

## Syllabus

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

#### National Educational Policy (NEP 2020)

#### VI SEMESTER

#### Index

Course Code	Course Name	Credits	Hrs/Week	SA	IA	Total
BBA 6.1	Business Law	4	4+0+0	60	40	100
BBA6.2	Income Tax-II	4	3+0+2	60	40	100
BBA6.3	International Business	4	4+0+0	60	40	100
BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2\ RM2\LSCM2)	3	4+0+0	60	40	100
BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2\ \LSCM2)	3	4+0+0	60	40	100
BBA6.6	A. Goods and Services Tax ERP Application	4	3+0+2	60	40	100
BBA6.7	Internship	2	4 weeks	-	50	50

Name of The Program: Bachelor of Business Administration Course Code: BBA 6.1 Name of the Course: Business Law	
Course Credits	Total No. of Teaching hours
4 Credits	56 hours

<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,	
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <p>a) Comprehend the laws relating to Contracts and its application in business activities.</p> <p>b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.</p> <p>c) Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.</p> <p>d) Understand the significance of Consumer Protection Act and its features</p> <p>e) Understand the need for Environment Protection.</p>	
<b>Syllabus</b>	<b>Hours</b>
<b>Module 1: Indian Contract Act, 1872</b>	<b>16</b>
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.	
<b>Module 2: The Sale of Goods Act, 1930</b>	<b>12</b>
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.	
<b>Module 3: Negotiable Instruments Act 1881</b>	<b>12</b>
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments –Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.	
<b>Module 4: Consumer Protection Act 1986</b>	<b>08</b>
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.	
<b>Module 5: Environment Protection Act 1986</b>	<b>08</b>
Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.	



**Name of The Program: Bachelor of Business Administration Course Code:  
BBA 6.2**

**Name of the Course: Income Tax – II**

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <p>a) Understand the procedure for computation of income from business and other Profession.            b) the provisions for determining the capital gains.            c) Compute the income from other sources.            d) Demonstrate the computation of total income of an Individual.            e) Comprehend the assessment procedure and to know the power of income tax authorities.</p>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Profits and Gains of Business and Profession</b>		<b>18</b>
Introduction, Meaning and Definition: Business, Profession and Vocation. - Expenses and Losses: Expressly allowed & Disallowed - Incomes: Expressly allowed & Disallowed – Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner, Advocate and Chartered Accountants.		
<b>Module 2: Capital Gains</b>		<b>10</b>
Introduction - Basis for charge - Capital Assets - Types of capital assets – Exempted capital assets -Transfer Meaning - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54D, 54EC, 54F, and 54G. Problems covering the above sections.		
<b>Module 3: Income from other Sources</b>		<b>10</b>
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		
<b>Module 4: Deductions u/s 80 and Total of individuals</b>		<b>12</b>
Computation of Total Income - Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U applicable to individuals only. Determination of tax liability.		
<b>Module 5: Set-off &amp; Carry Forward of Losses and Assessment Procedure</b>		<b>6</b>

Introduction – Provisions of Set off and Carry Forward of Losses (Theory only). Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment.

<b>Name of The Program: Bachelor of Business Administration Course</b> <b>Code: BBA 6.3</b> <b>Name of the Course: International Business</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) Understand the concept of International Business. b) Differentiate the Internal and External International Business Environment. c) Understand the difference MNC and TNC d) Understand the role of International Organisations in International Business. e) Understand International Operations Management.		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to International Business</b>		<b>12</b>
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business.  Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location.		
<b>Module 2: International Business Environment</b>		<b>12</b>
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
<b>Module 3: Globalization</b>		<b>12</b>
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.		
<b>Module 4: Organizations Supporting International Business</b>		<b>10</b>
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.		
<b>Module 5: International Operations Management</b>		<b>10</b>

Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).

**Name of The Program: Bachelor of Business Administration (BBA) Finance  
Elective**

**Course Code: BBA FN2**

**Name of the Course: Security Analysis and Portfolio Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>a) Understand the concept of basics of Investment.</li> <li>b) Evaluate the different types of alternatives.</li> <li>c) Evaluate the portfolio and portfolio management.</li> <li>d) Understand the concept of risk and returns</li> <li>e) Gain the knowledge of fundamental and technical analysis.</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Investments</b>		<b>12</b>
Investment: Meaning, Process, Criteria, Elements, Avenues, Types of Investment & Investors, Speculation and Gambling. Factors influencing selection of investment alternatives. Security Market- Meaning & functions. Secondary Market Operations: Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
<b>Module 2: Risk-Return Relationship</b>		<b>8</b>
Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, annualized return, expected return, investors attitude towards risk and return. (Problems on risk and return)		
<b>Module 3: Fundamental Analysis</b>		<b>12</b>
Investment Analysis, Fundamental Analysis – Macro Economic Analysis, Industry Analysis, Company Analysis		
<b>Module 4: Technical Analysis</b>		<b>12</b>
Meaning of Technical Analysis, Fundamental vs. Technical Analysis, Dow Theory, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
<b>Module 5: Portfolio Management</b>		<b>12</b>
Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz's Model –		



Assumptions – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index. (Problems)

**Name of The Program: Bachelor of Business Administration (BBA) Marketing  
Elective**

**Course Code: BBA MK 2**

**Name of the Course: Advertising and Media Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>a) Understand the nature, role, and importance of IMC in marketing strategy</li> <li>b) Understand effective design and implementation of advertising strategies</li> <li>c) Present a general understanding of content, structure, and appeal of advertisements</li> <li>d) Understand ethical challenges related to responsible management of advertising and brand strategy.</li> <li>e) Evaluate the effectiveness of advertising and agencies role</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Integrated Marketing Communication</b>		<b>12</b>
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		
<b>Module 2: Consumer and Media</b>		<b>12</b>
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets		
<b>Module 3: Advertising Program</b>		<b>12</b>
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		
<b>Module 4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth</b>		<b>10</b>

Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.

<b>Module 5: Measuring Effectiveness</b>	<b>10</b>
Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies	

**Name of The Program: Bachelor of Business Administration (BBA) Human  
Resource Elective  
Course Code: BBA HRM2  
Name of the Course: Cultural Diversity at Work Place**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- a) Understand, interpret question reflect upon and engage with the notion of “diversity”.
- b) Recall the cultural diversity at work place in an organization.
- c) Support the business case for workforce diversity and inclusion.
- d) Identify diversity and work respecting cross cultural environment.
- e) Assess contemporary organizational strategies for managing workforce diversity and inclusion.

**Syllabus**

**Hours**

**Module 1: Introduction to Diversity**

**12**

Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.

**Module 2: Exploring Differences**

**08**

Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.

**Module 3: Visions of Diversity and Cross Cultural Management**

**12**

Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross- Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede’s Cultural Dimensions, Trompenaar’s Dimensions, Schwartz Value Survey, GLOBE study.

