

Vision
To be a world renowned business school of excellence in education and research
Mission

KALASALINGAM UNIVERSITY
(KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION)
(Under Section 3 of the UGC Act 1956)
Anand Nagar, Krishnankoil-626126
Srivilliputtur (via); Virudhunagar (Dt.), Tamil Nadu, INDIA
(www.kalasalingam.ac.in)



BBA
(Bachelor of Business Administration)
CURRICULUM AND SYLLABUS - 2012

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To be a world renowned business school of excellence in education and research

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To develop globally competent and socially responsible leaders and entrepreneurs through world class education and research

Kalasalingam University
(KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION)
VISION & MISSION

VISION

To be a center of excellence of international repute in education and research

MISSION

To produce technically competent socially committed technocrats and administrators through quality education and research

DEPARTMENT OF BUSINESS ADMINISTRATION

VISION

To be a world renowned business school of excellence in education and research

MISSION

To develop globally competent and socially responsible leaders and entrepreneurs through world class education and research

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Department of Business Administration

BBA Program

PROGRAMME EDUCATIONAL OBJECTIVES (PEO's)

1. Graduates will undertake diverse careers in global management, administration and entrepreneurship.
2. Graduates will possess professional competence to do higher studies, research, lifelong learning for continuous growth and development.
3. Graduates will be a responsible citizen and leader to empower the business organizations through their ethical, social and legal business solution.

PROGRAM OUTCOMES (PO's)

Upon completion of the program, the BBA graduate should be able to

1. Equip with advanced business acumen that helps them to understand the key business functions and organizational resources for efficient business management.
2. Acquire knowledge and skills in management, finance, accounting, marketing, human resource, technology, organizational behaviour, economics, operations and business law.
3. Demonstrate the ability to analyze complex, unstructured qualitative and quantitative problems by collecting, analyzing data by using accounting, financial, mathematical, statistical tools, information and communication technologies to solve the complex business problems.
4. Apply technology to enhance organizational efficiency and create innovative business solutions.
5. Exhibit business-related behavioral skills including leadership, interpersonal, communication (written and oral), team, and lifelong learning skills.
6. Analyze global market opportunities and their influence on strategic marketing decisions.
7. Develop legal and ethical strategic plans that align with an organization's mission.
8. Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.
9. Familiarize with social responsibility issues that managers must address, including business ethics, cultural diversity, and environmental concerns.
10. Acquire entrepreneurial traits to start and manage their own innovative business successfully.
11. Acquire hands-on experience in administration and research.
12. Acquire leadership skill and knowledge through participation in consultancy, fieldwork, and student organization

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Department of Business Administration
BBA Program

I Semester

Subject Code	Subjects	L	T	P	C
	PART - I				
BAE 111 / BAE 151	Tamil - I /Hindi -I	3	0	0	3
	PART – II				
BAE 112	Prose , Poetry, Fiction, Grammar, Vocabulary, Spoken English and Composition	3	0	0	3
	MAJOR				
BBA 101	Business Organization	3	0	0	3
BBA 102	Principles and Practice of Accounting	3	1	0	4
BBA 103	Economics for Business (Micro) – I	3	0	0	3
BBA 104	Principles of Management	3	0	0	3
BBA 191	Subject Viva Voce - I	0	0	0	1
	TOTAL	18	1	0	20

II Semester

Subject Code	Subjects	L	T	P	C
	PART - I				
BAE 121 / BAE 152	Tamil – II / Hindi -II	3	0	0	3
	PART – II				
BAE 122	Prose , Poetry, Fiction, Grammar, Vocabulary, Spoken English and Composition	3	0	0	3
	MAJOR				
BBA 105	Business Environment	3	0	0	3
BBA 106	Economics for Business (Macro) – II	3	0	0	3
BBA 107	Cost Accounting	3	1	0	4
BBA 108	Business Statistics	3	1	0	4
BBA 192	Subject Viva Voce - II	0	0	0	1
	TOTAL	18	1	0	21

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SECOND YEAR**III Semester**

Subject Code	Subjects	L	T	P	C
BBA 201	Business Mathematics	3	1	0	4
BBA 202	Industrial Law	3	0	0	3
BBA 203	Organisational Behaviour	3	0	0	3
BBA 204	Management Information System	3	0	0	3
BBA 205	Management Accounting	3	1	0	4
BBA 281	Fundamentals of Computer Lab	1	0	3	2
BBA 291	Subject Viva Voce - III	-	-	-	1
	TOTAL	16	2	3	20

IV Semester

Subject Code	Subjects	L	T	P	C
BBA 206	Human Resource Management	3	0	0	3
BBA 207	Operations Research	3	1	0	4
BBA 208	Financial Management	3	1	0	4
BBA 209	Entrepreneurship Development	3	0	0	3
CHY 102	Environmental Science	2	0	0	2
BBA 282	Case Analysis	0	0	3	2
BBA 292	Subject Viva Voce - IV	-	-	-	1
	TOTAL	14	2	3	19

THIRD YEAR**V Semester**

Subject Code	Subjects	L	T	P	C
BBA 389	In Plant Training (Six Weeks)	0	0	25	5

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Subject Code	Subjects	L	T	P	C
BBA 301	Manufacturing and Materials Management	3	0	0	3
BBA 302	Marketing Management	3	0	0	3
BBA 303	Business Research Methods	3	1	0	4
BBA 304	Total Quality Management	3	0	0	3
BBA XXX	Elective I	3	0	0	3
BBA 381	Soft skills Development – I	0	0	3	1
BBA 391	Subject Viva Voce - V	-	-	-	1
	TOTAL	15	1	28	23

VI Semester

Subject Code	Subjects	L	T	P	C
BBA 305	Strategic Management	3	0	0	3
BBA XXX	Elective II	3	0	0	3
BBA XXX	Elective III	3	0	0	3
BBA XXX	Elective IV	3	0	0	3
BBA 382	Soft Skills Development – II	0	0	3	1
BBA 399	Project Work	0	0	24	8
BBA 392	Subject Viva Voce - VI	-	-	-	1
	TOTAL	12	0	27	22

ELECTIVES**Fifth Semester (One Elective)**

Subject Code	Subjects	L	T	P	C
BBA 351	Micro Finance	3	0	0	3
BBA 352	Sales Management	3	0	0	3
BBA 353	Stress Management	3	0	0	3

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Sixth Semester (Three electives)

Subject Code	Subjects	L	T	P	C
BBA 361	Retailing Management	3	0	0	3
BBA 362	E – Commerce	3	0	0	3
BBA 363	Event Management	3	0	0	3
BBA 364	Advertising & Brand Management	3	0	0	3
BBA 365	Management of Financial Services	3	0	0	3
BBA 366	RDBMS and ORACLE	3	0	0	3

Consolidated CGPA Credits

Semester	Credits
I – Semester	20
II – Semester	21
III – Semester	20
IV – Semester	19
V – Semester	23
VI – Semester	22
Total Credit	125

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SEMESTER-I

BAE 111	TAMIL -I	L	T	P	C
		3	0	0	3

இக்காலக்கவிதையும்சிறுகதையும்

பாடக்குறியீட்டுஎண்- BAE111

இளநிலைப்பட்டப்படிப்பு (பருவமுறை)

பகுதி-2 முதலாம்ஆண்டு-முதல்பருவம்

கூறு-1 மரபுக்கவிதைகள்-நாட்டுப்புறப்பாடல்கள்

- 1.பாரதியார்- வெள்ளைத்தாமரை
- 2.பாரதிதாசன்- நீங்களேசொல்லுங்கள்
- 3.கவிமணி தேசிகவிநாயகம்பிள்ளை-புத்தரின்அமுதமொழிகள்(ஆசியஜோதி)
- 4.நாமக்கல் கவிஞர்-அவனும்அவளும்விரும்பியநாடு
- 5.பட்டுக்கோட்டை கல்யாணசுந்தரம்-உறங்கையிலேபானைகளை...
- 6.கண்ணதாசன்- நட்பு
- 7.பெருஞ்சித்திரனார்- கனிச்சாறு
- 8.முடியரசன்- கல்விப்பயன்
- 9.நாட்டுப்புறப்பாடல்(தாலாட்டு) வானமாமலைநாட்டுப்புறப்பாடல் தொகுப்பு
10. நாட்டுப்புறப்பாடல்(ஒப்பாரி)) வானமாமலைநாட்டுப்புறப்பாடல் தொகுப்பு

கூறு-2 புதுக்கவிதைகள்மற்றும்ஐக்கூக்கவிதைகள்

- 11.ந.பிச்சைமூர்த்தி -பூக்காரி
- 12.கவிஞர் மீரா-அவசரக்காரன்
- 13.மு.மேத்தா-கவி பாடும்கிராமம்
- 14.சிற்பி-தண்டனை
- 15.அப்துல்ரகுமான்-இரண்டாம் வருகை
- 16.சிதம்பரநாதன்-நிலம்
- 17.ஈரோடு தமிழன்பன்-சிராய்கள்
- 18.வைரமுத்து- வானம்சின்னதுதான்
- 19.கந்தர்வன்-கிழிசல்கள்
- 20.இரா.மீனாட்சி-ஆடிக்காற்றே

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21. யூ.புகழேந்தி-கரும்பலகையில் எழுதாதவை
22. புன்னகை சேது-மாற்றங்கள்
23. எஸ்.பாபு-கண்ணீருடன்
24. சண்முகம் சரவணன்-துறவியின்இசைக்குறிப்பு
25. ஐக்கூக் கவிதைகள்

கூறு-3 சிறுகதைகள்

1. புதுமைப்பித்தன்-ஒரு நாட்கழிந்தது
2. கு.அழகிரிசாமி-ராஜா வந்திருக்கிறார்
3. தி.ஜானகிராமன்-சத்தியமா
4. அறிஞர் அண்ணா-செவ்வாழை
5. சோலை சுந்தரப்பெருமாள்-இருப்பு
6. மேலாண்மை பொன்னுச்சாமி-பூ
7. வெ.இறையன்பு-ஸ்தபதி
8. ஆண்டாள் பிரியதர்சினி-மாத்திரை
9. குன்றக்குடி கி.சிங்காரவடிவேல்-திருமணத்தில்ஒருதிருப்பம்
10. வைக்கம் முகமதுபஷீர்-மாமரம் (மொழிபெயர்ப்பு)

கூறு-4 இலக்கணம்

முதல், சார்புஎழுத்துக்கள். மொழிமுதல், இறுதிஎழுத்துக்கள், வல்லினம்மிகும், மிகாஇடங்கள், படிமம்-குறியீடு

கூறு-5 இலக்கியவரலாறும்பயன்பாட்டுத்தமிழும்

- அ) 1. புதுக்கவிதை தோற்றமும்வளர்ச்சியும்
2. இருபதாம் நூற்றாண்டுமரபுக்கவிதை
3. சிறுகதையின் தோற்றமும்வளர்ச்சியும்

ஆ) மரபுப்பிழைநீக்கல்-பிறமொழிச்சொற்களைநீக்கல் -ஒரெழுத்துஒருமொழி-ஒலிவேறுபாடுஅறிதல்

பாடநூல்கள்

1. கவிதைத் தொகுப்பு, பல்கலைக்கழகவெளியீடு
2. சிறுகதைத் தொகுப்பு, பல்கலைக்கழகவெளியீடு

பார்வைநூல்கள்

1. புதிய நோக்கில் தமிழ்இலக்கியவரலாறு, தமிழண்ணல், மீனாட்சிபுத்தகநிலையம் மதுரை
2. நன்னூல் எளியஉரை, முனைவர்சு.அழகேசன், சுதன்பதிப்பகம், தூத்துக்குடி

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BAE 112	PROSE, POETRY, FICTION, GRAMMAR, VOCABULARY, SPOKEN ENGLISH AND COMPOSITION	L	T	P	C
		3	0	0	3

PROSE

R.K.Narayan	-- The Engine's Trouble
V.S.SrinivasaSastri	-- Mahatma Gandhi
John Frazer	-- Mother Terasa
R.N.Roy	-- Martin Luther King

POETRY

Wordsworth	-- "Daffodils"
Byron	-- "She Walks in Beauty"
Robert Frost	-- "After Apple-picking"

FICTION: SHORT STORIES

O. Henry	-- "Gift of the Magi"
Chekhov	-- "The Bet"
Rabindranath Tagore	-- "The Postmaster"

GRAMMAR AND SPOKEN ENGLISH

- Noun
- Pronouns
- Possessive forms
- Articles & Nouns
- Demonstratives
- Some, any, no etc.

(Response in one or two sentences)

Greeting a person; Introducing oneself; Inviting somebody to attend a function; Expressing inability to attend; Requesting; Seeking permission: Refusing permission; Asking for advice; Remembering something; Expressing sympathy; Reminding others; Congratulating; Complaining; Apologizing; Making suggestions; Warning; Asking for information/direction; Expressing annoyance; Encouraging others; Expressing possibility/impossibility; Starting a conversation with a stranger; Ending a conversation; Asking for someone's opinion; Expressing happiness; Expressing something unpleasant; Expressing gratitude.

COMPOSITION AND VOCABULARY**Composition**

- (1) Reading comprehension: 8 questions testing skills of locating direct information,

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associative comprehension, overall understanding, drawing inferences, evaluative comprehension and aspects of grammar and vocabulary.

- (2) Arranging jumbled sentences in a chronological order or a coherent paragraph.
- (3) Letter Writing (Personal letters).

Vocabulary

One Word Substitutes:

alimony, amateur, amnesty, anaesthesia, anarchist, anatomy, anonymous, archive, atheist, autobiography, cannibal, carcinogen, cardiologist, carnivorous, centenarian, contemporary, connoisseur, cosmopolitan, crew, detective, (21 – 40) emigrant, epitaph, extempore, fauna, feminist, fleet, flora, forgery, gymnasium, gynaecologist, herbivorous, hypocrisy, incorrigible, kleptomania, lexicographer, manuscript, mercenary, misanthrope, mortuary, novice, (41 – 60) obituary, omniscient, ophthalmologist, optimist, omnipotent, orphan, panacea, parasite, pedestrian, pessimist, philanthropy philatelist, polygamy, posthumous, post-mortem, secular, somnambulist , theology, unanimous, utopia.

BOOKS PRESCRIBED:

Jegadisan, S. **Portraits in Prose**. Orient Black Swan, Chennai: 2009.

