account- Balance Sheet, Distinction between Financial Statements of Trading Concerns and Not-For-Profit Organisations, Treatment of some important items in the Final Accounts of Not-For-Profit Organisations, Problems on Preparation of Income and Expenditure Account and Balance Sheet.		
<b>Module 2: Consignment Accounts</b>		<b>12 hours</b>
Meaning, Important terms used in Consignment, Valuation of Consignment Stock, Normal Loss and Abnormal Loss-Accounting Treatment, Consignment of Goods at Cost Price and Invoice Price – Accounting Treatment, Journal Entries and Ledger Accounts in the books of Consignor and Consignee.		
<b>Module 3: Fundamentals of Partnership and Admission of a Partner</b>		<b>14 hours</b>



Meaning, Definition of Partnership, Features of Partnership, Partnership Deed-meaning and contents. Limited Liability Partnership-meaning, features, merits and limitations of LLP, Difference Between Ordinary(Unlimited Liability) Partnership And Limited Liability Partnership, Difference Between LLP And Company

**Admission of a Partner**-Reasons for admission of a new partner, Calculation of New Profit Sharing Ratio and Sacrifice Ratio, Goodwill-meaning- different methods of valuation of goodwill- -treatment of goodwill- Problems, Accounting Treatment on Admission of a Partner-Problems on passing of Journal Entries/preparation of Ledger Accounts on Admission of a Partner.

**Module 4: Partnership –Retirement and Death of a Partner**

**12 hours**

**Retirement of a Partner** – Circumstances of Retiring from the Partnership Firm, Calculation of Gain Ratio and New Profit Sharing Ratio, Retirement of a partner-different cases-Accounting treatment on Retirement of a partner-Problems on passing of Journal Entries/preparation of Ledger Accounts on Retirement of a Partner. (Excluding problems on Admission-cum-Retirement)

**Death of a Partner** - Accounting treatment on Death of a Partner-Settlement of the amount due to the Deceased partner - Problems on passing of Journal Entries/preparation of Ledger Accounts on Death of a Partner

**Module 5: Partnership – Dissolution of Partnership Firm**

**10 hours**

**Dissolution of Partnership Firm** - Meaning of dissolution of Partnership and Partnership Firm, Dissolution of Partnership Firm- Accounting Treatment-Insolvency of a partner (excluding Garner V/s Murray’s case) - Accounting Treatment, Gradual Realization of Assets and Piece-Meal Distribution of Cash, Piece-meal Distribution of Cash-Proportionate Capital Method only- Manner of Piecemeal Payment-Problems.

**Books for Reference:**

- |   |                                       |
|---|---------------------------------------|
| 1. Accounting II                                    | : B.S. Raman, United Publishers       |
| 2. Accounting II                                    | : K.S.N. Adiga (Shubhadri Books)      |
| 3. Introduction to Accounting                       | : Shukla M.C. & T.S. Grewal (S Chand) |
| 4. Book-Keeping and Accountancy                     | : Agarwal A.N.                        |
| 5. Principles and Practice of Accountancy           | : R.L. Gupta                          |
| 6. Advanced Accountancy                             | : Jain and Narang                     |
| 7. Advanced Accountancy                             | : Basu & Das                          |
| 8. Advanced Accountancy                             | : Maheshwari S.N & Maheshwari S.K.    |
| 9. Financial Accounting                             | : Dr. V.K. Goyal (Excel Books)        |
| 10. Financial Accounting -<br>A Managerial Emphasis | : Ashok Banerjee (Excel Books)        |