**Module 4: Skills and Competencies**

**12**

Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.

**Module 5: Recent Trends in Diversity Management**

**12**

Emerging workforce trends–Dual-career couples–Cultural issues in international working on work- life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends:



Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity.

**Name of The Program: Bachelor of Business Administration (BBA) Data  
Analytics Elective  
Course Code: BBA DA2  
Name of the Course: Marketing Analytics**

Course Credits	No. of hours per week	Total No. of Teaching hours
<b>3 Credits</b>	<b>(3+0+2) 4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>a) Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources</li> <li>b) Apply marketing analytics to develop predictive marketing dashboard for organization</li> <li>c) Analyse data and develop insights to address strategic marketing challenges</li> <li>d) Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Marketing Analytics and Data Mining</b>		<b>10</b>
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modelling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.		
<b>Module 2: Introduction to R</b>		<b>12</b>
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.		
<b>Module 3: Descriptive Analytics</b>		<b>10</b>
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi- Square using marketing data and exploring relationship (Correlation).		
<b>Module 4: Prediction and Classification Modelling using R</b>		<b>12</b>



Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model(Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.

<b>Module 5: Application of Analytics in Marketing</b>	<b>12</b>
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K- Means Cluster Analysis, Key Driver Analysis using Regression Model.	

**Name of The Program: Bachelor of Business Administration (BBA) Retail  
Management Elective  
Course Code: BBA RM2  
Name of the Course: Retail Operations Management**

Course Credits	No. of hours per week	Total No. of Teaching hours
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>a) Compare various retail formats and technological advancements for setting up appropriate retail business.</li> <li>b) Identify the competitive strategies for retail business decisions.</li> <li>c) Examine the site location and operational efficiency for marketing decisions.</li> <li>d) Analyse the effectiveness of merchandising and pricing strategies.</li> <li>e) Assess store layout and planogram for retail business.</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Retail and Logistics Management</b>		<b>10</b>
Introduction Retailing and economic significance- Functions of a retailer - Types of retailers – Trends in retailing – International Retailing – Retailing as a career –Retail Management Decision Process - Service Retailing.		
<b>Module 2: Retailing Environment Theories</b>		<b>12</b>
Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.		
<b>Module 3: Store Loyalty Management and Retail Location</b>		<b>10</b>
Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.		
<b>Module 4: Merchandise Management</b>		<b>12</b>
Meaning - Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label- Retail Pricing policies.		
<b>Module 5: Category Management</b>		<b>12</b>

Meaning & Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role- Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.

**Name of The Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Elective**  
**Course Code: BBA LSCM 2**

**Name of the Course: Sourcing for Logistics and Supply Chain Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.</li> <li>b) Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria.</li> <li>c) Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.</li> <li>d) Apply sourcing best practices, including risk management, sustainability, and ethical sourcing.</li> <li>e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Sourcing</b>		<b>12</b>
<p>Meaning and Definition. Approaches to Sourcing. Sole Sourcing – Single, Dual &amp; Multiple sourcing arrangements, other sourcing/purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra–Company trading and Transfer pricing arrangement, Implications of International Sourcing.</p>		
<b>Module 2: External Sourcing</b>		<b>12</b>
<p>Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life Cycle Costs, Technical Merit, Added Value Solutions, Systems, and Resources.</p>		
<b>Module 3: Assessment of Financial Stability</b>		<b>10</b>
<p>Sources of information on potential suppliers” Financial performance. Financial reports – Profit &amp; Loss Statements, Balance Sheets, and Cash Flow Statements. Ratio Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.</p>		
<b>Module 4: Assessment of Market Data</b>		<b>12</b>

Analysing Suppliers' Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted points system.

<b>Module 5: Legislative, Regulatory &amp; Organizational Requirements</b>	<b>10</b>
Legislative, Regulatory & Organizational Requirements when sourcing from not- for-profit, private and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatory bodies.	

**Name of The Program: Bachelor of Business Administration Course**  
**Code: BBA 6.6(A) Vocational**  
**Name of the Course: Goods and Services Tax**

Course Credits	No. of hours per week	Total No. of Teaching hours
<b>4 Credits</b>	<b>(3+0+2) 4 hours</b>	<b>56 hours</b>

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- a) Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.
- b) Analyze the history of indirect taxation in India and the structure of the Indian taxation system.
- c) Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.
- d) Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.
- e) Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.

**Syllabus**

**Hours**

**Module 1: Basics of Taxation**

**6**

Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.

**Module 2: Goods and Services Tax –Framework and Definitions**

**6**

Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.

**Module 3: Time, Place and Value of Supply**

**20**

Meaning and Scope of Supply, Types of Supply - Time of Supply: in case of Goods and Services - Problems on ascertaining Time of Supply - Place of Supply: in case of Goods and Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of „Value of Supply“.

**Module 4: GST Liability and Input Tax Credit**

**14**

Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.





**Module 5: GST Procedures****10**

Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.

**Name of The Program: Bachelor of Business Administration Course Code:  
BBA 6.6 (B) Vocational  
Name of the Course: Enterprise Resource Planning**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4 Credits</b>	<b>(3+0+2) 4 hours</b>	<b>56 hours</b>

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments.
- b) Integrate and automate the business processes and shares information enterprise-wide.
- c) Explore the significance of ERP to provide a solution for better project management.
- d) Enable the students to understand the various process involved in implementing ERP in a variety of business environment
- e) Understand the issues involved in design and implementation of ERP systems.

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**Hours**

**Module 1: Introduction to ERP**

**10**

Enterprise Resource Planning – Defining ERP – Origin and need for ERP System – Benefits of an ERP System – Reasons for the Growth of ERP Market – Risk of ERP – Roadmap for successful ERP.

**Module 2: ERP related Technologies and Modules**

**12**

Business Process Re-engineering – Product Life Cycle – Customer relationship management – Functional Modules – Sales and Distribution service – Human Resource – Finance – Production – Material Management – Purchasing – Quality Management.

**Module 3: ERP implementation**

**10**

EPR Implementation Life cycle – Transition strategies – ERP Implementation Process – ERP Vendor Selection – Role of the Vendor – Consultants: Types of consultants – Role of a Consultant – Vendors and Employees – Resistance by employees – Dealing with employee resistance- Project team.

**Module 4: ERP post implementation**

**12**

Success and Failure of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring – Maximizing the ERP system.