SadanandKamalesh. & Punitha, Susheela. **Spoken English: A Foundation Course**. Part 2
Orient Black Swan, New Delhi, 2011

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BAE 151	Part-I Hindi - I	L	P	T	C
		5	0	0	3

First Semester

Paper I: Prose-I, Prose-II, Short Stories, Functional Hindi-I

UNIT-I

Prose-I “GadyaGawrav”

Author: UrmilaModi, ViswavidhyalayaPrakasanChowk, Varanasi-221 001

Prescribed Portion:

Lesson No.: 3, 10 13

3, BharathiyaSankrithi

RajbhasaAourRastrabhasa

13. Dr. Chandrasekhar Venkatraman

UNIT-II

Prose-II: “AadhunitGadyavividhya”

Editor: Eswarchandra

S.Chand and Company, Ramnagar, New Delhi-110 055.

Prescribed Portion:

Lesson No.: 1, 4, 10

1. Birdaribahar

4. Byilgaadi

10. Bholaramkajeev

UNIT-III

Short stories: “Kahanikanj”

Author: Markandeya

LoakBharathiPrakasan

15-A, Mahatma Gandhi Marg

Allahabad (UP)

Prescribed Stories:

UseneKahattha, PookiRath, Aakash deep Chief Kedavath

UNIT-IV

Functional Hindi-I A

(a) Gender

(b) Number

(c) Conversation in Hindi from Hindi vatayan PP: 10, 11, 12, 31, 35

UNIT-V

Functional Hindi-I B

(a) Names of the Posts &Designations

(b) Names of the ministries

(c) Administrative Phrases.

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- REFERENCE BOOKS:** Hindi vatayan
Author. Dr.K.M.Chandra Mohan
ViswavidhalayaPrakasan,
Chowk, Varanasi-221 001
- Pramanikalekhan and Tippan
Author: Viraj
Rajpaul& Sons
Kashmiri Gate, Delhi

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BBA101	BUSINESS ORGANISATION	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in commerce and business

COURSE OBJECTIVES

1. To provide a comprehensive introduction to the key elements of the business organisation, practices, forms, procedures and functioning of various business organization.
2. To impart the basic concepts in commerce, trade, industry and provide a critical perspective on the models of the modern business firm and its environment with a view to prepare them to face emerging challenge of managing business.
3. To develop and sharpen knowledge and skills for designing and managing organizations to elicit the best out of their human resources.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the emergence of Industry and recent development in Indian corporate sector.
CO2	Analyze the pros and cons in various forms of business organizations in India.
CO3	Identify the new areas of business like Franchising, BPOs and KPOs, E-commerce, On-line trading and explore the opportunities of Mergers & acquisitions.
CO4	Understand the organisation of service and retail sector
CO5	Formulate the social objectives of business and create a business culture which fulfills the corporate social responsibility requirements.

EVOLUTION OF BUSINESS ORGANISATION

Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects - Emergence of Indian MNCs & transnational corporations - Recent trends in business world. Globalization & challenges for Indian Business in new millennium.

FORMS OF BUSINESS ORGANISATION

Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership, Joint stock companies –features, merits, demerits and its suitability.

BUSINESS COMBINATIONS

Mergers & acquisitions-mergers in India. Networking, Franchising, BPOs and KPOs, E-commerce, On-line trading, patents, trademarks & copyright.

DOMESTIC AND FOREIGN TRADE

Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance, transport, insurance

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Communication & other utilities (services) to trade, import export trade procedure & their organization.

BUSINESS AND SOCIETY

Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit.

TEXT BOOKS:

1. Vijay Kumar Kaul, Business Organisation and Management Text and Cases, Edition Pearson Education. 2016.
2. Tapash Ranjan Saha, Business Organization and Management, McGraw Hill Education private ltd, New Delhi, 2009.
3. M. Baldwin, Frances B. Whiteside, Introduction to Business Organisations, 2nd Edition, Prentice Hall, 1999.

REFERENCES:

1. Dr. C. B. Gupta, Industrial Organization and Management, 13 Edition, Sultan Chand & Co. Delhi, 2014.
2. P.C. Tulsian and Vishal Pandey, Business Organisation and Management Pearson Education New Delhi, 2002.

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BBA102	PRINCIPLES AND PRACTICE OF ACCOUNTING	L	T	P	C
		3	1	0	4

PREREQUISITES

Basic knowledge in business transaction

COURSE OBJECTIVES

1. To acquaint the students with the fundamental principles of accounting and equip them to prepare financial statements in accordance with appropriate standards
2. To equip the students with skills for recording various kinds of business transactions in accounting software
3. To familiarize students to interpret the corporate financial statements, their analysis and business implications of financial statement information

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the accounting concepts and principles and demonstrate the knowledge in the accounting cycle.
CO2	Prepare financial statements in accordance with Generally Accepted Accounting Principles.
CO3	Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements..
CO4	Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively.
CO5	Demonstrate an understanding the tally in accounts and utilize the technology (such as computers, accounting software, information databases) to facilitate and enhance accounting and financial reporting processes.

INTRODUCTION TO ACCOUNTING

Meaning – Objectives – Basic Accounting terms – Accounting Concepts and principles – Bases of Accounting – Methods of keeping Book of accounts – Source Documents and Vouchers – Accounting equations – Accounting rules – Recording of transactions – Types of transactions.

JOURNAL, LEDGER AND TRAIL BALANCE

Double Entry System – Journal and recording of entries in journal with narration – Posting from journal to respective ledger accounts and balancing – Need and objectives of Trial balance – Application of Trail balance - Different types of errors ignored in trail balance preparation – Rectification of errors.

FINAL ACCOUNTING

Preparation of Trading and Profit and Loss Account – Preparation of Balance sheet – adjustment entries.

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REPORT PREPARATION

Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Cash Book and Petty Cash Books Preparation of Bank Reconciliation Statement. Accounting Errors -Types of Errors, Rectification of Errors. Effects of Errors on Final Accounts

ACCOUNTING ENTRIES IN TALLY

Voucher entries which will be evaluated on the basis of Day Book, Trial Balance, Profit and Loss Account and Balance Sheet. Opening balances of certain Ledger Accounts.

TEXT BOOKS:

1. S.N. Maheshwari and Sharad K Maheswari, Introduction to Accountancy, 11th edition, S.Chand and Co. Ltd., New Delhi, 2013.
2. Pillai.R.S.N and Bagavathi, Practical Accounting, 1st edition, S.Chand and Co. Ltd., New Delhi, 2004

REFERENCES:

1. Srinivasan .N.P and M.SakthivelMurugan, Accounting for Management, 4th edition, S. Chand Limited, 2006.
2. Shukla, M.C., T.S. Grewal and S.C.Gupta: Advanced Accounts, 18th revised edition S.Chand&Co.,New Delhi,2016.
3. Bhattacharya S.K., John Dearden, Accounting for Management: text and cases, 3rd edition, Vikas publishing house, New Delhi, 1997.
4. Radhaswamy and R.L. Gupta, Advanced Accountancy, Volume II, 13th edition, Sultan Chand & Sons,New Delhi, 2014.

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BBA103	ECONOMICS FOR BUSINESS (MICRO) - I	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in economy and market

COURSE OBJECTIVES

1. To equip the students with the fundamental concepts of economics and understand how households (demand) and businesses (supply) interact in various market structures and the implications for the behavior of the firm.
2. To give an insights in to the demand and supply factors to determine price and quantity of goods and services to be produced and consumed.
3. To provide students with knowledge in cost, rent, wages, interest to understand the links between household behavior and the economic models of demand.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the basic theories behind consumer behavior (demand) and producer behavior (supply) constrained by the scarcity of valuable resources;
CO2	Identify the determinants of the demand and supply for a good in a competitive market and explain how that demand and supply together determine equilibrium price
CO3	Understand the major characteristics of different market structures and the implications of the degrees of competition in a market on firms pricing and output decision.
CO4	Analyse the different costs in the product and study the long run and short run relationship of costs.
CO5	Apply the economical concepts of wages, interest and profit in day to day running of business.

INTRODUCTION

Definition of economics - Classical, Neo-classical and scarcity definition of economics - Definition, Scope, Importance and Limitations of Micro Economics - Utility Analysis: Concept of Utility, Law of Diminishing Marginal Utility - Consumer's Surplus - Meaning of Supply - Determinants of Supply - Expansion and Contraction of Supply - Increase and Decrease in Supply - Demand and Supply as determinants of Price.

DEMAND ANALYSIS

Meaning of Demand – Nature of demand - Determinants of Demand – Demand Function – Individual demand and market demand - Law of Demand - Expansion and Contraction of Demand - Increase and Decrease in Demand - Usefulness of Law of Demand - Exceptions to the Law of Demand – Elasticity of demand – types - its determinants and its measurements.

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MARKET STRUCTURE

Meaning of Market - Types of Market and their important features: Perfect Competition, Equilibrium of Firm and Industry under Perfect Competition - Monopoly - Monopolistic Competition and oligopoly - Pricing under perfect competition - pricing under monopoly - price discrimination - pricing under monopolistic competition - pricing under oligopoly.

COST ANALYSIS

Accounting Costs and Economic Costs - Short Run Cost Analysis: Fixed, Variable and Total Cost Curves - Average and Marginal Costs - Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves.

DISTRIBUTION

Rent: Concepts of Differential Rent and Scarcity Rent, Economic and Contract Rent, Quasi Rent, Pure Rent - Wages: Concepts of Time Wages, Piece Wages, Money wages, real Wages, factors determining real Wages - Interest: Gross and Net Interest. Components of Gross Interest - Profit: Theories of profit – risk, uncertainty and innovation.

TEXT BOOK

1. R. Cauvery, Micro Economic Theory, 3rd edition, S. Chand Publication, New Delhi, 2004.
2. M. John Kennedy, Micro Economics, Himalaya Publication, Mumbai, 2014.

REFERENCES

1. H.L Ahuja, Modern Micro Economics, 19th Edition, S Chand Publication, 2015.
2. D.M.Mithani, Principles of Economics, Himalaya Publication, Mumbai, 2012
3. S.K. Agarwala, Micro economics, Excel Books, New Delhi, 2008.

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BBA104	PRINCIPLES OF MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business and management.

COURSE OBJECTIVES

1. To acquaint the students to the basic management concepts and theory to understand how organizations function and apply those ideas in real world situations.
2. To impart the planning skills to students to formulate long-term and short term objectives of the organisation through tools and processes.
3. To familiarize the students with the complexity and wide variety of issues the managers face in directing and organising today's business.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Describe the concept, functions and levels of management and how the different schools of thoughts are integrated into management principles and practices.
CO2	Formulate plan for the organisation at different levels and determine the most effective action to be taken in a specific situation to achieve the organizational goals.
CO3	Determine the manpower requirement and identify the appropriate recruitment, selection methods and performance evaluation methods.
CO4	Recognize the importance and issues in communication process and apply leadership and motivation theories to motivate employees.
CO5	Specify how the managerial tasks of planning, organizing, and controlling are executed in a variety of circumstances and management practices in different countries. .

INTRODUCTION TO BUSINESS MANAGEMENT

Definition – importance and Scope - Management Functions - Management as an Art and Science - Management as a Profession - Universality of Management- Difference between Management and Administration - levels of Management- evolution of management - Different schools of Management thoughts.

PLANNING AND ORGANISING

Planning: Meaning – Types – Planning Premises – Decision Making: Types – Process – Forecasting process and techniques. Organising: Types of Organisation -Organisational Structure – Departmentation - centralization and decentralization - delegation of authority - Span of control - line and staff functions.

STAFFING

Staffing: Manpower Planning – Recruitment sources – selection procedure – training methods – performance evaluation methods – executive development programs.

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DIRECTING

Directing: Communication process and barriers – motivation techniques – financial and non – financial motivation- leadership qualities and styles.

CONTROLLING AND RECENT CONCEPTS

Controlling: Meaning and process, requisites of effective control, control techniques. Emerging issues in Management: Japanese and American Management – Management by Objectives – Knowledge Management – Technology Management – Business Process Outsourcing- Social Responsibility and Business ethics.

TEXT BOOKS

1. K.Aswathappa, Essentials of Business Environment, 10th edition, Himalaya Publishing House, Mumbai, 2008.
2. Harold Koontz and Heinz Wehrich, Essentials of Management, 8th edition, Tata McGraw Hill publishing company Ltd, New Delhi, 2016.

REFERENCES

1. L. M. Prasad; Principles of Management, 6th edition, Sultan Chand and Sons, 2015.
2. V.S.P. Rao & P.S. Narayanan: Principles and Practice of Management, Himalaya Pub.House-New Delhi 2011
3. J. S. Chandan, Management: Concept and Strategies, 1st edition Vikas Publishing, New Delhi, 1997.
4. Tripathi&Reddy Principles of Management 5th edition, Tata McGraw Hill, New Delhi 2012.
5. C.B.Gupta, Business Management, 16thEdition Sultan Chand & Sons, New Delhi (2013).