<b>Course Code: BBA2.3</b>		
<b>Title of the Course: WORK FORCE MANAGEMENT</b>		
<b>(Core Course)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
5 Credits	5 hours	60 hours
<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>
<b>80</b>	<b>20</b>	<b>100</b>
<b>Pedagogy:</b> Classrooms lecture, Tutorials, Case studies, Quiz, Group discussion, Seminar, & Field study etc.,		
<b>Objectives:</b> The course is introduced with the following objectives <ol style="list-style-type: none"> <li>1. To create awareness about the concepts of Workforce or Human Resource.</li> <li>2. To create knowledge about the process of getting employment.</li> <li>3. To make aware of the recent developments in the field of Workforce or Human Resource Management.</li> </ol>		
<b>Course Outcomes:</b> On successful completion of the course, the students' will be able <ol style="list-style-type: none"> <li>1. To understand the basic concepts of Workforce or Human Resource Management.</li> <li>2. To be aware of how the Human Resource works in an organization.</li> <li>3. To understand about the role and functions of Human Resource.</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module No.1: Introduction to Workforce Management</b>		<b>12 hours</b>
Workforce Management - meaning of workforce or human resource management, characteristics, objectives, scope, importance and functions of HRM; HR Managers-qualities and changing role of HR Managers; HRIS- benefits and importance; Factors influencing HR practices-Workforce management process.		
<b>Module No.2: HR Planning, Recruitment and Selection</b>		<b>12 hours</b>
HR Planning: Meaning, objectives, need and importance of HR Planning, HR Planning process. Job Analysis: Meaning, advantages, process; Job description, job specification, job enlargement, job enrichment, job rotation. Recruitment: Meaning, objectives, methods of recruitment, sources of recruitment, factors affecting recruitment. Selection: Meaning, scientific selection process, selection tests. Placement: Meaning, placement process; Induction/orientation-meaning, objectives, benefits.		
<b>ModuleNo.3: Employee Training, Executive Development and Compensation</b>		<b>12 hours</b>

<p>Employee training: Meaning, objectives, need and benefits of training, methods of training.  Executive development: Meaning, objectives, techniques, Kirkpatrick's model.  Career development: Meaning, advantages and steps of career planning.  Employee compensation: Meaning, forms of compensation, compensation structure, factors affecting compensation, compensation management in MNCs.</p>	
<b>Module No. 4: Performance Appraisal and Internal Mobility</b>	<b>12 hours</b>
<p>Performance Appraisal: Meaning, objectives, advantages and disadvantages, process of performance appraisal, methods of performance appraisal.  Promotion: Meaning, objectives, basis of promotion, promotion policies.  Demotion: Meaning, causes of demotion.  Transfer: Meaning, reason for transfer, types of transfer.  Rightsizing: Meaning, need for rightsizing, challenges in rightsizing, benefits of rightsizing.  Downsizing: Meaning, causes of downsizing, difference between downsizing and rightsizing.</p>	
<b>ModuleNo.5: Current HR Trends and Challenges</b>	<b>12 hours</b>
<p>E-HRM, HR Outsourcing, Flexi time, Employee empowerment, Knowledge workers, Employee engagement, Moonlighting, Six sigma, Diversity and inclusion, Collaborative work culture, Up skilling and reskilling, Grooming up new leaders and workers, Retaining the right talent, Work life balance, Hybrid work culture, Employee health and well-being, Managing changes and uncertainty, AI in HR and recruiting, Psychological contract.</p>	
<p><b>Books for Reference:</b></p> <ol style="list-style-type: none"> <li>1. Human Resource Management – P SubbaRao, Himalayan Publishing House</li> <li>2. Human Resource Management – K Ashwathappa, McGraw Hill Publication</li> <li>3. Human Resource Management – S S Khanka, S Chand Publication</li> <li>4. Human Resource Management – V S P Rao, Excel Books</li> <li>5. Human Resource Management – C B Guptha, Sulthan Chand &amp; Sons Publication</li> <li>6. Human Resource Management – L M Prasad, Sulthan Chand &amp; Sons Publication</li> </ol>	