**Module 5: Future directions in ERP**

**12**

New Trends in ERP – ERP to ERP II – Implementation of Organization wide ERP – Development of New Markets and Channels – Latest ERP Implementation Methodologies – ERP and E-Business

## Syllabus

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

#### National Educational Policy (NEP 2020)

#### V SEMESTER

#### Index

Course Code	Course Name	Credits	Hrs/Week	SA	IA	Total
Lang.4.1	Language – I	3	3+1+0	60	40	100
Lang.4.2	Language – II	3	3+1+0	60	40	100
BBA.4.1	Management Accounting	4	3+0+2	60	40	100
BBA.4.2	Business Analytics / Financial Markets & Services	4	4+0+0	60	40	100
BBA.4.3	Financial Management	4	3+0+2	60	40	100
BBA.4.4	India and Indian Constitution	3	0+0+2	60	40	100
BBA.4.5	Sports	1	0+0+2	-	25	25
BBA.4.6	NCC/NSS/Any others	1	0+0+2	-	25	25
BBA.4.7	Business Leadership Skills/ Personal Wealth Management	2	0+0+2	30	20	50

<b>Name of the Program: Bachelor of Business Administration (BBA) Course</b>		
<b>Code: BBA 5.1</b>		
<b>Name of the Course: Production and Operations</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
4 Credits	4 hours	56 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students' will be able to		
a) Understand ever growing importance of Production and Operations Management in uncertain business environment.		
b) Gain an in-depth understanding of Plant Location and Layout		
c) Appreciate the unique challenges faced by firms in Inventory Management.		
d) Understand the subject as to Production Planning and Control.		
e) Develop skills to operate competitively in the current business scenario.		
<b>Syllabus</b>		<b>Hours</b>
<b>Module No.1: Introduction to Production and Operations Management</b>		<b>12</b>
Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions		
<b>Module No. 2: Plant Location and layout</b>		<b>10</b>

Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.	
<b>Module No. 3: Production Planning and Control</b>	<b>12</b>
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System.	
<b>Module No. 4: Inventory Management</b>	<b>12</b>
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy.  Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.	
<b>Module 5: Maintenance and Waste Management</b>	<b>10</b>
Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management–Scrap and surplus disposal, Salvage and recovery.	

<b>Name of The Program: Bachelor of Business Administration (BBA) Course</b> <b>Code: BBA 5.2</b> <b>Name of the Course: Income Tax – I</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
4 Credits	4 hours	56 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <p>a) Comprehend the procedure for computation of Total Income and tax liability of an individual.</p> <p>b) Understand the provisions for determining the residential status of an Individual.</p> <p>c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.</p> <p>d) Compute the income house property for different categories of house property.</p> <p>e) Comprehend PAN, TDS &amp; advances tax Ruling</p>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Basic Concepts of Income Tax</b>		<b>12</b>
<p>Introduction –Meaning of tax-, types of taxes, and cannons of taxation. Brief history of Indian Income Tax, Legal framework of taxation.</p> <p>Important definitions: Assesse, Assessment, Assessment year, Previous year including exceptions, Person, Income, Casual Income, Gross total income, Total income, Agricultural income (Simple Problems). Exempted incomes of an individual under section 10.</p>		
<b>Module 2: Residential Status and Incidence of Tax</b>		<b>10</b>
<p>Introduction – Residential status: Meaning, Basic and Additional conditions u/s 6 including exceptions. Determination of residential status of an individual (Problems). Incidence of tax (Problems)</p>		
<b>Module 3: Income from Salary</b>		<b>16</b>
<p>Introduction – Meaning: Salary, Basis of charge, Allowances, Perquisites, Provident Fund, deductions u/s 16- Retirement Benefits – Gratuity, pension and Leave salary and Problems on Computation of Taxable Salary (excluding retirement concepts)</p>		
<b>Module 4: Income from House Property</b>		<b>10</b>
<p>Introduction - Basis for charge. Annual Value: Determination of Gross and Net Annual Value, Types of House property, Deductions u/s 24, Composite rent, Vacancy Allowance, Unrealized Rent and its recovery – Problems on pre-construction interest and Problems on Computation of Taxable Income from House Property.</p>		
<b>Module 5: PAN, Tax Deduction at Sources &amp; Advance Tax</b>		<b>08</b>

Permanent Account Number - Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and duties -Theory only.

Tax Deduction at Source (TDS): Introduction - Meaning- Provisions – Theory only. Advance Tax: Meaning - Provisions of advance tax Instalment of advance tax and due dates - Theory only

**Name of The Program: Bachelor of Business Administration (BBA) Course Code:  
BBA 5.3**

**Name of the Course: Banking Law and Practice**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
4 Credits	4 hours	56 hours

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- a) Understand the legal aspects of banker and customer relationship.
- b) Open the different types of accounts.
- c) Describe the various operations of banks.
- d) Understand the different types of crossing of cheques and endorsement.
- e) Understanding of different types of E-payments.

<b>Syllabus</b>	<b>Hours</b>
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<b>Module 1: Banker and Customer</b>	<b>16</b>
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A) Banker and Customer Relationship: Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer).

B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.

<b>Module 2: Banking Operations.</b>	<b>08</b>
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Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.

<b>Module 3: Paying Banker</b>	<b>12</b>
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Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonour of Cheque - Grounds for Dishonour of cheque.

<b>Module 4: Lending Operations</b>	<b>12</b>
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Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan; Non-Performing Asset (NPA): Meaning, circumstances & impact.





<b>Module 5: Banking Innovations</b>	<b>08</b>
New technology in Banking – E-services – plastic cards. Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.	

**Name of The Program: Bachelor of Business Administration (BBA) Finance Elective**  
**Course Code: BBA FN1**  
**Name of the Course: Advanced Corporate Financial Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
3 Credits	4 hours	56 hours

**Pedagogy:** Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,

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

- a) Understand and determine the overall cost of capital.
- b) Comprehend the different advanced capital budgeting techniques.
- c) Understand the importance of dividend decisions and dividend theories.
- d) Evaluate mergers and acquisition.
- e) Enable the ethical and governance issues in financial management.

<b>Syllabus</b>	<b>Hours</b>
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<b>Module 1: Cost of Capital and Capital Structure Theories</b>	<b>16</b>
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**Cost of Capital:** Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital– Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems.

**Theories of capital structures:** The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.

<b>Module 2: Risk Analysis in Capital Budgeting</b>	<b>12</b>
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Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems. .

<b>Module 3: Dividend Decision &amp; Theories of Dividend.</b>	<b>14</b>
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Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Policies – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.

<b>Module 4: Mergers and Acquisitions</b>	<b>06</b>
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Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout. P/E Ratio: Meaning and Significance (Theory only)

<b>Module 5: Ethical and Governance Issues</b>	<b>08</b>
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Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.(Theory only)Consumer Dissatisfaction; Dealing with Consumer

Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.