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SEMESTER-II

BAE 121	TAMIL- II	L	T	P	C
		3	0	0	3

பக்திஇலக்கியமும்சிறீறிலக்கியமும்

பாடக்குறியீட்டுஎண்- BAE121

இளநிலைப்பட்டப்படிப்பு (பருவமுறை)

பகுதி-2 முதல்ஆண்டு (இரண்டாம்பருவம்)

கூறு-1பக்திஇலக்கியம்

- 1.திருஞானசம்பந்தர்- தேவாரம் (5 பாடல்கள்)
- 2.திருநாவுக்கரசர் தேவாரம் (5 பாடல்கள்)
- 3.மாணிக்கவாசகர் -திருவாசகம் (4 பாடல்கள்)
- 4.திருமூலர்- திருமந்திரம் (4 பாடல்கள்)
- 5.பெரியாழ்வார் திருமொழி (6பாடல்கள்)
- 6.ஆண்டாள் -திருப்பாவை (6 பாடல்கள்)
- 7.நம்மாழ்வார் -திருவாய்மொழி (5 பாடல்கள்)
- 8.இராமலிங்கவள்ளலார்- திருவருட்பா (2 பாடல்கள்)
- 9.அபிராமி பட்டர் -அபிராமிஅந்தாதி (2 பாடல்கள்)
- 10.சிவ வாக்கியர் (5 பாடல்கள்)
- 11.பட்டினத்தார் (5 பாடல்கள்)
- 12.பத்திரகிரியார் (5கண்ணிகள்)

கூறு-2சிறீறிலக்கியம்

- 1.மீனாட்சி அம்மைபிள்ளைத்தமிழ்
- 2.தமிழ்விடு தூது
- 3.முக்கூடற்பள்ளு
- 4.நந்திக்கலம்பகம்
- 5.கலிங்கத்துப்பரணி
- 6.திருக்குற்றாலக்குறவஞ்சி

கூறு-3

தினம்

தேடல்

கூறு-4இலக்கணம்

சொல்வகைகள்(பெயர்,வினை,இடை,உரி)

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கூறு-5 இலக்கியவரலாறு

1.பக்தி இலக்கியவரலாறு

(சைவம்,வைணவம்,சமணம்,பௌத்தம்)

2.சிற்றிலக்கிய வரலாறு

3.புதினத்தின் தொற்றமும்வளர்ச்சியும்

பாடநூல்கள்

1.பக்தி மற்றும்சிற்றிலக்கியத்தொகுப்புபல்கலைக்கழகவெளியீடு

2.தேடல் பொன்னீலன்றியூசெஞ்சூரிபுக்ஹவுஸ்சென்னை

பார்வைநூல்கள்

1.புதிய நோக்கில்தமிழ்இலக்கியவரலாறு, தமிழண்ணல், மீனாட்சிபுத்தகநிலையம்

மதுரை

2.நன்னூல் எளியஉரை, முனைவர்சு.அழகேசன், சுதன்பதிப்பகம், தூத்துக்குடி

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BAE 122	PROSE, POETRY, FICTION, GRAMMAR, VOCABULARY, SPOKEN ENGLISH AND COMPOSITION	L	T	P	C
		3	0	0	3

PROSE

D.H.Lawrence -- The Rocking Horse Winner

Anton Chekov -- The Bet

Somerset Maugham -- Princess September

POETRY

William Wordsworth -- "Lucy"

W.B.Yeats -- "The Wild Swans"

D.H.Lawrence -- "The Best of School"

T.S.Eliot -- "To the Indians who Died in Africa"

Philip Larkin -- "That Whitsun"

FICTION – SHORT STORIES

William Somerset Maugham -- The Verger

R.K.Narayan -- An Astrologer's Day

Bhabani Bhattacharya -- Glory at Twilight

GRAMMAR AND SPOKEN ENGLISH

Grammar:

1. Tenses
2. Active and Passive

Spoken English (Responses in one or two sentences)

Making assertions; Describing persons and objects; Taking a vow; Commenting on situations; Exclamations; Giving yourself time to think; Asking for someone's opinion; Asking about preferences; Asking whether someone knows; Saying you know; Checking if someone has understood; Asking if someone agrees; Asking someone to repeat; Leaving someone for a short time; Asking if someone is able to do something; Saying you are unable to do something; Changing the subject; Avoiding giving an opinion; Ordering food at a restaurant; Talking about weather and season; Asking about daily activities; Making polite requests using, "Would (Will) you . . . Please?", etc.; Discussing Television Programme.

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COMPOSITION & VOCABULARY

- (1) Letter Writing (Official) and Preparation of *curriculum vitae*.
- (2) Developing hints into a story/general essay; Simple topics to be chosen for essay.
- (3) Note making.

Vocabulary

Homophones:

beer – bier; berth – birth; deer – dear; desert – dessert; diseased – deceased; feat – feet; heard – herd; cast – caste; check – cheque; draught – draft; hangar – hanger; hear – here; knight – night; loan – lone; mane – main; Meet – meat; meter – metre; pair – pear; peal – peel; personal – personnel; piece – peace -- peas; pray – prey; root – route; sent -- scent – cent; cite -- site – sight; sow – sew; stationary – stationery; steal – steel; story – storey; wait – weight.

BOOKS PRESCRIBED:

Board of Editors. **Journey through Words**. Orient Longman, Hyderabad: 2007.

Board of Editors. **The Fragrance of Fiction**. Orient Black Swan, Hyderabad: 2011

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BAE 152	Part-I Hindi -II	L	P	T	C
		5	0	0	3

Paper-II: Drama, Novel, Functional Hindi II

UNIT-I

Drama : “MISTER ABHIMANYU”
Author : LakshminarayanLal
Pub. : LoakBharathiPrakasan,
15-A, Mahatma Gandhi Marg
Allahabad (UP)

UNIT-II

Novel : “THAKE PAAV”
Author : BhagathicharanVarma
Pub. : LoakBharathiPrakasan,
15-A, Mahatma Gandhi Marg
Allahabad (UP)

UNIT III

Functional Hindi II: Letter Writing (Commercial Letters)

1. Banking
2. Complaints: (a) Supply of lower quality of the goods
(b) Damage during transit
3. Agency: (a) Asking for an agency
(b) Offering and agency
4. Insurance claim

UNIT IV

Functional Hindi II: (Official Letters)

Hindi Vatayan

Author : Dr.K.M.Chadra Mohan
ViswavidhalayaPrakasan,
Chowk, Varanasi-221 001
Rajpaul& Sons
Kashmiri Gate, Delhi

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BBA105	BUSINESS ENVIRONMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business and environment.

COURSE OBJECTIVES

1. To familiarize students with the nature of business environment and its components in business decision making.
2. To increase the awareness of the interconnected nature of today's world, and how economic, social, political and environmental issues can impact international integration and business.
3. To impart the environmental scanning skills to student to identify the business opportunity and challenges by critically analyzing and interpreting the current events relating to globalization and international business.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Demonstrate and develop conceptual framework of business environment by performing environment analysis for the organization
CO2	Analyse the economic environment for strategic decision making and predict its impact in business.
CO3	Evaluate political and legal environment in India and its influence in managerial decisions.
CO4	Understand the socio cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.
CO5	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business.

INTRODUCTION TO BUSINESS ENVIRONMENT

Concepts, Significance of study, process of environmental analysis, limitations of environmental analysis, Organization for analysis.

ECONOMIC ENVIRONMENT

Meaning, economic System, economic planning, industry- agriculture labor- national and per capita income and other macro-economic factors. Privatization -Nature-Objectives-privatization Routes -Problems of Growth: Unemployment; Poverty; Regional imbalances; Social injustice; Industrial sickness

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POLITICAL AND LEGAL ENVIRONMENT

Political environment: meaning, constitution of India, role of legislature, judiciary,. Industrial policy and licensing - The Competition Act, 2002 - Competition Commission Of India, duties, powers and functions of commission, Penalties Competition Appellate Tribunal

SOCIAL, CULTURAL AND TECHNOLOGICAL ENVIRONMENT

Meaning, technological factor, influencing Business Technological policy of the Government. Social and cultural environment: culture, meaning, impact of culture on Business Natural environment: meaning and influence on Business

GLOBAL ENVIRONMENT

Nature of globalization, Manifestation & globalization, definition of MNC, origin of MNC; Benefits of MNCs; Harmful effects of MNCs; MNCs in India; challenges of international Business. Foreign Capital: the need for foreign capital, forms of foreign capital, advantages of foreign direct investments, Indian Government policy towards foreign capital, inflows of foreign investment to India in recent years.

TEXT BOOKS:

1. K. Aswthappa- Essentials of Business Environment, 12rd edition, Himalaya Publishing House, New Delhi, 2014
2. Francis Cherunilam: Business Environment: Text and Cases, 17th edition, Himalaya, 2007.

REFERENCES:

1. Sundaram & Black: The International Business Environment; 2nd edition Prentice Hall Published by Prentice Hall U.S.A., 1994
2. P. Chidambaram: Business Environment; 1nd edition, Vikas Publishing, New Delhi, 2000
3. Dutt R and Sundharam KPM: Indian Economy; 1st edition S. Chand, New Delhi, 2004
4. Misra SK and Puri VK: Indian Economy; 29th edition, Himalaya Publishing, New Delhi, 2014
5. Chopra, BK: Business Environment in India, 1st edition, Everest Publishing, New Delhi, 2010
6. Adikari, Economic Environment in Business, 2nd edition, Himalaya Publishing House - New Delhi, 1996

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BBA106	ECONOMICS FOR BUSINESS(Macro)- II	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business and Economics for Business (Micro) - I BBA103

COURSE OBJECTIVES

1. To familiarize students with the forces determining macroeconomic variables such as inflation, unemployment, interest rates, and the exchange rate;
2. To assess the macroeconomic policy viz monetary and fiscal policy on the aggregate behavior of individuals.
3. To make students to understand how economic and other factors influence business in India so as to enable them to appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the different phases of business cycle, international trade and balance of payment, disequilibrium and formulate business strategy.
CO2	Describe the functions of money, regulators, money market and causes and effects of inflation on business.
CO3	Demonstrate the circular flow of income and the calculation of National Income and familiarity with the concepts of National Income.
CO4	Understand the role of government in economic system and economic planning In India
CO5	Demonstrate an understanding of monetary and fiscal policy and role of international funding agencies in Indian Economy.

INTRODUCTION TO MACRO ECONOMICS

Definition, Scope, Importance and Limitations of Macro Economics - Business cycle - Meaning, characteristics and phases- Balance of Payments - Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium.

MONETARY ECONOMICS:

Evolution of money, Functions of money, Bank and its functions, Indian money market, Commercial banks – need and functions, Reserve Bank of India – need and functions, Price indices – uses and limitations, Inflation – cost push, demand pull, causes, effects and control, Devaluation, Quantity theory of money.

NATIONAL INCOME ACCOUNTING:

Meaning of NI and Circular Flow of NI (in Four sector economy) Stock and flow concept, NI at Current Price and NI at Constant Price Various concepts of NI (GNP, GDP, NNP, NDP),

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Personal Income, Disposable Income - Methods for measurement of National Income - Difficulties in measurement of National Income.

ECONOMIC SYSTEMS:

Capitalism, socialism & mixed economy- Economic planning in India: objectives, strategy and problems. Impact of economic planning in India. Economic roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context. The constitutional environment and state intervention in business.

ECONOMIC POLICIES

Monetary Policy – objectives, instruments and limitation – recent monetary policy – Fiscal Policy - objectives, instruments and limitation – current year fiscal policy – EXIM Policy – Five year plans -Economic Reforms -Industrial policy of India- Meaning, Current Industrial Policy. Nature & operations of multilateral economic institutions- World Bank, World Trade Organisation and International Monetary Fund.

TEXT BOOKS:

1. Gupta, G.S. Macroeconomics, Theory and Applications, 2nd edition, Tata McGraw-Hill publishing company Ltd., New Delhi, 2001.
2. Dwivedi D.N., Macroeconomics, 2nd Edition, Tata McGraw-Hill publishing company Ltd., New Delhi, 2001.

REFERENCES:

1. M. Adhikary, Business Economics, Excel Books, 3rd edition New Delhi-2000
2. R. Dutta and K.P.M. Sundaram : Indian Economy 72nd edition S. Chand Limited

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BBA107	COST ACCOUNTING	L	T	P	C
		3	1	0	4

PREREQUISITES

Principles and Practice of Accounting (BBA 102)

COURSE OBJECTIVES

1. To provide students with an exposure to the basic concepts of costing, costing systems and cost accounting techniques in order to cost products, make management decisions, and evaluate performance.
2. To provide an in depth knowledge of the detailed procedures and documentation involved in cost ascertainment systems and integration of cost accounting concepts and financial accounting into business situations.
3. To inculcate the methods and techniques in costing for management decision making on product pricing, production, equipment replacement, etc.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand and use the basic concepts of costing and costing systems in their professional life.
CO2	Prepare cost sheet for a single product and tender.
CO3	Integrate cost accounting with financial accounting for management decision making.
CO4	Prepare cost accounting statement for process, job, batch order and contract as per the accounting standard.
CO5	Create and post entries in cost ledger control accounts to check the arithmetical accuracy.

BASIC CONCEPTS OF COSTING

Meaning of Costing - Objectives of Cost Accounting - Functions of Cost Accountant - Advantages of Cost Accounting, Objections to Cost Accounting - Elements of Cost - Types of Costing - Cost Classification, Methods of Costing - Terms used in Costing (cost concepts for decision making)

UNIT COSTING

Preparation of Simple cost Sheet - Only single product Costing - Tender Cost Sheet - Estimated Cost Sheet.

RECONCILIATION OF COST AND FINANCIAL ACCOUNTING

Preparation of Reconciliation Statement based on Cost Sheet and Profit & loss Account - (Preparation of Cost Sheet and/or Profit & Loss Account and preparation of Reconciliation Statement)

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JOB COSTING

Job, Batch and contract costing - Operating Costing - Process Costing: Treatment of Normal and Abnormal Losses and Effectiveness.

NON-INTEGRAL ACCOUNTING (COST CONTROL ACCOUNTS)

Cost ledger Control Accounts - Journal entries and preparation of Cost control Accounts.

TEXT BOOKS:

1. M. C. Shukla, T. S .Grewal and M. P. Gupta, Cost Accounting Text and Problems, 10th Edition. S- Chand, New Delhi,
2. Maheshwari, S.N., and Mittal, S.N. Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers), Delhi.

REFERENCE BOOKS:

1. Paresh Shah, Management Accounting, 1st edition, Oxford University Press, New Delhi, 2009
2. J. Made Goda, Cost Accounting, 1st Edition, Himalaya Publishing House, New Delhi, 2002
3. Jawahar Lal & Seema Srivastava , Cost Accounting, 4th edition, Tata McGraw Hill Publication, New Delhi, 2009

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BBA108	BUSINESS STATISTICS	L	T	P	C
		3	1	0	4

PREREQUISITES

Basic knowledge in mathematics.

COURSE OBJECTIVES

1. To enable the students to have an insight into the basic statistical techniques to analyze the collected information using descriptive and inferential statistics to interpret the collected data.
2. To impart the student to learn and apply statistical tools to solve managerial questions and understand and communicate statistical findings for business decisions.
3. To familiarize the students with various probability and relationship tools, that can be used for predicting and business situation and take effective decision making.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the statistical methods, Design graphical interpretations (e.g., histograms, scatter diagrams, box plots) for a variety of business-specific datasets and interpret them appropriately.
CO2	Calculate and analyze the data using descriptive and inferential statistics and convert into information for business decision-making.
CO3	Examine and Identify the data distribution through measures of skewness and kurtosis to understand the data.
CO4	Identify the relationship and association between variables in the dataset through correlation and regression analysis to formulate the strategy in business.
CO5	Develop and analyze probability distributions (e.g., binomial, Poisson, normal) to predict potential trends in various business disciplines.

INTRODUCTION TO BUSINESS STATISTICS

Definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits.

MEASURES OF CENTRAL TENDENCY

Meaning and definition; Types of averages, median, mode, arithmetic mean, geometric mean, harmonic mean, quadratic mean, moving average, progressive average; relation between mean, median and mode.

MEASURES OF DISPERSION AND SKEWNESS

Absolute and relative measures of dispersion range, quartile deviation, mean and standard deviation- Comparison of the different measures of dispersion - difference between skewness

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and dispersion , empirical relation among various measures of dispersion, moments and kurtosis.