<p style="text-align: center;"><b>Course Code: BBA2.4</b>  <b>Title of the Course: COMPUTER APPLICATIONS IN BUSINESS</b>  <b>(Optional Course)</b></p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 hours	48 hours
SEE	CIE	Total Marks
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classrooms lecture, Tutorials, Case studies, Group discussion, Seminar, &amp; Lab practice etc.,</p>		
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To provide conceptual understanding of computer application concepts</li> <li>2. To familiarize the students with the contemporary issues in computer applications.</li> <li>3. To develop an understanding of how computing technology presents new ways to address problems and to use computational thinking to analyse problems.</li> <li>4. To understand the ethical and social implications relating to the use of computing technology.</li> </ol>		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to</p> <ol style="list-style-type: none"> <li>1. Familiarize with the latest development in the fields of computers.</li> <li>2. Learn a brief idea about application of computers in business and basics of management information systems.</li> <li>3. Understand the concepts and applications of office automation.</li> <li>4. Describe the social media network and need for cyber security.</li> </ol>		
Syllabus		Hours
<b>ModuleNo. 1: Introduction To Computer And Computer Networking</b>		<b>12 hours</b>
<p><b>Computer:</b> Meaning, Characteristics of computer, Components of computer with block diagram, Types of computers, Computer software and classification, Functions of operating system. Accounting packages-Tally.</p> <p><b>Computer networking:</b> Meaning, Uses of networking, Pros and cons of networking, Types of networks, Network topology, Introduction to internet and its services, Data base concepts.</p>		
<b>ModuleNo.2: Management Information System</b>		<b>12 hours</b>
<p>Meaning of MIS, Objectives, Characteristics, Functions, Components, Structure of information system, Frame work for information system, Role and importance, Process of MIS, Critical success factors of MIS implementation.</p>		
<b>ModuleNo.3: Office Automation System</b>		<b>12 hours</b>
<p>Meaning of office and office automation- Functions of office- Nature of office-Virtual office- Advantages and disadvantages, Measuring for making virtual office, Types of commonly used appliances, Office automation applications.</p>		

<b>ModuleNo.4: Social Media and Cyber Security</b>	<b>12 hours</b>
<p><b>Social Media:</b> Introduction to Social networks. Types of social media, Social media marketing, Challenges, opportunities and pitfalls in online social network, Security issues related to social media.</p> <p><b>Cyber security:</b> Concept of cyber security, Classification of cybercrimes, Issues and challenges of cyber security, Organisations dealing with cybercrime and Cyber security in India.</p>	
<p><b>Books for Reference:</b></p> <ol style="list-style-type: none"> <li>1. Ashok Arora &amp; Akshaya Bhatia- Management Information System, 1<sup>st</sup> edition, Excel book, New Delhi.</li> <li>2. C. S. V Murthy- Management Information System - Himalaya Publication house</li> <li>3. Ghosh P K- Office Organization &amp; Management - 12th edition , Himalaya Publication , Mumbai</li> <li>4. Jain S P-, Modern Office Organization &amp; Management - 7th Edition, Dhanpati Rai and Son publication, New Delhi,</li> <li>5. Prasad L.M- Management Information System - 2nd edition , Sultan Chand and Sons , New Delhi ,</li> <li>6. James A O'brich and George M, Marakas-, Management Information System, Tata McGraw Hill</li> <li>7. Mohan P- Management Information System - Himalaya Publishing House , Mumbai, 2015</li> <li>8. Peter Norton- Introduction to computer - 7<sup>th</sup> edition ,Tata McGraw Hill Education PVT Ltd., New Delhi</li> <li>9. Thukaram Rao M.E- Office Organization &amp; Management, Atlantic Publishers</li> <li>10.Mishra R. C- Cyber Crime Impact in the New Millennium, by, Auther Press. Edition</li> </ol>	

<b>Course Code: BBA-2.4</b>		
<b>Title of the Course: PRODUCTION AND OPERATIONS MANAGEMENT</b>		
<b>(Optional Course)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
3 Credits	4 hours	48 hours
<b>SEE</b>	<b>CIE</b>	<b>Total Marks</b>
<b>80</b>	<b>20</b>	<b>100</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.		
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>a) To understand the role of production and operations management that is required in an organization.</li> <li>b) To study the process and practices of plant location and layout by organizations.</li> <li>c) To understand the importance of Production Planning and Control and its impact on other decisions and operations in organizations.</li> <li>d) To understand the Challenges of inventory management and quality management in an organization.</li> </ul>		
<b>Course Outcomes:</b> At the end of the course, students should be able to:		
<ul style="list-style-type: none"> <li>1. Understand ever growing importance of Production and Operations Management in uncertain business environment.</li> <li>2. Gain an in-depth understanding of Plant Location and Layout</li> <li>3. Appreciate the unique challenges faced by firms in Inventory Management.</li> <li>4. Understand the subject as to Production Planning and Control.</li> <li>5. Develop skills to operate competitively in the current business scenario.</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Production and Operations Management</b>		<b>12 hours</b>
Introduction - Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations Management: Concept and Functions.		
<b>Module 2: Plant Location and Layout</b>		<b>12 hours</b>
Meaning and definition –Factors Affecting Location, Theory and Practices, Cost Factor in Location. Plant Layout: Principles – Space Requirement – Different Types of Facilities – Organization of Physical Facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.		
<b>Module 3: Production Planning and Control</b>		<b>12 hours</b>

Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning and Control, Factors Affecting Production Planning and Control, Production Planning System, Manufacturing Process Planning, Planning and Control System, Role of Production Planning and Control in Manufacturing Industry.

**Module 4: Inventory Management**

**12 hours**

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory Costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: Acceptance Sampling.

**Books for Reference:**

1. Ashwathappa. K and Sridhar Bhatt: Production & Operations Management, HPH.
2. Gondhalekar and Salunkhe: Productivity Techniques, HPH.
3. S N Chary, Production and Operations Management, McGraw Hill.
4. U. Kachru, Production and Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla and Patel: Production and Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing
9. Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.

**Note:** Latest edition of books may be used.

<p style="text-align: center;"><b>Course Code: BBA2.4</b>  <b>Title of the Course: FOREIGN TRADE MANAGEMENT</b>  <b>(Optional Course)</b></p>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 hours	48 hours
SEE	CIE	Total Marks
<b>80</b>	<b>20</b>	<b>100</b>
<p><b>Pedagogy:</b> Classrooms lecture, Tutorials, Case studies, Group discussion, Seminar, &amp; Field study etc.,</p>		
<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce the concept of foreign trade and recent trends in foreign trade management.</li> <li>2. To understand Government policies and framework.</li> <li>3. To familiarize the student with the export and import policy of the government of India.</li> <li>4. To understand current status of foreign trade policy and future prospects of Foreign Trade</li> </ol>		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will</p> <ol style="list-style-type: none"> <li>1. Get awareness about development in import and export of India</li> <li>2. Understand the comprehend theories of International Trade.</li> <li>3. Apply appropriate Trade mechanism to manage foreign trade in India</li> </ol>		
Syllabus		Hours
<b>ModuleNo.1: Introduction to Foreign Trade</b>		<b>12 hours</b>
<p>Foreign trade – Meaning- Need for foreign trade- Features of foreign trade –Importance of foreign trade - India’s export and import – Historical prospective - Trends – Composition of India’s export and import – Direction of exports and imports of products -Development of Foreign Trade Policy.</p>		
<b>ModuleNo.2: Export Import Management</b>		<b>12 hours</b>
<p>Export Import management - Meaning - Need for export import management - Scope of export import management - Nature of export import management - - Procedures for export import trade - FEMA, FERA -Letter of credit – Types - Operation of letter of credit.</p>		
<b>ModuleNo.3: Export And Import Documentation And Finance</b>		<b>12 hours</b>
<p><b>Export Import Documentation</b>-Need for Export Import Documentation – Classification of export import documents-Steps in electronic processing of export documentations.  <b>Export Import Finance</b>- Importance of Export Import finance-Methods of Export Import finance. Source of export import finance-Institutional support- RBI-EXIM bank-ECGC-IDBI, IMF.</p>		
<b>Module No. 4: Recent Developments In Foreign Trade</b>		<b>12 hours</b>



Globalization and Knowledge Economy: Concept of Intellectual Property Rights -IPRs and TRIPS - forms of IPRs: Patents, Trademarks, Copyrights and Designs and Geographical Indications - World Intellectual Property Organisation (WIPO) and World Trade Organization (WTO) - Developments in India in the field of IPRs-New international economic order. (EU,OPEC,BRICS.SAARC,ASEAN,G7)

**Books for Reference:**

1. International business by Francis Cherunilam
2. Export Management -Kathiresan and Radha
3. Export management – P.K. Khurana
4. Export Management – T.A.S. Balagobal
5. International Trade policy, practices, procedures and Documentation Dr. C. Jeevanandam.
- 6.. Export Import Management -Justin Paul and Rajiv
7. International Trade - M.L. Varma