**Name of The Program: Bachelor of Business Administration (BBA) Human  
Resource Elective**

**Course Code: BBA HRM1**

**Name of the Course: Compensation and Performance Management**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>a) Understand the concepts of Compensation management.</li> <li>b) Describe job evaluation and its methods.</li> <li>c) Evaluate the different methods of wages.</li> <li>d) Describe performance management and methods of performance management.</li> <li>e) Preparation of Payroll.</li> </ul>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Compensation Management</b>		<b>12</b>
<p>Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees.</p> <p>Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management,</p> <p>Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies</p>		
<b>Module 2: Job Evaluation</b>		<b>08</b>
<p>Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods: Point Factor Method, Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.</p>		
<b>Module 3: Wage and Salary Administration</b>		<b>12</b>
<p>Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages: Basic Wages, Overtime Wages, Dearness Allowance - Basis for calculation: Time Rate Wages and Efficiency Based Wages - Incentive Schemes: Individual Bonus Schemes, Group Bonus Schemes - Preparation of Pay Roll</p>		

<b>Module 4: Performance Management</b>	<b>14</b>
<p>Performance Management: Meaning &amp; Definition, Importance, Aims and Purpose. Employee Engagement and Performance Management, Principles and Dimensions of Performance Management</p> <p>Performance Appraisal Methods: Traditional Methods &amp; Modern Methods. Ethics in Performance Appraisal.</p> <p>Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal.</p>	
<b>Module 5: Issues in Performance Management</b>	<b>10</b>
<p>Team Performance Management, Performance Management and Learning Organizations - Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. List the various components of total compensation in Multinational Companies.</li> <li>2. Construct a questionnaire for a salary survey on nurses.</li> <li>3. Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company.</li> <li>4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on)</li> </ol> <p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education</li> <li>2. Michael Armstrong &amp; Helen Murlis: Hand Book of Reward Management – Crust Publishing House.</li> <li>3. Milkovich &amp; Newman, Compensation, Tata McGraw Hill</li> <li>4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education</li> <li>5. Thomas. P. Plannery, David. A. Hofrichter &amp; Paul. E. Platten: People, Performance &amp; Pay – Free Press.</li> <li>6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi.</li> <li>7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer.</li> <li>8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep &amp; Deep, New Delhi.</li> <li>9. BD Singh, Compensation &amp; Reward Management, Excel Books</li> <li>10. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi.</li> <li>11. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2 nd Edition, 2008, PHI, New Delhi.</li> <li>12. Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai.</li> </ol> <p><b>Note: Latest edition of Reference Books may be used.</b></p>	



<b>Name of The Program: Bachelor of Business Administration (BBA)</b> <b>Data Analytics Elective</b> <b>Course Code: BBA DA1</b> <b>Name of the Course: Financial Analytics</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>(3+0+2) 4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> <li>Analyze and model financial data.</li> <li>Access the different open-source domains.</li> <li>Evaluate and build model on time series data.</li> <li>Execute the statistical analysis using python.</li> </ol>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Financial Analytics</b>		<b>10</b>
Introduction, Meaning, Importance, Uses and Features- Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).		
<b>Module 2: Access to Financial Data Using Latest Technology</b>		<b>10</b>
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).		
<b>Module 3: Introduction to Time Series Modelling</b>		<b>12</b>
Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).		
<b>Module 4: Introduction to Python</b>		<b>12</b>
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.		
<b>Module 5: Python for Finance</b>		<b>12</b>
Descriptive statistics, Time series graphs in Python, understanding between correlation and		

covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.

**Skill Development Activities:**

- a) Explain the Different types of trends in time series data.
- b) Explain the assumptions of regressions.
- c) List out public domain data base.
- d) List out recent FINTECH companies.

**Books for References:**

1. Python for finance: Yves hil pisces
2. Hands on Data analysis with Pandas: Stefanie molin.
3. Hands on Python for finance, Krish Naik, Packt
4. Python For Finance, Yuxing Yan, Packt
5. Mastering Python for Finance, James Ma Weiming ,Pack Publishing
6. Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill
7. Haskell Financial Data Modelling and Predictive Analytics,Pavel Ryzhov,PACKT

**Note: Latest edition of Reference Books may be used**



**Name of The Program: Bachelor of Business Administration (BBA)**  
**Retail Management Elective**  
**Course Code: BBA RM1**  
**Name of the Course: Fundamentals of Retail Management**

Course Credits	No. of hours per week	Total No. of Teaching hours
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<p><b>Course Outcomes:</b> On successful completion of the course, the students will be able to:</p> <p>a) Understand the Retail Business.</p> <p>b) Understand the business operations in Retailing. Formulate the retail strategies of Retail Business. c)</p> <p>d) Apply the Retailing principles and theories.</p> <p>e) Explore the career opportunities in the Retail sector.</p>		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to Retail Business</b>		<b>12</b>
Retail: Meaning, Definition & functions. Types of retail ownership: Independent Retailer, Chain Stores, Franchising, Leased departmental stores. Forms of retail business ownership: Vertical Marketing system, Consumer co-operatives. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.		
<b>Module 2: Consumer Behaviour in Retail Business</b>		<b>10</b>
Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a retail business plan – implementation – risk analysis.		
<b>Module 3: Retail Organization and Functional Management</b>		<b>10</b>
Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.		
<b>Module 4: Retail Marketing Mix</b>		<b>14</b>

Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing;

Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing.

Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies.

Promotion: Setting objectives, communication effects, promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of work force.

<b>Module 5: Impact of Information Technology in Retailing</b>	<b>10</b>
<p>Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in e-retailing, Social issues in e-retailing, Ethical issues in e-retailing.</p>	
<p><b>Skill Development Activities:</b></p> <p>a) Draw a retail life cycle chart and list the stages. <span style="float: right;">b)</span>  Draw a chart showing store operations.  c) List out the major functions of a store manager diagrammatically.  d) List out the current trends in e-retailing  e) List out the Factors Influencing in the location of a New Retail outlet.</p>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Suja Nair; Retail Management, HPH</li> <li>2. Karthic – Retail Management, HPH</li> <li>3. S.K. Poddar &amp; others – Retail Management, HPH.</li> <li>4. R.S.Tiwari ; Retail Management, HPH 18</li> <li>5. Barry Bermans and Joel Evans: "Retail Management – A Strategic Approach", 8th edition</li> <li>6. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 2003.</li> <li>7. Swapna Pradhan :Retailing Management, 2/e, 2007 &amp; 2008, TMH</li> <li>8. James R. Ogden &amp; Denise T.: Integrated Retail Management</li> <li>9. A Sivakumar : Retail Marketing , Excel</li> <li>Books 10.Ogden : Biztantra, 2007</li> <li>11.Levy &amp; Weitz : Retail Management -TMH 5th Edition 2002</li> <li>12.Rosemary Varley, Mohammed Rafiq-: Retail Management</li> <li>13.Chetan Bajaj: Retail Management -Oxford Publication.</li> <li>14. Uniyal &amp; Sinha : Retail Management - Oxford Publications.</li> <li>15. Arif Sakh ; Retail Management</li> </ol> <p><b>Note: Latest edition of Reference Books may be used.</b></p>	