CORRELATION AND REGRESSION

Correlation Analysis – Meaning of correlation; Scatter Diagram; Karl Pearson’s coefficient of linear correlation; Calculation of the correlation coefficient from grouped data; Properties of the correlation coefficient; Advantages and limitations of the coefficient of correlation; Idea of rank correlation; Spearman’s rank correlation coefficient. Regression Analysis – Two lines of regression; Some important results relating to regression lines; Correlation Coefficient and the two Regression Coefficients; Coefficient of determination; Concept of multiple regression.

PROBABILITY DISTRIBUTIONS

Probability mass function and density function; Discrete distributions – The Binomial distribution and its properties; Idea of geometrical and hypergeometric distributions. The Poisson distribution and its properties; Fitting a Binomial or Poisson distribution to an observed distribution. Continuous distributions –Uniform, Exponential and Normal distributions; Normal approximation to Binomial and Poisson distributions; Fitting a normal curve to an observed distribution.

TEXT BOOKS:

1. T.N Srivastava Statistics for management McGraw Hill
2. Anderson, Sweeney and Williams – Statistics for Business and Economics, West Publishers

REFERENCES:

1. S.C Gupta Fundamental of statistics Himalaya publishing house,4th edition 2012
2. G.Beri, Business Statistics, Tata McGraw Hill, New Delhi: 2009.
3. P. R.Hooda, Statistics for Business and Economics, New Delhi: Tata McGraw Hill, 2010.

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SECOND YEAR**SEMESTER-III**

BBA201	BUSINESS MATHEMATICS	L	T	P	C
		3	1	0	4

PREREQUISITES

Basic knowledge in mathematics.

COURSE OBJECTIVES

1. To enable the students to have an insight into the basic quantitative techniques to analyze the solve business problems scientifically.
2. To impart the student to learn and apply set theory in business for market segmentation and forecast decision variables with the help of probability theorems
3. To familiarize the students with various probability and relationship tools, that can be used for predicting and business situation and take effective decision making.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Describe the application of Quantitative Techniques in business and Limitations.
CO2	Demonstrate the concept of probability, conditional probability, and inverse probability
CO3	Understand the concept of the theoretical distribution, binomial distribution and properties, standard normal curve.
CO4	Solve the Maxima and Minima and their applications to Business.
CO5	To understand the concept of square matrix, minor and co-factors and Inverse of a matrix

INTRODUCTION

Meaning – classification of Quantitative techniques - application of Quantitative Techniques in business - Limitations.

SET THEORY

Set theory, Probability, concept of probability, meaning and definition, approaches to probability, Theorems of probability, addition theorem, multiplication theorem, conditional probability, inverse probability, Baye's theorem.

DISTRIBUTION

Theoretical distribution, binomial distribution, basic assumptions and characteristics, fitting of binomial distribution, Poisson distribution, characteristics, fitting of Poisson Distribution, Normal distribution, features and properties, standard normal curve.

CALCULUS

Basic Calculus - Rules for Differentiation - Maxima and Minima and their Applications to Business.

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MATRIX ALGEBRA

Introduction, Definition, Types of matrices, Scalar Multiplication of matrix, Addition and subtraction. Multiplication. Transpose of a matrix, Determinants of a square matrix, minor and co-factors. Cramer's rule. Determinants of order three, Adjoint of a square matrix, Inverse of a matrix, Rank of matrix.

TEXT BOOK:

1. S.P. Gupta , Statistical Methods, 9th edition ,S Chand, New Delhi, 2013
2. V. K. Kapoor, Business Mathematics,11th edition , S. Chand & Sons , Delhi , 2014

REFERENCES:

1. Shrivastava Shenoy and Sharma, Quantitative Techniques for Managerial Decision Making,3rd edition, Bhalla Kalyani Publishers, 2011
2. Padamlochan Hazarika, Business Mathematics, S. Chand, New Delhi, 2008.

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BBA202	INDUSTRIAL LAW	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in legal environment.

COURSE OBJECTIVES

1. To impart in depth knowledge of the Law of contracts which forms, the foundation of all day to day obligations in the business world.
2. To instill in the students an awareness of legal framework in sale of goods, consumer protection to understand the applications of these laws to practical commercial situations.
3. To acquaint the students with the alternative forms of business organisation available in the country as per partnership and new companies act.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Demonstrate an understanding of the nature of the contractual relationship and list the elements required to create a contract (offer, acceptance, genuine agreement, consideration, capacity and legality).
CO2	Construct the sale of contract and formulate the terms and conditions in sale of goods and services
CO3	Understand the concept of partnership and formalities in creation, admission and dissolution of partnership firm
CO4	Demonstrate the conceptual and practical knowledge in Companies Act 2013 and new partnership model.
CO5	Elaborate the rights of consumers and identify the common unfair and deceptive practices by gaining an insight into Consumer Protection Act

INDIAN CONTRACT ACT 1872

Definition, kinds and concepts of contracts - Offer and Acceptance – Consideration - Capacity of Parties - Free Consent - Legality and Objects of consideration - Void Agreements - Performance of Contract - Discharge of Contract and Remedies.

THE SALE OF GOODS ACT 1930

Contract of Sales of Goods - Conditions and Warranties - Transfer of Property - Performance of a contract of sale - Rights of unpaid Seller.

THE INDIAN PARTNERSHIP ACT, 1932

Concept of partnership - Partnership and company, Hindu joint family firm - Test for determination of existence for partnership - Kinds of partnerships - Registration, Effects of non-registration - Rights and duties of partners towards other partners - Authority of partner

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and liabilities towards third parties - Admission, retirement, expulsion of partners and their Liabilities - Dissolution of the firm.

THE COMPANIES ACT, 2013

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. The Limited Liability Partnership Act 2008-Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

THE CONSUMER PROTECTION ACT, 1986

Salient features of Act - Definitions-Consumer, Complaint, Services, Defect and Deficiency, Complainant - Rights and Reliefs available to consumer - Procedure to file complaint - Consumer Disputes Redressal Agencies - (Composition, Jurisdiction, Powers and Functions.) Procedure followed by Redressal Agencies.

TEXT BOOKS:

1. Sen and Mitra, Business and Commercial Laws, 9th Edition, Commercial Law Publisher Delhi, 1966
2. N. D. Kapoor, An Introduction to Mercantile Laws, Sulthan Chand and Sons, New Delhi, 2014

REFERENCE BOOKS:

1. Avtar Singh, Law of Contract, 11th edition, Eastern Books Company, 2013
2. Kuchhal M.C, Business Laws, 4th edition, 2014
3. Bulchandani K.R, Business Law for Management, 7th revised edition, Himalaya Publishing House, 2011
4. Niraj Kumar, Consumer Protection Act in India, New Century Publications, 2015
5. V.K.Agrawal Consumer protection in India, Ayushamna Publication Publications, 2013

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BBA203	ORGANISATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business and Principles of Management (BBA 104)

COURSE OBJECTIVES

1. To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective and frameworks and tools to effectively analyze and approach various organizational situations.
2. To familiarize students with contemporary organizational behaviour theories and help them to understand predict and manage people better.
3. To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the importance of organisational behaviour and how the perception forms the basis for understanding the people and environment.
CO2	Analyze the behavior of individuals and apply behavioural theories for managing employee's behaviour. Learn the role that individual personality plays in job performance
CO3	Demonstrate the formation of groups and develop effective decision-making frameworks.
CO4	Identify the various leadership styles and skills required for working in groups (team building) and organizational climate
CO5	Apply problem solving and critical thinking abilities to initiate, manage and implement changes in organization.

INTRODUCTION TO ORGANISATIONAL BEHAVIOUR

Organizational Behaviour - Need and importance, nature and scope, framework. Perceptions – importance, factors influencing perception, interpersonal perception.

INDIVIDUAL BEHAVIOUR

Personality – types, factors influencing personality, theories – Learning – types of learners, learning theories – Organizational Behaviour modification - Attitudes – characteristics, components, formation and measurement – Motivation - Importance, types, and effects on work behaviour.

GROUP BEHAVIOUR

Groups in organizations, influence, group dynamics – emergence of informal leaders and working norm, group decision making techniques - Interpersonal relations – communication, control.

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DYNAMICS OF ORGANIZATIONAL BEHAVIOUR

Leadership styles – theories, leaders Vs managers, sources of power, power centers, power and politics - Organizational climate – factors affecting organizational climate, importance, job satisfaction, determinants, measurements, and influence on behavior.

ORGANIZATIONAL DEVELOPMENT

Organizational development - Importance, characteristics, objectives, stability Vs change, proactive vs reaction change , the change process, resistance to change, managing change, team building - Organizational effectiveness, perspective, effectiveness Vs efficiency, approaches, the time dimension, achieving organizational effectiveness.

TEXT BOOKS:

1. Fred Luthans, Organisational Behaviour, 9th edition, Tata McGraw Hill publishing company Ltd., New Delhi, 2005.
2. Stephen P.Robins, Organisational Behavior, 9th edition, Prentice Hall of India, New Delhi, 2001.

REFERENCES:

1. John W Slocum, Fundamentals of Organizational Behavior, 1st Edition, Cengage Learning, Delhi, 2007.
2. Sekaran, Uma, Organisational Behaviour, 2nd edition, Tata McGraw Hill publishing company Ltd., New Delhi, 2004.
3. Hellriegel, Slocum and Woodman, Organisational Behavior, 9th edition, South-Western, Thomson Learning, New Delhi, 2001.
4. Schermerhorn, Hunt and Osborn, Organisational Behavior, 7th edition, John Wiley, New Delhi, 2001.

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BBA204	MANAGEMENT INFORMATION SYSTEM	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in computer and information system.

COURSE OBJECTIVES

1. To enable the students to gain an understanding about how Information Systems are developed, implemented and assisted in decision making in an organizations.
2. To familiarize the students with the four components of an MIS and understand how it add value to an organization.
3. To design system for an organisation and identify privacy, security, and freedom of information issues in a business environment.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the basic concepts and technologies used in the field of management information systems
CO2	Identify and suggest the right Information System for an organization based on its business processes and functional hierarchy in an organisation.
CO3	Understand the processes of developing and implementing information systems
CO4	Detect the ethical, social, and security issues in implementing information systems
CO5	Demonstrate their understanding in software design, development validation and verification.

SYSTEM CONCEPTS

Definition of Information Systems; Management levels as a Framework for Information Systems; Information System Planning Strategies and Methods; Business Systems Types of System - Subsystems Role of information system in business -Components of Information system-Dimensions of information system - Challenges and opportunities of information system.

INFORMATION SYSTEM

Functional areas - Finance, marketing, production, HR - Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of EMS & ERP.

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SYSTEM DEVELOPMENT

System Development Life Cycle: Problem Definition, Feasibility Study, Systems Analysis, System Design, Implementation and Maintenance.

IMPLEMENTATION AND CONTROL

Testing security – Coding techniques – detection of error, validation – Cost benefits analysis – assessing the value and risk information systems.

SOFTWARE ENGINEERING

Software engineering qualities – Design, production, service, software specification, and software metrics - Software quality assurance – Software life cycle models – Verification and validation.

TEXT BOOK:

1. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems Managing the Digital Firm, 14th Edition, Pearson Education Asia., New Delhi, 2010.
2. James AN O’ Brein, Management Information Systems, 10th edition, Tata McGraw Hill, New Delhi, 2011.

REFERENCES:

1. Gordon B. Davis, Management Information System: Conceptual Foundations, Structure and Development, 2nd edition, McGraw Hill, New Delhi, 1974.
2. Prasad L.M., Management Information System, 1st edition, Sultan Chand, New Delhi, 2006.
3. Managing with information, Kanter, Jerome
4. Information system for Modern Management, Murdick& Ross, R.claggetti

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BBA205	MANAGEMENT ACCOUNTING	L	T	P	C
		3	1	0	4

PREREQUISITES

Principles and Practice of Accounting (BBA 102) and Cost Accounting (BBA107)

COURSE OBJECTIVES

1. To familiarize the students with the accounting statement analysis and ratio analysis by using accounting data and other related information for decision making, planning and control
2. To acquaint students with the budgetary preparation and cash flow and fund flow for business planning
3. To develop the critical and analytical skills of students in analyzing the product, project, divisional and organizational performance by using managerial accounting information.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Demonstrate the importance and uses of management accounting in business.
CO2	Analyse the financial statement by using comparative and common size tools to understand the changes in financial position of an organisation
CO3	Calculate various ratios to analyze the financial position of an organisation in terms of liquidity, profitability and solvency.
CO4	Prepare budget for the organization and cash flow and fund flow statement to determine the liquidity position.
CO5	Find out the product, project, divisional and organizational performance by using managerial accounting information.

INTRODUCTION TO MANAGEMENT ACCOUNTING

Management Accounting – Meaning, scope, significance, function of accounting, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.

FINANCIAL STATEMENT ANALYSIS

Analysis and Interpretation of Financial Statements – Nature, objectives, tools – Methods – Comparative Statements, Common Size statement and Trend analysis.

RATIO ANALYSIS

Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios – Liquidity, profitability, turnover, capital structure and leverage.

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BUDGETARY ANALYSIS

Budgets and budgetary control – Meaning, objectives, merits and demerits – Types of Budgets – Production, Cash and Flexible Budgets- Funds flow and Cash flow statements.

MARGINAL COSTING

Marginal costing (excluding decision making) Absorption Costing and Marginal Costing – CVP analysis – Break Even Analysis – Break Even Chart.

TEXT BOOKS:

1. Dr. Maheswari S.N, Management Accounting, 3rd edition, Vikash Publishing House Pvt.Ltd, New Delhi, 2012
2. Khan and Jain, Management Accounting, 6th edition, Mc Graw Hill Education (India) Pvt.Ltd, New Delhi 2013

REFERENCE BOOKS:

1. Chadwick, The Essence of Management Accounting. 2nd edition 21 December 1995
2. Charles T. Horngren and Gary N. Sundem, Introduction to Management Accounting. 14th edition, 2008
3. Sharma and Shashi K.Gupta, Management Accounting, 13th revised edition, Kalyani Publisher, 2014

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BBA281	FUNDAMENTALS OF COMPUTER - LAB	L	T	P	C
		1	0	3	2

PREREQUISITES

Basic knowledge in computer and operating system and network.

COURSE OBJECTIVES

1. To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates.
2. To introduce the students with some basic tools and applications in MS office which will enable them in preparing report, presentation, and calculation and e-communicating effectively and analyse data for decision making using data of different kind.
3. To introduce the student to the internet and its applications and thereby empowering them to utilize e-sources, e-commerce for upgrading his knowledge base and applying in business.