<b>Name of The Program: Bachelor of Business Administration (BBA)</b> <b>Logistic and Supply Chain Management Elective</b> <b>Course Code: BBA LSCM 1</b> <b>Name of the Course: Freight Transport Management</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) Understand the different functions of Commercial transport. b) Analyse pricing and pricing strategy. c) Understand transport administration. d) Understand of transport and export documentations.		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Transport Function</b>		<b>12</b>
Transport functionality: Transport structure and classification, Principles and participants - Transport service: Traditional carriers, package service, ground package service, Air package service - Intermodal Transportation: Piggyback/TOFC/COFC, Containerships, Non-operating intermediaries  Modes of Transport : Rail, Water, Pipeline, Air, Motor Carriers.		
<b>Module 2: Transport Economics</b>		<b>12</b>
The structure of Transport Costs and Location of Economic Activities. Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.		
<b>Module 3: Transport Administration</b>		<b>10</b>
Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.		
<b>Module 4: Transport Documentation</b>		<b>12</b>
<b>Transport documents:</b> Delivery order, Dock receipt, Bill of Lading, Freight Bill, Sea way Bill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest.  <b>Export documents:</b> BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEI, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper"s letter of instruction.		



<b>Module 5: Pricing</b>	<b>10</b>
<p>Pricing fundamentals – Fundamentals of Pricing, Principle of Pricing, F.O.B Pricing, Delivered pricing - Pricing issues- potential discrimination, quantity discounts, pick up allowances, promotional pricing, menu pricing- platform service pricing, value added service cost, efficiency incentives.</p>	
<p><b>Skill Development Activities:</b></p> <ol style="list-style-type: none"> <li>1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers</li> <li>2. Identify the best modes of transport for textiles and spices from India to USA</li> <li>3. Draft a BOL for shipment of goods</li> <li>4. List out and explain the different kinds of Pricing.</li> </ol>	
<p><b>Books for References:</b></p> <ol style="list-style-type: none"> <li>1. Donald. J. Bowersox &amp; Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill</li> <li>2. Sunil Chopra &amp; Peter Meindl, Supply Chain Management, PHI</li> <li>3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply Chain Logistics Management- McGraw Hill Education, 3rd Indian Edition.</li> <li>4. Rahul V Altekar, “Supply Chain Management- Concepts and Cases”, Prentice Hall of India Pvt. Ltd.</li> </ol> <p><b>Note: Latest edition of Reference Books may be used.</b></p>	

<b>Name of The Program: Bachelor of Business Administration</b> <b>Course Code: BBA 5.6(A) Vocational</b> <b>Name of the Course: Information Technology for Business</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
4 Credits	(3+0+2) 4 hours	56 hours
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) Understand the fundamentals of information technology b) Understand usage of information technology in business. c) Learn core concepts of computing and modern systems d) Applications of Excel and SQL. e) Awareness about latest information.		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Information Technology and Information System</b>		<b>10</b>
Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.		
<b>Module 2: Subsystems of Information System</b>		<b>12</b>
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
<b>Module 3: Database Management System</b>		<b>14</b>
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.		
<b>Module 4: Microsoft Excel in Business</b>		<b>14</b>

Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis(Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV,FV, Rate, IRR, DB,SLN,SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.



<b>Module 5: Recent Trends in IT</b>	<b>06</b>
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.	

<b>Name of The Program: Bachelor of Business Administration Course</b> <b>Code: BBA 5.6 (B) Vocational</b> <b>Name of the Course: Digital Marketing</b>		
<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>4 Credits</b>	<b>(3+0+2) 4 hours</b>	<b>56 hours</b>
<b>Pedagogy:</b> Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) Gain knowledge on Digital Marketing , Email marketing and Content marketing. b) Understand Search Engine Optimization tools and techniques c) Gain skills on creation of Google AdWords & Google AdSense d) Gain knowledge on Social Media Marketing and Web Analytics. e) Gain knowledge on YouTube Advertising & Conversions.		
<b>Syllabus</b>		<b>Hours</b>
<b>Module 1: Introduction to sal Marketing</b>		<b>12</b>
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
<b>Module 2: Search Engine Optimization (SEO)</b>		<b>10</b>
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
<b>Module 3: Google AdWords &amp; Google AdSense</b>		<b>12</b>
Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Z, Keyword Match types , Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding		

techniques – Manual/ Auto , Demographic Targeting / Bidding, CPC-based, CPA based & CPM- based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.

**Module 4: Social Media Marketing (SMM) & Web Analytics**

**12**

Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.

**Module 5: Recent Trends in IT**

**6**

YouTube Advertising (Video Ads): YouTube advertising? ,Why should one advertise on YouTube? , Creating YouTube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In- search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.

<b>Name of the Program: Bachelor of Business Administration (BBA) Course</b> <b>Code: BBA 5.7</b> <b>Name of the Course: Employability Skills</b>		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	1+0+2 Hrs	40 Hrs
<b>Pedagogy:</b> Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b> <ol style="list-style-type: none"> <li>Have the information on various vacancies notified by Central and State Government authorities as well as Private organizations.</li> <li>Solve the problems on quantitative aptitude, logical reasoning and analytical ability.</li> <li>Demonstrate the basic computer skills like MS word, MS excel, MS PPTs. Email etiquettes Etc.,</li> <li>Exhibit the communication and leadership skills.</li> <li>Conduct self SWOC analysis and set his career goals.</li> </ol>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module 1: Competitive Examinations</b>		<b>06</b>
<b>Central Government Examinations:</b> UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts. <b>Karnataka State Government Examinations:</b> KPSC, KEA, KSPEB. Eligibility criteria for various examinations. Common Examination pattern. <b>Private Organizations:</b> Access vacancies from Naukari.com; Indeed.com; shine.com; linkedin.com etc., <b>Practical:</b> Explore various vacancies notified by the above-stated authorities.		
<b>Module 2: Quantitative aptitude, logical reasoning, and analytical ability</b>		<b>12</b>
<b>Quantitative aptitude:</b> Percentage, Profit or loss calculation, Time and work, Speed and Distance, Ratio and proportion. ( Simple problems) <b>Logical Reasoning:</b> Coding and Decoding, Blood Relations, Directions, and Venn Diagram. <b>Analytical Ability:</b> Statement and assumptions and Data interpretation. <b>Practical:</b> Conduct Mock competitive examination for quantitative aptitude, logical reasoning and analytical ability.		
<b>Module 3: Digital Literacy</b>		<b>08</b>
Basic computer skills: MS Word and MS Excel (only layout, basic operations and shortcut keys). MS PowerPoint, Internet and web browsing skills, Email etiquette. <b>Practical:</b> Draft an Email to the HR of a company as an aspirant for the job by attaching your resume.		
<b>Module 4: Soft Skills</b>		<b>08</b>

**Communication Skills:** Verbal and Non-verbal communication, Effective listening skills, Excellent writing skills, and Presentation skills.

**Interpersonal Skills:** Understanding the importance of teamwork, Conflict resolution, and Building positive relationships with team members.

**Leadership skills:** importance and Effective leadership.

**Practical:** As a team leader write a draft appreciation letter to the team members for the completion of the project successfully.

<b>Module 5: Career Development and Workplace Etiquette -10hrs</b>	<b>06</b>
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**Career Development:** SWOC analysis for self-assessment, Setting career goals and creating a career plan, Job search strategies, Interview skills, and effective resume writing.

**Workplace Etiquette:** Time Management- importance and strategies for effective time management, Dress code, personal grooming, Office and workplace manners, Meeting etiquette. Work ethics and integrity.

**Practical:** 1. Prepare a resume with at least 2 references.

2. Conduct a mock interview based on the resume prepared by the students.

## Syllabus

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

#### National Educational Policy (NEP 2020)

#### IV SEMESTER

#### Index

Course Code	Course Name	Credits	Hrs/Week	SA	IA	Total
Lang.4.1	Language – I	3	3+1+0	60	40	100
Lang.4.2	Language – II	3	3+1+0	60	40	100
BBA.4.1	Management Accounting	4	3+0+2	60	40	100
BBA.4.2	Business Analytics / Financial Markets & Services	4	4+0+0	60	40	100
BBA.4.3	Financial Management	4	3+0+2	60	40	100
BBA.4.4	India and Indian Constitution	3	0+0+2	60	40	100
BBA.4.5	Sports	1	0+0+2	-	25	25
BBA.4.6	NCC/NSS/Any others	1	0+0+2	-	25	25
BBA.4.7	Business Leadership Skills/ Personal Wealth Management	2	0+0+2	30	20	50

Name of the Program: BBA

Course Code: BBA 4.1

Name of the Course: MANAGEMENT ACCOUNTING

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

**Pedagogy:** Classroom lectures, Tutorials, and Problem Solving.

**Course Outcomes:** On successful completion of the course, the Students will demonstrate to:

- Explain the application of management accounting and various tool used.
- Make inter – firm and inter- period comparison of financial statements.
- Analyse financial statements using various ratios for business decisions..
- Prepare fund flow and cash flow statements.
- Prepare different types of budgets for the business.

**Syllabus:**

**Hours**

**Module . 1: Introduction to Management Accounting**

**8**

Introduction- Meaning and Definition – Objectives – Nature and Scope–Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, advantages and limitations of Management Accounting.

**Module 2: Ratio Analysis**

**14**

Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios, Turnover ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements.

**Module 3: Cash Flow Analysis**

**12**

Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Provisions of Ind. AS-7. Procedurefor preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow fromInvesting Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS- 7.

**Module 4: Budgetary Control**

**12**

Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control,advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget- Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.

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**Module 5: Marginal Costing**

**10**

Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart.  
Break Even Analysis- assumption and uses (Theory only)  
Simple problems on BEP, P/V ratio, Margin of Safety, Profit earned at given level of sales, Sales required earning desired profit.



**Name of the Program: BBA**  
**Course Code: BBA 4.2.1**  
**Name of the Course: BUSINESS ANALYTICS**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.

**Pedagogy:** Classroom lectures, Tutorials, and Problem Solving.

**Course Outcomes: On successful completion of the course, the Students will be able to:**

- Understand types of analytics and data models
- Understand the role of data in decision making, sources and types of data.
- Ability to analyse data using different data analytic tools and draw inferences.
- Understand applied statistics for business problems.
- Demonstrate visualization of data.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module 1: Introduction to Business Analytics</b>	<b>10</b>

Business Analytics, Terminologies used in Analytics: Business Analytics, Business Intelligence, Meaning, Importance, Scope, Uses of Business Analytics, Architecture of Business Analytics, Types of Analytics: Descriptive, Diagnostics, Predictive, Prescriptive, Application of Business analytics, Introduction to Data Science and Big Data(Concepts only).

<b>Module 2: Role of Data in The Organization</b>	<b>08</b>
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Sources of data, Use of data in Decision making, Importance of data quality, dealing with missing or incomplete data, Types of Digital Data- Structured, Semi - Structured, Unstructured Data. Datawarehouse, Data mining, Data Integration – What, need, advantages, approaches of Data integration, Data profiling.

<b>Module 3: Tools Used for Data Analytics</b>	<b>16</b>
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Introduction to data analytics software – Types of data analytics software – open source and proprietar software.

**Lab sessions:**

R, JAMOVI, GRETL, Python: Installation of software –Installation of packages / library - Importing of data – Saving of data – Run descriptive Statistics: T-Test, Z-Test, Chi-Square Test, Correlation, Regression, ANOVA, MANOVA, Man-Whitney, Kruskal-Wallis test, Factor Analysis,Path Analysis – Interpret result – plotting of charts – inferences of chart. (Using all the fourspecified softwares).

<b>Module No. 4: Database Orientation</b>	<b>12</b>
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Database definition, types of structures, DBMs, RDBMS, Relational Database Language , Introduction to SQL, Features of SQL, SQL Languages, DDL commands- Create, Add, Drop, Constraints in SQL, DML Commands – Insert, Delete, Update, Data Query, Language – Where clause, Order by, Group by, DCL commands – Grant, Revoke, TCLCommands – Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra.

<b>Module No. 5: Data Visualization Using Tableau (Public Version)</b>	<b>10</b>
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Introduction to Dimensions and measures, Types of Charts, (Pie Chart, Column Chart, Line Chart, Bar Chart, Area Chart, Scatter Chart, Bubble Chart, Stock Chart), Basic understanding in dashboard and storyboard. (Explain using practical examples and students executes the examples using tableau.)

**Name of the Program: BBA**  
**Course Code: BBA 4.2.2**  
**Name of the Course: FINANCIAL MARKETS &  
SERVICES**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy:** Classroom lectures and Tutorials

**Course Outcomes: On successful completion of the course, the Students will be able to:**

- Understand the Financial system, Institutions, Financial markets and services.
- Analyse the concepts relevant to Indian financial market and relevance.
- Understand concept of financial services, types and functions.
- Understand the types of financial Instruments.
- Demonstrate an understanding the functioning of stock markets.

**Syllabus:** **Hours**

**Module 1: Overview of Financial System** **08**

Introduction to Financial System – Features, Constituents of Financial System; Financial Institutions; Financial Services; Financial Markets and Financial Instruments.

**Module 2: Financial Institutions** **16**

Characteristics of Financial Institutions, Broad Categories – Money Market Institutions and Capital Market Institutions. Objectives and Functions of Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India, EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, RBI Measures for NBFCs.