COURSE OUTCOME

CO1	Demonstrate hand on experience in operating computer and create mail and schedule appointments.
CO2	Prepare a report by creating, formatting and editing the document by using MS Word
CO3	Create table, sort, and draw graphs by using MS Excel.
CO4	Create PowerPoint presentation with charts, videos, animation for personal and professional presentation.
CO5	Send email messages (with or without attachments), navigate and search through the internet.

INTRODUCTION TO COMPUTER SYSTEMS

Introduction to Computer – Computer system components - types of computer - Applications of Computers. Operating System: Computer software categories - Introduction to operating system - Types of User Interfaces - Functions of Operating Systems - Types of Operating Systems - Booting Process. Introduction to Windows, features of Windows, various versions - Components Of Windows - Desktop, icon, My computer, My documents, Network Neighborhood, Recycle bin, start menu, taskbar, Windows Explorer, Control Panel, Date & time, display, mouse, user accounts, add & remove programs - Files and Folders - Creating Shortcuts - System Tools - Disk Defrag - Internet and Outlook - Most popular internet services - Functions of Internet like email, WWW, FTP, Usenet, IRC, instant messaging, Internet Telephony - Connecting to Internet - Managing emails - Using address book - Working with task list - Scheduling appointments - Reminders - Events.

MS WORD

Text Manipulation - Formatting text of a document - Usage of Numbering, Bullets, Footer and Headers - Page setup -Usage of spell check, and Find & Replace - Text Formatting -

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Picture insertion and alignment - Creation of documents, using templates - Creation templates
- Mail Merge working with tables and graphics – Printing the document.

MS-EXCEL

Cell Editing - Usage of Formulae and Built-in Functions - File Manipulations - Data Sorting
(both number and alphabets) - Worksheet Preparation - Drawing Graphics - Usage of Auto
Formatting

POWER POINT AND MS-ACCESS

Inserting Clip arts and Pictures - Frame movements of the above - Insertion of new slides -
Preparation of Organization charts- hyperlink – playing videos - Usage of design templates -
Creating a table - Displaying the fields - Queries Operation- create report and sorting.

BUSINESS APPLICATIONS

Steps involved in selection of a Computer system. Application and Communication facilities
of Computers in Business – Tele shopping – Tele-working – e-mail – Internet – E-Commerce
– Multimedia Applications.

REFERENCES:

1. R.P.Soni, Harshal Arolkar, Sonal Jain, Working with Personal Computer Software,
2nd Edition, Wiley –India Publications, 2010
2. Ananthi Sheshasayee, G. Sheshasayee, Computer Applications in Business and
Management, Margham Publications. Dec 2010

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SEMESTER-IV

BBA206	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Principles of Management (BBA 104), Organisational Behaviour (BBA 203)

COURSE OBJECTIVES

1. The objective of the course is to equip students with knowledge, skill and competencies to manage people in the organization
2. To familiarize the students with the HRM practices, HR planning, Training Activities, Compensation and reward Planning, Performance Appraisal system in an organization.
3. To provide an insight into the importance of motivation, counselling to create a stress free environment

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the HR environment in India and human resource functions within organizations
CO2	Plan human resources requirement and formulate HR policy of the organisation with regard to recruitment, selection, training and career planning.
CO3	Appraise the employee's performance and formulate compensation policy which helps to make organizational excellence.
CO4	Understand the importance of workers participation in management and creating stress free work environment through counseling and mentoring.
CO5	Analyse the ethical issues in HR management.

FUNDAMENTALS OF HRM

Human Resource Development Systems-HR environment in India-Functions and role of HR Management -Emerging HR Trends-HR information system

HR MANAGEMENT

Job analysis and job design-HR planning – Recruitment - selection and induction- Staff Training and Development-Career planning and Development.

APPRAISAL AND COMPENSATION MANAGEMENT

Job Evaluation-Performance Appraisal and Potential Evaluation-Wage determination; salary structure-Wage policies and Regulations-Employee benefits and services

MOTIVATING HUMAN RESOURCES

Team and Team work - Collective Bargaining Employee Morale – Participative Management – Quality Circle – Empowerment – Job stress, counseling and mentoring.

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MAINTENANCE OF WORKERS

Compensation Management- Reward system – Labour relations – Knowledge creation and Management- Employee Welfare, Safety and Health – Employee benefits and services – Promotion , Transfers and separation – Human resource Accounting and Audit – Ethical issues in HR Management and International Human Resource Management.

TEXT BOOKS:

1. Decenzo and Robbins, Human Resource Management, Wilsey, 11th edition, 2015.
2. Aswathappa, Human Resource and Personnel Management, 11th edition, Tata McGraw Hill, New Delhi, 2011.
3. Prasad L.M., Human Resource Management, 2nd edition, Sultan Chand, New Delhi, 2001.
4. V.S.P. Rao, Human Resource Management, 2nd edition, Excel Books, New Delhi, 2005.

REFERENCES:

1. Biswajeet Pattanayak, Human Resource Management, 3rd edition, Eastern Economy Edition, New Delhi, 2006.
2. Dessler, Human Resource Management, 3rd edition, Pearson Education Limited, New Delhi, 2000.
3. C.S. VenkataRatnam et al., Personnel management & Human Resource Management, Tata McGraw Hill, New Delhi.
4. ParikhU. and Rao T.V., Designing and Managing Human Resource Management, Wiley New Delhi 1984

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BBA207	OPERATIONS RESEARCH	L	T	P	C
		3	1	0	4

PREREQUISITES

Basic knowledge in mathematics.

COURSE OBJECTIVES

1. To provide a formal quantitative approach to problem solving and to introduce some widely-used mathematical models in solving business operations issues,
2. To provide an insight into basic linear programming, transportation and assignment technique, queuing model and replacement model to students to solve management problems.
3. To provide necessary inputs for optimum utilisation of resources by employing operational research techniques

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Demonstrate the techniques of operations research and application to modern business.
CO2	Solve and apply LPP for profit maximization and cost minimization in an organisation.
CO3	Formulate effective models for real world OR problems
CO4	Apply the queuing model and replacement model for enhancing operational efficiency
CO5	Apply transportation and assignment technique for optimization in business operations.

INTRODUCTION TO OPERATIONS RESEARCH

Concept -- Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR – Techniques of OR – OR and Modern Business Management- Limitations of OR

LINEAR PROGRAMMING PROBLEM

Meaning & Objective of LP – Applications of LP – Formulation of Mathematical Model to a LPP – Objective functions - Constraints – Solution to LPP by Graphical method, simplex method and Mi technique – Advantages and Disadvantages of LP.

NETWORK ANALYSIS

Meaning and Objectives – Network Techniques – Managerial applications of Network Techniques – PERT & CPM – Network diagram - – activity – Event – Dummy Activity – Construction of Network diagram – Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path &

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Estimated Duration – Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)

ASSIGNMENT, SEQUENCING AND QUEUING PROBLEMS

Solving Assignment Problem- Travelling Salesman Model – Maxima & Minima Method – Hungarian Method Sequential decision making – sequencing problems - Queuing Models.

TRANSPORTATION MODEL

Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCM) – Least Cost Method (LCM) – Vogel's Approximation method (VOM).

TEXT BOOKS:

1. KantiSwarup, P.K. Gupta and Manmohan, Operations Research, 13th Edition, Sultan Chand & Sons, 2013
2. Paneerselvam R., Operations Research, 8th edition, Prentice Hall of India, New Delhi, 2010.

REFERENCES:

1. Hamdy A Taha, Introduction to Operations Research, 12th edition, Prentice Hall India, New Delhi, 2014.
2. Gupta P.K, Man Mohan, Problem in Operations Research: Methods and Solutions, 9th edition, Sultan Chand and Sons, New Delhi, 2003.
3. Vohra N.D., Quantitative Techniques in Management, nd edition, Tata McGraw Hill, New Delhi, 2001.
4. Kalavathy S., Operations Research, nd edition, Vikas Publishing House New Delhi, 2004.

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BBA208	FINANCIAL MANAGEMENT	L	T	P	C
		3	1	0	4

PREREQUISITES

Principles and Practice of Accounting (BBA 102) and Cost Accounting (BBA107)
Management Accounting (BBA205)

COURSE OBJECTIVES

1. To understand the foundations of finance and financing decisions, Working Capital and Long term sources of finance.
2. To acquaint the students with the theory and techniques of financial management, and developing their abilities in respect of investment and capital budgeting, financial planning, capital structure decisions, dividend policy and working capital management.
3. To develop the analytical skills for interpretation business information and application of financial theory in financing related decisions and situation

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the different financing decision and estimate the value of different financial instruments (including stocks and bonds)
CO2	Decide the source of finance for an organisation and formulate the optimum Capital Structure
CO3	Estimate cash flows and make capital budgeting decisions under both certainty and uncertainty
CO4	Analyse the factors influencing the dividend decision and formulate the dividend policy of the firm
CO5	Describe and assess how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing.

INTRODUCTION TO FINANCIAL MANAGEMENT

meaning, nature and scope of finance; financial goals: profit maximization, wealth maximization; finance functions,- investment, financing and dividend decisions- financial planning – meaning – nature – features – determinants and process. relations of finance with other Business functions.

SOURCES OF FINANCE AND DIVIDEND POLICY

Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt. financial institutions- IDBI, IFC, ICICI, Commercial Banks. Dividend policy and decisions: Influencing factors-forms of dividend - principles of dividend policy—practical aspects of dividend.

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CAPITAL BUDGETING

nature of investment decisions – significance – procedures - investment evaluation criteria- net present value, internal rate of return, profitability index, payback period, accounting rate of return , NPV and IRR comparison; capital rationing; risk analysis in capital budgeting.

WORKING CAPITAL MANAGEMENT:

Concept – nature – significance –types - components – financing of working capital - operating cycle – factors determining working capital requirements – managing cash, cash receivables and inventories -optimum credit policy; credit collection; factoring service; various committee reports on bank finance; dimensions of working capital management.

CAPITAL STRUCTURE AND COST OF CAPITAL

determining capital structure in practice; Capital structure planning. Operating and financial leverages; measurement of leverages; effects of operating and financial leverages on profit. Factors affecting capital structure. EBIT/EPS and ROI & ROE analysis. Capital structure policies in practice. Cost of capital: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings.

TEXT BOOKS:

1. Prasanna Chandra: Financial Management Theory and Practice, 7th edition, Tata Mc Graw Hill, New Delhi., 2008
2. Khan M.Y. and Jain P.K. : Financial Management, Text and Problems., 7th edition., Tata McGraw Hill.,New Delhi ., 2014
3. Pandey I.M.: Financial Management, 11th edition ,Vikas Publishing House, New Delhi.,2015

REFERERNCES:

1. Vanhorne, J.C.: Financial Management and Policy; 4th edition; Prentice Hall of India, New Delhi,1995
2. Brealey, Mysers ,Principles of Corporate finance, 8th edition, Tata McGraw Hill ,2007
3. Kuchal ,Financial Management, 9th edition, Chatyana Publishing House, 2015

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BBA209	ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business, Business Organization (BBA 101)

COURSE OBJECTIVES

1. To provide knowledge of entrepreneurship and also provide necessary inputs for the creation of the new ventures.
2. To create a learning system through which management students can acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.
3. To familiarize the students with the different stages of project preparation and entrepreneurship development activities undertaken by Indian government

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Describe the personality characteristics of an entrepreneurs and entrepreneurial manager. and their role.
CO2	Evaluate the legal, social, and economic environments of business to promote entrepreneurship.
CO3	Identify business opportunities and prepare Business Project report.
CO4	Know the various funding agencies In India and its role in entrepreneurship development programs
CO5	Apply creativity and innovation in business .

INTRODUCTION

Concepts of entrepreneur, entrepreneurship and entrepreneur - Characteristics and competencies of a successful entrepreneur - General functions of an entrepreneur - Type of entrepreneurs - Role of entrepreneur in economic development - Distinction between an entrepreneur and a manager - Entrepreneur and Intrapreneur

GROWTH OF ENTREPRENEURSHIP

Emergence of entrepreneurship - Economic and non economic factors for stimulating entrepreneurship development - Obstacles to entrepreneurship development in India - Growth of entrepreneurship in India - Concept of women entrepreneurship - Reasons for growth and Problems faced by them and remedial measures

VENTURE PROMOTION AND PROJECT FORMULATION

Concept of projects classification of projects and project report - Project identification and selection - Constraints in project identification - Techniques of Project Identification,

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Significance – contents - formulation of project report - Need for Project Formulation - Elements of project Formulation

ROLE OF THE GOVERNMENT IN ENTREPRENEURSHIP DEVELOPMENT

Concept and meaning of entrepreneurship development - Need for entrepreneurship development programmes (EDPs) - Objectives of EDPs - Organizations for EDPs in India; NIESBUD, SISI – their roles and activities.

CREATIVITY AND INNOVATION

Creativity – Individual and Group Creativity – Convergent Thinking – Divergent Thinking and Generation of Creative Ideas - Innovation – Suspended judgment – Analogies – Lateral Thinking – What is a Problem – Defined Problems – Creative Problem Solving – Models of Techniques of Creative Problem Solving

TEXT BOOKS:

1. Michael H Morris, Entrepreneurship and Innovation in Corporations, 7th Edition, CENGAGE Learning, Delhi, 2008
2. Jerry Katz, Entrepreneurship Small Business, 5th edition, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2007.

REFERENCES:

1. Khanka S.S., Entrepreneurial Development, 1st edition, S.Chand and Company Limited, New Delhi, 2001.
2. Prasama Chandra, Projects: Planning, Analysis, Selection, Implementation and Reviews, 2nd edition, Tata McGraw-Hill Publishing Company Limited, New Delhi, 1996.
3. Robert D. Hisrich, Entrepreneurship, 6th edition, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2006.
4. Cynthia Greene, Entrepreneurship, 9th Edition, CENGAGE Learning, Delhi, 2008

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CHY102	ENVIRONMENTAL SCIENCE	L	T	P	C
		2	0	0	2

PREREQUISITE**COURSE OBJECTIVES**

1. To provide knowledge of the pollution and its impact on ecosystem.
2. To prepare students for graduate studies in environmental sciences, natural resource management, environmental education, geography, geographic information science, and regulation.
3. To create awareness about the management of environmental pollution and social issues associated with pollution.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the natural environment and its relationships with human activities
CO2	Understand the complex relationships between natural and human systems
CO3	Explain and analyze the historical development, ethical implications, and religious dimensions of the human relationship with the nonhuman world
CO4	Critical thinking: demonstrate critical thinking skills in relation to environmental affairs
CO5	Demonstrate an integrative approach to environmental issues with a focus on sustainability.