**Module 3: Financial Services** **12**

Financial Services – Meaning, Objectives, Functions, Characteristics; Types of Financial Services - Merchant Banking – Functions and Operations, Leasing, Mutual Funds, Venture Capital & Credit Rating.

**Module 4: Financial Markets and Instruments** **10**

Meaning and Definition, Role and Functions of Financial Markets, Constituents of Financial Markets; Money Market Instruments, Capital Market and Instruments; SEBI guidelines for Listing of Shares and Issue of Commercial Papers.

**Module 5: Stock Markets** **10**

Meaning of Stock, Nature and Functions of Stock Exchange; Stock Market Operations - Trading, Settlement and Custody (Brief discussion on NSDL & CSDL); Brief discussion of BSE, NSE and OTCEI.

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**Name of the Program:**  
**BBA Course Code: BBA**  
**4.3**

**Name of the Course: FINANCIAL MANAGEMENT**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy:** Classroom lectures, Tutorials, and Problem Solving.

**Course Outcomes: On successful completion of the course, the Students will able to:**

- Identify the goals of financial management.
- Apply the concepts of time value of money for financial decision making.
- Evaluate projects using capital budgeting techniques.
- Design optimum capital structure using EBIT and EPS analysis.
- Evaluate working capital effectiveness in an organization.

**Syllabus:** **Hours**

**Module 1: Introduction to Financial Management** **8**

**Introduction** – Meaning of Finance, Business Finance, Finance Functions, Organization structure of Finance Department; Financial Management – Goals of Financial Management, **Financial Decisions**-Types of Financial Decisions, Role of a Financial Manager; Financial Planning – Principles of Sound Financial Planning, Steps in Financial Planning, Factors influencing a Sound Financial Plan.

**Module 2: TIME VALUE OF MONEY** **8**

Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value (Single Flow – Uneven Flow & Annuity); Doubling Period (Simple Problems)

**Module 3: FINANCING & DIVIDEND DECISIONS** **14**

**Financing Decision:** Sources of Long-Term Finance -- Meaning of Capital Structure, Factors influencing Capital Structure, Optimum Capital Structure – EBIT, EPS Analysis, Leverages – Problems.

**Dividend Decision:** Meaning & Determinants of Dividend Policy, Types of Dividends, Bonus Shares (Meaning only)

**Module 4: INVESTMENT DECISION** **14**

Meaning and Scope of Capital Budgeting, Features & Significance, Techniques -- Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems)

**Module 5: WORKING CAPITAL MANAGEMENT** **12**

Working Capital -- Concept of Working Capital, Significance of Adequate Working Capital, Types of Working Capital, Problems of Excess or Inadequate Working Capital, Determinants of Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems)

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**Name of the Program: BBA**  
**Course Code: BBA 4.7.1**  
**Name of the Course: BUSINESS LEADERSHIP SKILLS**  
**(OEC)**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.

**Pedagogy:** Classrooms lecture, Tutorials, and Problem Solving.

**Course Outcomes: On successful completion of the course, the Students will be able to:**

- Understand the significance of leadership skills for effective people management.
- Increase the comprehension of leadership through various leadership theories.
- Analyse different leadership styles, types, patterns and functions.
- Demonstrate an understanding of various leadership approaches for effective management of people.
- Demonstrate an awareness of ethical leadership.

**Syllabus:** **Hours**

**Module 1: Introduction to Business Leadership** **6**

Introduction to business leadership, meaning/definition of leadership, evolution and growth of leadership; functions and characteristics of leadership; latest trends/current scenario of business leadership.

**Module 2: Leadership from Managerial Perspective** **10**

Nature of leadership, Significance or importance of leadership, Qualities of an effective leader, leader v/s manager; authority v/s leadership; formal v/s informal leadership; different roles of leadership; different levels of leadership; traits of an ethical leader.

**Module 3: Leadership -Theoretical Perspectives.** **8**

Great man theory, Trait theory, Situational leadership theory, transactional leadership, transformational leadership theory, Blake and Mouton's Managerial Grid.

**Module 4: Leadership Styles** **10**

**Leadership styles:** a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership.

**Module 5: Leadership Skills** **8**

Communications Skills, Decision Making Skills, Emotional Management Skills, Public Relation Skills, Personal Values and Ethics, Conflict Resolution Skills.

**Name of the Program: BBA**  
**Course Code: BBA 4.7.2**  
**Name of the Course: PERSONAL WEALTH MANAGEMENT**  
**(OEC)**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>42 Hrs.</b>

**Pedagogy:** Classroom lectures and Tutorials

**Course Outcomes: On successful completion of the course, the Students will able to:**

- Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life.
- Identify the Real Estate Investment routes and understand the tax planning that minimizestax burden.
- Select and apply the Asset Allocation strategies to balance between Risk and Return.
- Analyse the Retirement Planning Benefits and retirement strategies to provide regularincome for life.
- Understand the basic principles and importance various insurance policies.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module 1: Wealth Management and Financial Planning</b>	<b>08</b>
Meaning of Wealth Management, Need, Scope and Components of Wealth Management, Process of Wealth Management, Expectations of Clients, Code of Ethics for Wealth Manager. Challenges of WM in India – Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- LifeCycle and Wealth Cycle - Financial Planning in India.	
<b>Module 2: Estate Planning and Tax Planning</b>	<b>10</b>
Real Estate, Role of Real Estate, Real Estate Investment Routes, Real Estate Indices -Assets & Liabilities, Nomination, Inheritance Law, Will, Understanding Trust and Trust Documents – Tax Planning Concepts, Assessment Year, Financial Year, Total Income, Income Tax Slabs, Tax Liability, TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off(Concepts only).	
<b>Module 3: Asset Allocation Strategies</b>	<b>08</b>
<b>Asset allocation Strategies</b> -Asset allocation Decision, Equity portfolio strategies - Active Vs Passive, Management strategies, Value Vs growth investing, -Tactical, Fixed & Flexible. <b>Portfolio Management Strategies</b> - Indexing - Interest rate anticipation, Credit analysis, Yield spread analysis and Bond swaps(Concepts only).	
<b>Module 4: Retirement Planning and Employee Benefits</b>	<b>08</b>
Introduction to Retirement Planning - Types of Retirement Plans - Defined Benefit and Defined Contribution plan, Superannuation Fund and other retirement plans, Pre and Post Retirement Planning Strategies – ESOP and ESPP.	
<b>Module 5: Insurance Products in Wealth Management</b>	<b>08</b>

Meaning, Basic Principles of Insurance, Functions and Characteristics of Insurance- Group Life and Health Insurance; Types of Life Insurance Policies, Types of General Insurance Policies, Health Insurance and Group Insurance Policy – Risk Management through Insurance.