NATURE OF ENVIRONMENTAL STUDIES AND NATURAL RESOURCES

Definition, scope, and importance of environmental sciences -Need for public awareness-
 Natural resources: Forest resources, Water resources, Mineral resources, Energy resources,
 Land resources - Role of an individual in conservation of natural resources.

ECOSYSTEM AND BIODIVERSITY

Concept of an ecosystem - Structure and function of an ecosystem - Energy flow in the ecosystem - Food chains, food webs and ecological pyramids - Ecological succession - Biodiversity – Definition, value of biodiversity- Hot spots of biodiversity - Threats to biodiversity - Endangered and endemic species of India - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

ENVIRONMENTAL POLLUTION

Types, sources, consequences and control measures of water pollution, ecological and biochemical aspects of water pollution - Sources, effects and control measures of Air pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution and Nuclear pollution - Climate change, global warming, acid rain, Tropospheric chemistry of

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zone-ozone layer depletion, nuclear accidents and holocaust- Role of an individual in prevention of pollution.

MANAGEMENT OF ENVIRONMENTAL POLLUTION

Causes, effects, treatments methods and control measures of solid waste, hazardous waste and biomedical waste - Waste minimization techniques - Cleaner Technology- Green Chemistry- Principles and its role in controlling environmental pollution-Disaster management: floods, earthquake, cyclone, landslides and Tsunami.

SOCIAL ISSUES AND THE ENVIRONMENT

Water conservation, rain water harvesting- Resettlement and rehabilitation of people- Wasteland reclamation - Environmental impact assessment- Precautionary and polluters pay principle- environment protection act – air (prevention and control of pollution) act – water (prevention and control of pollution) act – Issues involved in enforcement of environmental legislation - Population explosion – Family Welfare Programmes - Environment and human health - Human Rights - Women and Child Welfare

TEXT BOOKS:

1. Sawyer C. N, McCarty P. L, and Parkin G. F., Chemistry for Environmental Engineering, 5th edition ,McGraw-Hill, Inc., New York, 2003
2. Dhameja, S. K., Environmental engineering and Management, S. K. Kataria and sons, New Delhi, 1st edition 2004.
3. Gilbert M.Masters, Introduction to Environmental Engineering and Science, 2nd edition Pearson education Pvt., Ltd., 2004.
4. Townsend C., Harper J and Michael Begon, Essentials of Ecology, 3rd edition, Blackwell science.,2009

REFERENCE BOOKS:

1. Miller T.G. Jr., Environmental science, Wadsworth Publishing Co. USA, 2nd edition 2004.
2. Bharuchaerach, The Biodiversity of India, Mapin publishing Pvt. Ltd., Ahmedabad India,
3. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Enviro Media.
4. Cunningham, W.P.Cooper, T.H.Gorhani, Environmental Encyclopedia, Jaico Publ., House, Mumbai, 2001.
5. Wager K.D., Environmental Management, W.B. Saunders Co., Philadelphia, USA, 1998.
6. Trivedi R.K. and P.K. Goel, Introduction to Air pollution, Techno-science Publications.

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BBA282	CASE ANALYSIS	L	T	P	C
		0	0	3	2

Case study analysis of from the functional areas of management and on the other subjects which are already covered till fourth semester.

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SEMESTER-V

BBA301	MANUFACTURING AND MATERIALS MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business and production.

COURSE OBJECTIVES

1. To make the students to understand the production function, process and plant design, Planning functions, Material Planning and Layout and Scheduling.
2. To enable students to choose appropriate statistical techniques for improving processes and write reports to management describing processes and recommending ways to improve them.
3. To familiarize students with the design, planning and control of an organization's processes with the objective of creating and delivering products & services to customers and improving process & supply chain performance.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Demonstrate the concepts in operations management which yield a competitive advantage through operational excellence.
CO2	Design Facility Planning and Project Management through various.
CO3	Perform work and method study to improve the production process.
CO4	Apply the concepts related to Materials management and inventory management tool in an organisation.
CO5	Describe the role of material handling and store keeping.

PRODUCTION SYSTEM PLANNING AND CONTROL

Introduction – Production Types –Productivity – Production management – Objectives – Functions – Scope – Relationship with other functional areas. Routing and scheduling – Dispatching – Maintenance management – Types of maintenance – Breakdown – Preventive – Routine – Maintenance scheduling.

FACILITY, LAYOUT LOCATION

Facility Location Decisions (FLD) – Facility Layout Decision – Types (Fixed Position, and Production, Process, Flexible), Methodologies (Distance Minimizing) and Computer software systems (CRAFT, CORELAP, ALDEP).

WORK STUDY

Work and method study – Importance of work study – Work study procedures – Time study – Human considerations in work study – Introduction to method study – Objectives of method study – Steps involved in method study.

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MATERIALS MANAGEMENT

Materials management - Definition and function – Importance of materials management. Integrated materials management –Inventory control – Function of inventory - Importance – Replenishment stock – Material demand forecasting – MRP – Basis tolls – Inventory control – ABC – VED –FSN analysis – Inventory control of spares and slow moving items – EOQ – EBQ – Stores planning. MRP I and MRP II.

MATERIALS HANDLING

Store keeping and materials handling – Objectives – Functions, Principles of material handling – Store keeping – Stores responsibilities – Location of store house – Centralized store room – Equipment – Security measures – Protection and prevention of stores.

TEXT BOOKS:

1. Chary S.N, Production and Operations Management, 5th edition, Tata McGraw Hill, New Delhi, 2008.
2. Norman Gaither, Operations Management, 9th Edition, Cengage Learning, Delhi, 2000.
3. Verma, Materials Management, 3rd edition, Sultan Chand & Sons, New Delhi. 2015.

REFERENCES:

1. Daniel Sipper, Robert Bulfin, Auburn, Production and Operations Management, 5th edition, Tata McGraw Hill, New Delhi, 1997.
2. Thomas Vollmann, David Clay Whybark, Manufacturing Planning and Control Systems, 5th edition, Tata McGraw Hill, New Delhi,2004.
3. Martand T. Telsang, Production Management, 1st edition, S. Chand and Company, New Delhi, 2005.

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BBA302	MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business and marketing.

COURSE OBJECTIVES

1. To familiarize the student with the concept in marketing and make them to design and implement the best combination of marketing actions to carry out a firm's strategy in its target markets.
2. To develop the skills in market analysis and design customer driven strategies with regard to product, pricing, and promotion
3. To inculcate the students' skills in applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning; product offering; pricing; distribution channels and marketing communications.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Acquire an understanding of fundamental concepts of Marketing.
CO	Integrate various elements of marketing to develop marketing plans for specific marketing activities.
CO3	Understand the product life cycle and analyzes the product mix and formulate product strategy
CO4	Analyze the types of Pricing and Pricing issues and distribution channel and formulate appropriate pricing and channel policy.
CO5	Identify and create the various promotional mix strategies for an organisation.

INTRODUCTION

Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Role & functions of Marketing Manager. Types of Marketing: Tele Marketing, E-Marketing, Industrial Marketing - Service Marketing, Rural Marketing.- marketing environment - Marketing Interface with Other Functional Areas - Recent trends like multi level marketing, social marketing and others.

MARKETING STRATEGIES

Market segmentation - Target marketing, relationship marketing, positioning strategies - Marketing Research - Demand estimation, marketing mix - Consumer behaviour analysis - Competitive Strategies - Marketing communication.

PRODUCT STRATEGIES

New product development - Product Life cycle - Product Mix, branding, packaging labeling, warranties - Guarantees and managing services.

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PRICING AND DISTRIBUTION STRATEGIES

Types of pricing and pricing issues - Pricing process - Role of marketing channels - Types of distribution channels, choice of channels and logistics in marketing.

PROMOTIONAL MIX STRATEGIES

Advertising - Sales Promotion - Public Relations - Personal Selling - Direct Marketing.

TEXT BOOKS:

1. Philip Kotler, Kevin Lane Keller and Abraham Koshy, Marketing Management, 14th edition, Prentice Hall of India, New Delhi, 2015.
2. Cundiff, Still & Govoni, Fundamentals of Modern Marketing, Prentice Hall of India, New Delhi

REFERENCES:

1. Ramaswamy V.S., Namakumary S., Marketing Management Global Perspective Indian Context, 3rd edition, Macmillan India Limited, New Delhi, 2000.
2. RajanSaxena, Dorector, Jain S.P., Marketing Management, 1st edition, Tata McGraw Hill, New Delhi, 2006.
3. K.S.Chandrasekar, Marketing Management Text & Cases, Tata McGraw hill Education Pvt. Ltd.
4. Tapan K.Panda, Marketing Management, Excel Books.

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BBA303	BUSINESS RESEARCH METHODS	L	T	P	C
		3	1	0	4

PREREQUISITES

Business Statistics (BBA 108), Business Mathematics (BBA 201)

COURSE OBJECTIVES

1. To educate the students about the basic research methodologies, design, applications, and make them to identify and prepare a research proposal or problems through review of literature.
2. To familiarize students in the area of sampling, data collection and application of statistical tools in business research.
3. To cultivate the skills needed to prepare and present research reports.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Describe the Basics, types and the stages of the research process and enables to apply and adapt them with relevance to specific research context
CO2	Clearly identify and analyse business research problems through review of literature and identify appropriate and effective ways to answer those problems
CO3	Apply an advanced understanding of business research design options, methodologies, sampling technique in a research.
CO4	Analyze the collected data using appropriate statistical tools for interpretation of the data.
CO5	Understand and prepare and present research findings in the report.

INTRODUCTION

Meaning of Research - Objectives of Research - Types of Research - Research Process.

RESEARCH PROBLEM FORMULATION

Problem identification- sources of information for problem identification – Defining the problem - Research Design - Features of a Good design - Different Research Designs.

DATA COLLECTION

Sources – primary – secondary - methods of data collection – Designing questionnaire- Census & Sample Surveys - Steps in Sampling Design - Types of Sample designs - Probability & Non Probability sampling.

PROCESSING & ANALYSIS OF DATA

Processing operations – Data preparation stages - types of analysis - Hypothesis Testing- Chi-square test - Z test - t-test - f-test - others tests - Presentation- Diagrams - graphs- charts.

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REPORT WRITING

Layout of Research report - Types of Reports - Mechanism of writing a Research report - Precaution for writing report.

TEXT BOOKS:

1. Naresh K.Malhotra Marketing Research, 5th edition, Pearson Education New Delhi, 2008
2. Kothari C.R., Research Methodology, 2nd edition, New Age International Private, Ltd, New Delhi, 2001

REFERENCES:

1. Donald R. Cooper and Pamela S. Schindler, Business Research methods, 12th Edition, Tata Mc Graw Hill, 2010.
2. Hair, J. F. Jr., Anderson, R. E., Tatham, R. L and Black, W. C., Multivariate Data Analysis, Prentice Hall, New Delhi, 1998.
3. Robert H Carver, Doing Data Analysis with SPSS: Version 14.0, 3rd Edition, Cengage Learning, Delhi, 2007.

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BBA304	TOTAL QUALITY MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Basic knowledge in business and production.

COURSE OBJECTIVES

1. To make them understand the philosophy and core values of Total Quality Management (TQM).
2. To make them understand the voice of the customer and the impact of quality on economic performance and long-term business success of an organization;
3. To educate them about the best practices for the attainment of total quality and understand the relationship between business strategy, business performance and quality management

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the quality encounter process, including the supporting facility and customer requirements/characteristics.
CO2	Understand the principles and philosophies of Quality management
CO3	Choose and apply standard statistical techniques, including control charts and acceptance sampling, to appropriate problems, including control of variation and product development processes
CO4	Apply various tools and Techniques for Quality management
CO5	Understand and apply quality management techniques, applications and the continuous improvement process

BASIC CONCEPTS AND ORIGIN OF TQM

Basic Concept of Total Quality – Evolution of Total Quality Management – Cost of Quality – Quality Productivity – Components of Total Quality Loop.

STATISTICAL QUALITY CONTROL AND INSPECTION

Conceptual Approach to SQC – Acceptance Sampling and Inspection Plans – Statistical Process Control – Prevention through Process Improvement.

PROCESS CAPABILITY

Process Capability Studies – Humanistic Aspects of TQM – Management of Quality Circle and its related Concepts - ZD Programmes.

JUST IN TIME, KANBAN

Q-7 Tools – Taguchi Loss Function – Failure Analysis – Just in Time – JIT Pull System – JIT Purchase.

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TOTAL PRODUCTIVE MAINTENANCE

Optimum Maintenance Decisions – Total Productive Maintenance – Process Design – Buyer Seller Relations – Supply Chain Management.

TEXT BOOKS:

1. Subburaj, Total Quality Management, Tata McGraw Hill, 2006.
2. Shridhara Bhat, Total Quality Management, Himalaya Publishing House, 2010.

REFERENCE BOOKS:

1. Ansari.A and Modarress, JIT purchasing, Free press, New York.
2. Sandeepa Malhotra, Quality Management Planning, Deep & Deep, 2006.

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BBA381	SOFT SKILLS DEVELOPMENT - I	L	T	P	C
		0	0	3	1

PREREQUISITES

Organisational Behaviour (BBA 203)

COURSE OBJECTIVES

1. To encourage students to develop their personality by understanding the influence of environmental, educational and situational factors and how to modify the behaviour
2. To provide a hands on experience in understanding thyself and others by self-appraisal.
3. To provide a hands on experience in empowering, inspiring and motivating others and create an awareness about the body language as the corner stone of reflecting one's attitude

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Develop all-round personalities with a mature outlook to function effectively in different circumstances
CO	Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
CO3	Developing self motivation, raised aspiration and belief in one's own abilities, defining and committing to achieving one' goals
CO4	Enhancing team building and time management skills
CO5	Develop effective communication skills

INTRODUCTION

Define personality – perception – personality - Man-personal personality - Personality Factors - Factors of association- Personality Relationship at home – friends – environment educational Factor - Situational Factors- Conditional- Genetic- compulsory- spiritual-public relations factors

TRAIT PERSONIFICATION/ PERSONALITY TRAITS

Personality Traits - personality person – formation - factors influencing person habits of highly effective people & personality habits - Be proactive - Begin with the end in mind - Put first things first - Think win- Seek first to understand then to be understood – Synergize – Sharpen the saw

FIVE PILLARS OF PERSONALITY DEVELOPMENT

Introspection – Self Assessment – Self Appraisal – Self Development- Self Introduction.

SELF ESTEEM

Term of self esteem- symptoms- advantages- Do's and don'ts to develop positive – Positive self esteem& negative self esteem

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PERSONALITY FORMATION STRUCTURE

Mind mapping - Competency mapping – 360 degree assessment & development - Types of persons – Extrovert- Introvert - Ambient person - Effective communication & it's key aspects, Body language, Assertiveness - problem-solving - Conflict & stress management - decision making skills – Motivation - positive & creative thinking - Leadership & qualities of successful leader - character building - Teamwork, Lateral thinking, Time management - Work ethics.

REFERENCE BOOKS:

1. Stephen Covey, 7 Habits of highly effective people. Franklin Covey Co.
2. Shiv Khera, You can win, McMillan India ltd.
3. Stephen covey, 8th Habit.
4. PramodBatra, Management thoughts.

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SEMESTER-VI

BBA305	Strategic Management	L	T	P	C
		0	0	3	1

PREREQUISITES

Principles of Management (BBA 104), Business Environment (BBA 105)

COURSE OBJECTIVES

1. To impart the basic concepts in strategic management, strategic business unit, mission, Competitive Advantage
2. To familiarize the students with the internal and external environment of business and do environmental scan to formulate and implement strategies of an organization.
3. To enable students to understand and evaluate the different types of strategies and structures, strategies of the competitors, turnaround strategies, global strategies and strategic control.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the integrative nature of strategic management and levels of strategy
CO	Conduct and draw conclusions from environmental and industry analysis.
CO3	Identify opportunities and threats in the external environment and strengths and weaknesses within the organization for formulating strategy.
CO4	Know the strategic options and formulate realistic strategies to achieve an organization's vision, mission, and goals
CO5	Recommend specific strategy and develop implementation plans to execute strategies of marketing, accounting and finance, operations management and human resource management.

INTRODUCTION

Strategic Management as a field of Study – Strategy; Strategic Management and related issues – Levels of Strategy – Mission and Objectives – Strategic Intent.

ENVIRONMENTAL ANALYSIS AND DIAGNOSIS

Concept and Issues – Environmental factors – Synthesis of External Factors – Industry Analysis; Porter's five - Forces Model. Internal Analysis and Diagnosis: Analysis of Internal Resources and Capabilities – Synthesis of Internal Factors – Core competence – Value – Chain Analysis – SWOT analysis.

STRATEGIC OPTIONS

Alternative Grand Strategies; Stability, Growth, Retrenchment and Combinations – Mergers, Acquisitions and Joint Ventures – Porter's Concept of Generic Strategies and Competitive advantage

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CHOICE OF STRATEGY

Process of Strategic choice – Portfolio Analysis – Role of Board of Directors; Corporate Governance from a Strategic Management Perspective. Strategy Implementation – Important Issues: Interrelationship between Formulation and Implementation – Important Issues in Strategy Implementation; Resource Allocation; Leadership Implementation – Structural considerations

STRATEGY IMPLEMENTATION

Strategy Implementation – Functional Strategies: Marketing, Human Resources, Production / Operations and R & D Finance / Accounting and other issues.

TEXT BOOKS:

1. L. R. Jauch and W. F. Glueck, Business Policy and Strategic Management, McGraw Hill, New York
2. Fred R. David, Strategic Management: Concepts & Cases, Pearson Education.

REFERENCE BOOKS:

1. J. D. Hunger, T. L. Wheelan and K. Rangarajan, Concepts in Strategic Management and Business Policy, Pearson Education.
2. AzharKazmi, Business Policy and Strategic Management, Tata McGraw Hill

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BBA382	SOFT SKILLS DEVELOPMENT – II	L	T	P	C
		0	0	3	1

PREREQUISITES

Organisational Behaviour (BBA 203)

COURSE OBJECTIVES

1. To encourage students to develop balanced self-determined behaviour
2. To help students in enhancing self, increasing life satisfaction and improving the relationship with others.
3. To develop new ability to develop new problem solving skills in group and use these skills in personal life

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Develop all-round personalities with a mature outlook to function effectively in different circumstances
CO	Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
CO3	Developing self-motivation, raised aspiration and belief in one's own abilities, defining and committing to achieving one's goals
CO4	Enhancing team building and time management skills
CO5	Develop effective communication skills

PERSONALITY CONCEPT & IMPORTANCE OF PDP.

Presenting one self – Body Language, Dress code - Leadership skills - Time management
Personal Hygiene & Grooming - Development of positive attitude - Boosting Self-confidence

NEGOTIATION SKILLS

Building Relationships that work, bargaining for advantage - Strategic Persuasion, the art and science of selling ideas – Conflict resolution, transforming competition into cooperation - Personality, strengths, and weaknesses in negotiations.

LIFE SKILL

Introduction, need & Importance - Self awareness and appropriate social interactions -
Decision making & problem solving - Functional reading & research.

MANAGEMENT SKILLS

Self management and stress management skills - Team Building Basics, team building activities - group dynamics, group facilitation, adventure team building, psychological profiling tools – Management games, exercise and testing.

INDIAN BUSINESS LEGENDS

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JRD Tata, G D Birla, Dhiru Bhai Ambani, Verghese Kurien, Rahul Bajaj, Mukesh Ambani, Venu Srinivasan, K V Kamath, Nandan Nilkeni, Anil Ambani, Luxmi N Mittal, N R Narayana Murthy, Azim H Premji, Sunil Mittal, Kumar Manglam Birla, Kiran Mazumdar Shaw, Indra Nooyi, Naina Lal Kidwai, Chand Kochhar, Amrita Patel

TEXT BOOKS:

1. UNESCO, Life skills in Non-formal Education, UNESCO & INC New Delhi.
2. Shaffer, D. Social and Personality Development, Belmont, CA, Wadsworth/Thomas learning.

REFERENCE BOOKS:

1. Shaver, P. Living Styles May be Determined in Infancy, APA Monitor Washington.
2. Cartledge, G. Teaching Social Skills to Children and Youth Innovative Approach, Boston MA: Allyn and Bacon.

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**ELECTIVES
Fifth Semester**

BBA351	MICRO FINANCE	L	T	P	C
		3	0	0	3

Principles and Practice of Accounting (BBA 102), Financial Management (BBA 208)

COURSE OBJECTIVES

1. To encourage students to develop balanced self-determined behaviour
2. To help students to understand the role of micro finance institution in enhancing self, increasing life satisfaction and improving the relationship with others.
3. To develop new ability to develop new problem solving skills in group and use these skills in personal life

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the objectives of Micro Finance institution and types of micro enterprises.
CO2	Demonstrate the product and services of Micro Finance institution.
CO3	Customized designing of financial products both loan and deposits.
CO4	Create accounting system of Micro Finance institution.
CO5	Measuring performance and managing viability and Performance Indicators.

UNDERSTANDING THE COUNTRY CONTEXT AND THE TARGET MARKET AND IMPACT ANALYSIS

Microfinance – providers of Financial Intermediation Services – Interest Rate Policies – Government Mandates for Sectoral Credit Allocations – Legal Enforcement of Financial Contracts – Objectives of the Microfinance Institutions – Direct and Indirect Targeting – Types of Micro enterprises – Impact Analysis – Methods of Impact Assessment, qualitative approaches, quantitative approaches, comparisons, integrating Methodologies.

PRODUCTS AND SERVICES

Financial Intermediation – Credit - Savings – Insurance – Credit Cards and Smart Cards – Payment Services – Social Services.

DESIGNING AND MONITORING FINANCIAL PRODUCTS AND SERVICES /DESIGNING SAVINGS PRODUCTS

Cash Patterns, Loan Terms, and Payment Frequency – Client Cash Patterns and Loan Amounts – Loan Collateral – Loan Pricing – Calculating Effective Rates – Demand for Savings Services – Legal Requirements for Offering Voluntary Savings Services – Types of savings Product for Micro entrepreneurs – Liquid Accounts – Semi liquid Accounts – Fixed - Term Deposits.

ACCOUNTING INFORMATION SYSTEMS

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Areas of Management Information Systems – Accounting Systems – Credit and Savings Monitoring Systems – Client Impact Tracking Systems – Testing – Data Transfer.

MEASURING PERFORMANCE AND MANAGING VIABILITY AND PERFORMANCE INDICATORS

Accounting Adjustments – Adjusting for Subsidies and Inflation – Portfolio Quality – Productivity and Efficiency Ratios, financial viability, profitability ratios – Leverage and Capital Adequacy – Performance Management, delinquency management, productivity and efficiency management – Risk Management.

TEXT BOOKS:

1. Seethapathi K., Sivaram Y.G. and Rama Krishna Rao, Financial Intermediation: Innovations and Practices, 2nd edition, ICAI University Press, Hyderabad, 2004.
2. Nageswara Rao Katuri, Rural Credit and Micro Finance, 1st edition, ICAI University Press, Hyderabad, 2006.

REFERENCES:

1. SN Ghosal, Some Radical Thoughts on Microfinance, 5th edition, ICAI University Press, Hyderabad, 2005.
2. Y Chandra Sekhar, Urban Infrastructure: An Introduction, 2nd edition, ICAI University Press, Hyderabad, 2005.
3. Hawawini, Finance for Executives: Managing for Value Creation, 2nd edition, Thomson Learning, New Delhi, 2007.
4. K G Karmakar Rural Credit and Self-Help Groups: Micro-finance Needs and Concepts in India, 1st Edition, Sage Publications, New Delhi, 2008.

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BBA352	SALES MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Marketing Management (BBA 302)

COURSE OBJECTIVES

1. To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a successful sales person and manager.
2. To develop the students skills in sales presentation, handling customer complaints, creating advertisement and sales promotion.
3. To help them to understand the personal, organizational and personal selling, Sales Process, role of distribution channels and manage channel partners

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the responsibilities, qualities of salesman and organization of sales department.
CO2	Demonstrate the selling process and formulate customized approach to handle customers
CO3	Plan and select, train and motivate the sales force in an organisation.
CO4	Estimate the sales, prepare sales budget and formulate quota and territory for salesman.
CO5	Choose sales promotional strategy and create advertising and publicity.

MEANING AND FUNCTIONS

Introduction - Meaning and Objectives-Qualities of a salesman-Types of salesman-responsibilities of sales managers - Organization of the Sales Department- structures sacrifice - Objectives -sales department's integration with other departments- Distribution methods and its importance, types of customer

SERVING PROCESS

Prospecting: Importance, methods, pre approach-Importance, objectives, source of international approach-importance, methods, essentials of good approach, presentation and demonstration-Advantages, essentials of good demonstration-Types of demonstration-Overcoming objections - procedure of handling objections, methods of meeting objections, closing the sales-Methods.

SALES FORCE MANAGEMENT

Salesmanship – Meaning – importance – Psychology in selling, knowledge of customers - focus on customer satisfaction and building seller customer relationship- sales Force Management - recruitment and selection- training- motivation- compensation- appraisal of performance and promotion- direction and control of sales force.

SALES VOLUME AND TERRITORY MANAGEMENT

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Objectives of sales forecasting- methods and procedures of sales forecasting- sales budgets, designing Sales Territories and Quotas- assigning territories - reasons for selling and using quotas- types of quotas and quota selling procedures- administering the quota system.

SALES PROMOTION ADVERTISING & PUBLICITY

Sales Promotion Techniques - Customer oriented techniques- salesman oriented techniques- dealer oriented techniques- Advertising & Publicity-Meaning & importance-Window advertisement, Press advertisement, outdoor advertisement-Foundation of an efficient advertising programme, public relations.

TEXT BOOKS:

1. Richard R.Still, Edward W.Cundiff, Norman A.P. Goveni, Sales Management Decisions, Strategies & Cases, 5th edition, Prentice Hall, United States, 2005.
2. Tapan K. Panda, Sunil Sahadev Sales and Distribution Management ,2nd edition Oxford.

REFERENCES :

1. Ramneek Kapoor, Fundamentals of Sales Management, Mac Millan India Pvt Ltd, 2007.
2. P.K.Sahu, K.C.Raut, Salesmanship & Sales Management, 3rd edition, Vikas Publications. NewDelhi, 2007.
3. Rustan.S.Daver & Sohrab R.Daver, Sales Manship and Publicity, Vikas Publications, NewDelhi, 2005.

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BBA353	STRESS MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Organisational Behaviour (BBA 203), Soft skills Development – I(BBA 381)

COURSE OBJECTIVES

1. To provide a basic knowledge about the stress, types and symptoms of human stress.
2. To encourage the students to develop balanced self-determined behaviour through humor, yoga and self-development
3. To familiarize the students with the management of work related stress at an individual and organizational level and will help them to develop and implement effective strategies to prevent and manage stress at work

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Examine the various methods of assessing personal and organisational stress, and indicating ways of coping with stresses.
CO2	Comprehend the reasons for stress and the methods to relieve it.
CO3	Understand the crisis management concept and learn and adopt the strategy to overcome the crisis.
CO4	Demonstrate the importance of workplace humour as a tool for overcoming the conflict.
CO5	Apply the self-development techniques and tools to improve self and reduce stress.

UNDERSTANDING STRESS

Meaning - Symptoms - Work Related Stress - Individual Stress – Reducing Stress - Burnout.

COMMON STRESS FACTORS TIME AND CAREER PLATEAUIING

Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area - Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say ‘No’.

Career Plateauing – Identifying career plateaus, structural and content plateauing - Making a fresh start – Importance of sabbaticals – Counseling out – Executive leasing – Sustaining a marketable career.

CRISIS MANAGEMENT

Implications – People issues – Structure issues, environmental issues, psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

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WORK PLACE HUMOUR

Developing a sense of Humour – Learning to laugh, role of group cohesion and team spirit, using humour at work, reducing conflicts with humour.

SELF DEVELOPMENT

Improving Personality – Leading with Integrity, enhancing creativity – Effective Decision Making – Sensible Communication – The Listening Game – Managing Self - Meditation for Peace – Yoga for Life.

TEXT BOOKS:

1. Greenberg Jerrold S., Comprehensive Stress Management, 9th edition, Tata McGraw-Hill, New Delhi, 2005.
2. Schafer, Stress Management, 4th Edition, Cengage Learning, Delhi, 2008.

REFERENCES:

1. Bhatia R.L., The Executive Track: An Action Plan for Self Development, Wheeler Publishing, New Delhi, 1996.
2. Charavathy S.K., Human Values for Managers, Wheeler Publishing, New Delhi, 1996.
3. Frances A. Clark, Total Career Management, McGraw Hill/Henley Management Series, 1995.
4. Swami Ranganathananda, Eternal Values for a changing society, Bharatiya Vidya Bhavan, 1995.
5. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 1998.

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Sixth Semester Electives

BBA361	RETAILING MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Marketing Management (BBA 302)

COURSE OBJECTIVES

To foster the development of the student's critical and creative thinking skills.

1. To enable the students to know about the various theories of retailing, retailing trends in India and role of technology in retailing.
2. To familiarize the students to gain insights on the issues in operational and administrative aspects of the Retailing and formulate strategies for identifying, organizing and establishing a retail format
3. To inculcate the skills of merchandising, segmentation, pricing and promotion strategies in retailing.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the key concepts and theories of retail management in the manufacturers', distributors, retailers and consumers perspectives
CO2	Formulate retail strategy by understanding the retail customer's expectation and requirements.
CO3	Evaluate the effectiveness of merchandising decisions in the retail industry
CO4	Create a positioning and segmentation plan for different brands of retail business, and prepare a human resource; financial strategy and financial performance measures for retail.
CO5	Examine the new innovative technology and trends related to retail management.

RETAILING

Overview of Retailing - Theories of retailing and development, retail in India, retail models, current trends, types of retailer.

STRATEGY AND PLANNING

Understanding retail consumer, retail strategy, retail franchising, location and site selection decisions store design, layout and visual merchandising.

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MERCHANDISE MANAGEMENT

Basics of retail merchandising - The process of merchandise planning, the methods of merchandise procurement, retail pricing and promotion decisions, decisions on stock keeping units.

SEGMENTATION PROCESS

Understanding segmentation and Positioning – National / Regional Brands Vs Store Brands - Organization structure and human resource management in retail, retail operation, measuring financial performance.

TECHNOLOGY IN RETAILING

Technology in retailing - internet and electronic retailing, role of technology in retailing, retail management information system - Future trends and Innovation in Retailing - Strategic Concerns.

GLOBAL ISSUES

MNCs in retailing, Global trends in retailing - Ethics in retail - Supply chain management - Merger and tie-ups.

TEXT BOOKS:

1. Patrick M Dunne, Retailing, 6th Edition, Cengage Learning, Delhi, 2008.
2. Micheal Levy, Retailing Management, 5th edition, Tata McGraw Hill, New Delhi, 2004.

REFERENCE BOOKS:

1. Gilbert, Retail Marketing Management, 2nd edition, Pearson education, New Delhi, 2007.
2. Michael Levy, Barton W. Weitz, Retailing Management, 5th edition, Tata McGraw Hill, New Delhi, 2004.
3. Suzanne De Janasz, Karen Dowd and Beth Schneider, Interpersonal Skills Business, 2nd edition, Tata McGraw Hill, New Delhi, 2006.
4. Swapna Pradhan, Retailing, 2nd edition, Tata McGraw Hill, New Delhi, 2006.

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BBA362	E- COMMERCE	L	T	P	C
		3	0	0	3

PREREQUISITES

Management Information System (BBA 204), Fundamentals of Computer Lab (BBA 281)

COURSE OBJECTIVES

1. To familiarize the students with the technologies in e-commerce, e-business and its impact in business.
2. To enable the students to identify and implement the right e-commerce model and understand the ethical and legal issues associated with it.
3. To give an insight about electronic payment system and its security.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Demonstrate an understanding of the foundations and importance of E-commerce
CO2	Analyze the impact of E-commerce on supply chain management.
CO3	Describe various business models of e-commerce namely Business to Consumer, Business-to-Business, Intra-organizational.
CO4	Understand the electronic payment system for e-commerce and its security issues.
CO5	Recognize the legal and ethical issues in E-commerce.

INTRODUCTION TO E- COMMERCE

Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E-Commerce – History of E- Commerce – EDI – Importance , features & benefits of E-Commerce – Impacts,

CHALLENGES & LIMITATIONS OF E- COMMERCE

Supply chain management & E – Commerce – E - Commerce infrastructure.

BUSINESS MODELS OF E – COMMERCE

Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce.

ELECTRONIC PAYMENT SYSTEM

Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics.

LEGAL AND ETHICAL ISSUES IN E- COMMERCE

Security issues in E- Commerce- Regulatory frame work of E- commerce – Legal procedures to be handled in E-Commerce.

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TEXT BOOKS:

1. Turban, Efraim, David King et. Al, “Electronic Commerce: A Managerial Perspective”, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi, “Frontiers of Electronic Commerce”, Addison - Wesley, Delhi 1999.
3. Rayport, Jeffrey F and Jaworksi, Bernard J, “Introduction to E-Commerce”, Tata McGraw Hill, New Delhi 2003.

REFERENCE BOOKS:

1. S SmanthaShurety, E-Business with Net Commerce, Addison - Wesley, Singapore 2001.
2. Rich, Jason R, Starting an E-Commerce Business, IDG Books, Delhi 2000.
3. Laudon, Kenneth C and Carol GuercioTraver E-Commerce business Technology Society, 2nd edition ,Pearson Education, Delhi 2005.
4. Stamper David A, and Thomas L.Case, Business Data Communications, Pearson Education, New Delhi 2007.
5. Willam Stallings, Business Data Communications”, Pearson Education, New Delhi 2004.

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BBA363	EVENT MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Principles of Management (BBA 104), Marketing Management (BBA 302)

COURSE OBJECTIVES

1. To give in-depth understanding of the concept and issues and various aspects of event management.
2. To impart the strategies of positioning in event management and identify the right method of promotional events for an organisation to introduce new product, offer etc.
3. To familiarize the students with the budget preparation for event and measuring the performance of event.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the concepts, nature and needs of Event management and its influence on business.
CO2	Analyse and plan the various components of event management and decide the strategy for marketing the event
CO3	Formulate positioning strategies for the product through event planning.
CO4	Organise event, marketing event, handle various activities of event and outline appropriate strategies for managing event.
CO5	Prepare and maintain the accounting records related to event management.

INTRODUCTION TO EVENT MANAGEMENT

Events – Nature, definition and scope - C's of events – designing - interaction and importance - As a marketing tool – various needs addressed by events - focusing and implementing events - advantages and disadvantages of events

ELEMENTS OF EVENT MANAGEMENT

Elements of Events – Event, infrastructure - target audience – organizers – venue - media activities to be carried out - concept of market in events - segmentation and targeting of the market events

POSITIONING

Positioning in events and the concept of event property - events as a product - methods of pricing events - events and promotion - various functions of management in events

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EVENT MANAGEMENT STRATEGIES

Strategic alternatives arising from environment - competition and defined objectives - pricing objectives - evaluation of event performance - measuring performance and correcting deviations

FOLLOW UP

Maintenance of Records, Preparation of Reports, Submission of records to concerned authorities, Maintenance of accounts.

TEXT BOOKS:

1. Gaur, S.S. and Saggere, S.V., Event Marketing Management, 2nd edition Vikas Publications, New Delhi, 2005.
2. Panwar, J.S., Marketing in the New Era, 3rd edition Sage Publications, New Delhi, 1998

REFERENCE BOOKS:

1. Kotler, P., Marketing Management, Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi, 1997
2. Avrich, Barry, Event and Entertainment, Delhi, Vision Books, 1994

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BBA364	ADVERTISING & BRAND MANAGEMENT	L	T	P	C
		3	0	0	3

PREREQUISITES

Marketing Management (BBA 302)

COURSE OBJECTIVES

1. To familiarize the students with the concepts of advertising, models, nature, purpose and complex constructions in the planning and execution of a successful advertising program.
2. To develop the creativity skill of the student in preparing the advertisement for print, TV, Radio and online by imparting the methods of copy writing, layout designing.
3. To make them understand integrated marketing communication, budgeting, sales promotion, media planning and ethical aspects.
4. To expose student to the issues in brand management, faced by firms operating in competitive markets.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the various marketing communication models and modern advertising
CO2	Prepare advertisement for print, television and audio media with different style and appeals
CO3	Develop media plan for different media and prepare advertisement budget.
CO4	Understand the concept of brand management and create brand building and brand positioning through marketing communication.
CO5	Design brand strategies for product and services.

NEED & IMPORTANCE

Definition & growth of modern advertising, advertising & the marketing mix, types & classification of advertisement, advertising spiral; Social & economic aspects of advertising; Marketing communication models: AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy

COPY & LAYOUT

Exposure, salience, familiarity, low involvement, central route & peripheral route & cognitive learning; Positioning strategies ; Associating feelings with a brand; Developing brand personality ; Creating copy strategies: Rational & emotional appeals selection of an endorser, creative strategy & style- brand image, execution, USP, common touch & entertainment, message design strategy, format & formulae for presentation of appeals (slice of life, testimonials, etc.), different types of copy; Art & layout of an advertisement: Principles of design, layout stages, difference in designing of television, audio & print advertisement

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BUDGETING, MEDIA PLANNING & SCHEDULING

Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford; Introduction to media; Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: flighting, pulsing, & continuous

BRAND MANAGEMENT

Introduction to brands and brand management, Concept of a brand, brand evolution, branding challenges and opportunities, Strategic brand management process. Identifying and establishing brand positioning and values; Brand building, brand positioning and values brand repositioning.

BRAND STRATEGY

Designing and implementing brand strategies; Brand extension. Brand hierarchy Kapferer. Brand equity, brand personality, brand image, managing brands overtime. Integrating advertising and brand management. Identifying and Establishing Brand Positioning and Brand Values, Positioning Guidelines

Note: Applied cases would be taken up in class.

TEXT BOOKS:

1. A Aaker, Myers & Batra: Advertising Management, 5th edition Prentice Hall, 2015.
2. Wells, Moriarity & Burnett: Advertising Principles & Practices, 7th edition, Prentice Hall, 2014

REFERENCE BOOKS:

1. W.Ronald Lane, Kane Whitehill King and J. Thomas Russell, Kleppner's advertising Procedure: 17th edition, Pearson Education.
2. George E.Belch& Michael A. Balch: Advertising and Promotion, 10th Edition, Tata McGraw Hill, 2014
3. S.H.H Kazmi and SatishK.Batra : Advertising and Sales Promotion, Excel books
4. Cowley. D: Understanding Brands, , Kogan Page Ltd
5. Jean Noel Kampferer: Strategic Brand Management, Kapferer Free Press
6. David Aaker: Brand Leadership, Simon & Schuster
7. Wright, winter, Ziegler: Advertising, Atlantic Publishers & Dist.
8. Sandage, Fryburger,,: Advertising Theory & Practice, Ratroll Longman Group

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BBA365	MANAGEMENT OF FINANCIAL SERVICES	L	T	P	C
		3	0	0	3

PREREQUISITES

Financial Management (BBA 208)

COURSE OBJECTIVES

1. To give in-depth understanding of the concept and issues and various aspects of financial services
2. To impart the skills in deciding leasing, hire purchase and bill discounting schemes offered by financial institution.
3. To familiarize the students with the corporate advisory services of financial institution and issue procedure involved in equity and debenture issue

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Demonstrate the concepts, nature and types' of financial services, functions of SEBI.
CO2	Analyse leasing and its accounting aspects and funding of lease and legal evaluation.
CO3	Demonstrate legal issues involved factoring and forfeiting. .
CO4	Apply Capital Structure Decision, Corporate Restructuring, Project Counseling and finance in business.
CO5	Analyse and explain the issue procedure involved in the IPO of equity and debenture.

INTRODUCTION

Features, Scope and Types of Financial Services, Institutions Providing Financial Services, merchant Banking: nature, Function and Organization, SEBI Guidelines relating to Merchant Bankers.

LEASING

Nature, Features, Types, Tax, Legal and Accounting Aspects of Leasing, Lease Structuring, Lease Agreement, Funding of Lease, Hire Purchase: financial and Legal Evaluation.

BILLS DISCOUNTING SCHEME

Meaning, Mechanism, Features, Types, Legal and Financial Aspects of Factoring and forfeiting, Venture Capital Funds.

CORPORATE ADVISORY SERVICES

Capital Structure Decision, Corporate Restructuring, Project Counseling and finance.

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ISSUE MANAGEMENT

Issue management and Under-writing, Management of Public Equity Issue, Debenture Issue, Under-writing arrangement, Portfolio Management Service, SEBI Guidelines Regarding Public Issues. Credit rating Services.

TEXT BOOKS:

1. V. A. Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2011.
2. Prasanna chandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2011.

REFERENCES:

1. Dr. S. Gurusamy, Merchant Banking and Financial Services, Thomson, 3rd edition, 2010.
2. Rupert Pearce and Simon Barnes, Raising Venture Capital, John Wiley & Sons, Ltd, 2006.
3. Zenas Block & Lan.C.Macmillan, Harvard, Corporate Venturing. Business School Press, 2003.
4. M. Y. Khan and P. K. Jain, Financial Management Text and Problems, Tata McGraw Hill Publishing Co, 2011.

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BBA366	RDBMS & ORACLE	L	T	P	C
		3	0	0	3

PREREQUISITES

Management Information System (BBA 204)

COURSE OBJECTIVES

4. To give in-depth understanding of the concept and issues and various aspects of event management.
5. To impart the strategies of positioning in event management and identify the right method of promotional events for an organisation to introduce new product, offer etc.
6. To familiarize the students with the budget preparation for event and measuring the performance of event.

COURSE OUTCOMES

S.NO	DESCRIPTION
CO1	Understand the concepts, nature and components of Database management and its influence on business.
CO2	Analyse and plan the Business application using database management system.
CO3	Demonstrate data warehousing, data mining, security and privacy issues in DBMS.
CO4	Understand the ORACLE architecture and structured query language.
CO5	Apply ORACLE with other programming language and internet related features of ORACLE

INTRODUCTION TO DBMS

Database, Database Management System, Components of DBMS, Types of DBMS. Database Design, Data Types, Normalization, Data Integrity, Data Consistency, Database Size Estimation.

BUILDING BUSINESS APPLICATION USING DBM

Queries, SQL, Computations, Subtotals, Joins, Subqueries, Outer Joins, Advanced Queries, DDL, DML, Programming Features, Forms, Reports, Menus, Toolbars, Building Applications, Procedural Languages, Data Triggers, Transactions, Multiple Users and Concurrent Access, Database Cursors.

ADVANCED FEATURES OF DBMS

Data Warehousing, OLAP, Data Mining, Database Administration, Database Performance, Backup and Recovery, Security and Privacy, Distributed Databases, Client-Server Databases, Web Server Database Fundamentals, XML.

ORACLE BASICS

ORACLE Architecture, ORACLE Database Objects, SQL*PLUS, PL/SQL.

ORACLE APPLICATIONS

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ORACLE with other Programming Language, Internet related Features of ORACLE.

TEXT BOOK:

1. Gerald V. Post, Database Management Systems - Designing and Building Business Applications, 3rd Edition, Tata McGraw-Hill Edition, 2005.

REFERENCES:

1. Kevin Loney ,ORACLE Database 10g – The Complete Reference, ORACLE Press, Tata McGraw-Hill Edition, 2004.
2. C. J. Date,An Introduction to Database Systems, Narosa Publications.