# Syllabus

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

### National Educational Policy (NEP 2020)

#### III SEMESTER

##### Index

Course Code	Course Name	Credits	Hrs/Week	SA	IA	Total
Lang.3.1	Language – I	3	3+1+0	60	40	100
Lang.3.2	Language – II	3	3+1+0	60	40	100
BBA.3.1	Cost Accounting	4	3+0+2	60	40	100
BBA.3.2	Organizational Behaviour	4	4+0+0	60	40	100
BBA.3.3	Statistics for Business Decisions	4	3+0+2	60	40	100
BBA.3.4	Artificial Intelligence / Financial Education & Investment Awareness	2	0+0+2	60	40	100
BBA.3.5	Sports	1	0+0+2	-	25	25
BBA.3.6	NSS/NCC/ Any Other	1	0+0+2	-	25	25
BBA.3.7	Social Media Marketing/ Rural Marketing	3	0+0+2	30	20	50

**Name of the Program: BBA**

**Course Code: BBA 3.1**

**Name of the Course: COST ACCOUNTING**

**Course Credits**

**No. of Hours per Week**

**Total No. of Teaching Hours**

**4 Credits**

**4 Hrs.**

**56 Hrs.**

**Pedagogy:** Classroom lectures, Tutorials, and Problem Solving.

**Course Outcomes:** On successful completion of the course, the students will be able to -

- Demonstrate an understanding of the elements of cost and prepare a cost sheet.
- Prepare material related documents, understand the management of stores and issue procedures.
- Develop the ability to calculate employee costs.
- Classify, allocate apportion overheads and calculate overhead absorption rates.

**Syllabus:**

**Hours**

**Module 1: Introduction to Cost Accounting**

**6**

**Introduction:** Meaning of Cost, Costing and Cost Accounting, Importance, Uses of cost accounting,, Functions of Cost Accounting, Distinction between Cost Accounting and Financial Accounting; Advantages and disadvantages of Cost Accounting; Cost concepts- Cost unit, cost centre, cost reduction and cost control; Classification and elements of Cost; Methods and Techniques of Costing (Meanings only). Installation of a Cost System

**Module 2: Cost Sheet, Tenders and Quotations**

**12**

Introduction, Meaning, Objectives and contents of Cost Sheet. Problems on Preparation of Cost Sheet. Meaning of Tender and Quotation. Basis for preparation of Tenders and Quotations- Problems on preparation of statement of Tenders and Quotations; E-Tender (Concept only)

**Module 3: Materials Cost**

**14**

**Materials:** Meaning, Importance and Types of Materials - Direct and Indirect Material; Procedure for procurement of materials and documentation involved in the procurement of materials- Bill of materials, Material requisition note, Purchase requisition note, Purchase order, Goods received note; Store records - Bin cards, Stores Ledger, Stock Control Cards; Inventory Control- Meaning and Objectives, Inventory control techniques (concept only); Determination of various stock levels: Re-order Level, Minimum Level, Maximum Level, Average Level and Danger Level. Problems on Level Setting and Computation of EOQ; Material Issues and Valuation: preparation of Stores Ledger Account, Methods of pricing material issues - FIFO, LIFO, Simple and Weighted Average Price Methods- Problems.

**Module 4: Labour Cost**

**10**

Introduction- Meaning of labour cost, Types of Labour – Direct Labour and Indirect Labour. Labour Cost Control – Meaning, Objectives and Benefits. Scope of Labour Cost Control Attendance Procedure- Time keeping and Time Booking, Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only); Methods of Remuneration- Simple Time Rate System, Straight Piece Rate System, Taylor’s Differential Piece Rate System, Merrick’s Differential Piece Rate System, Halsey System and Rowan System. Problems on calculation of Labour Cost, Overtime Wages and Wage and Incentive Systems.

**Module 5: Overheads**

**14**

Introduction- Meaning and Classification of Overheads; Accounting and Control of Overheads; Allocation and Apportionment of overheads; Re-apportionment of Overheads; Methods of Cost Re-apportionment; Problems on Primary and Secondary distribution and Secondary distribution using direct and reciprocal basis methods only (Repeated Distribution Method and Simultaneous Equation Method); Problems on machine hour rate.



**Name of the Program: BBA**

**Course Code: BBA 3.3**

**Name of the Course: STATISTICS FOR BUSINESS DECISIONS**

**Course Credits**

**No. of Hours per Week**

**Total No. of Teaching Hours**

**4 Credits**

**4 Hrs.**

**56 Hrs.**

**Pedagogy:** Classroom lectures, Tutorials, and Problem Solving.

**Course Outcomes: On successful completion of the course, the Students will be able to:**

- Understand the basic concepts in statistics.
- Classify and construct statistical tables.
- Understand and construct various measures of central tendency and dispersion.
- Apply correlation and regression for data analysis.
- To understand changes in data over a period of time through construction of index numbers

**Syllabus:**

**Hours**

**Module 1: INTRODUCTION TO STATISTICS**

**10**

Introduction, Meaning, Definitions, Functions, Importance and Limitations of Statistics, Important terminologies in Statistics – Data, Primary Data, Secondary Data, Population, Census Survey, Sample Survey, Sampling, Parameter, Unit, Variable- Quantitative Variable, Qualitative Variable, Dependent Variable, Independent Variable, Series. - Individual, discrete and continuous, Classification of data- Types, Requisites of good classification of data. Frequency, Class Interval, Tally Bar. Tabulation: Meaning, Parts of a Table – Simple problems on Tabulation.

**Module 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION**

**14**

Meaning, Definition, objectives, Requisites of an ideal average. Various measures of central tendency- Arithmetic Mean -Simple and weighted average (Exclude missing frequency), Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode. Graphs – Histogram and Ogive curves  
Absolute and Relative measures of dispersion - Standard Deviation in Individual, Discrete and Continuous Series – Problems

**Module 3: CORRELATION AND REGRESSION ANALYSIS**

**12**

Meaning and Types of Correlation, Karl Pearson's Coefficient of Correlation. (Deviation from actual mean only), Computation of probable error. Spearman's Rank Correlation Coefficient (simple problems)  
Meaning of Regression, Regression Lines, Regression Equations- Problems

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**Module No. 4: TIME SERIES ANALYSIS**

**08**

Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where  $\sum X=0$  only), calculation and estimation of trend values.

**Module No. 5: INDEX NUMBERS**

**12**

Meaning and definition of Index numbers, Uses of index numbers, Construction of Index number, Methods of Index numbers - simple aggregate method, Weighted index method - Fishers Ideal Index Number- Problems. Tests of Adequacy (TRT, FRT). Consumer Price Index Numbers- Problems.

**Name of the Program: BBA**  
**Course Code: BBA 3.4**  
**Name of the Course: FINANCIAL EDUCATION AND INVESTMENT AWARENESS (SEC)**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>2 Credits</b>	<b>2 Hrs.</b>	<b>30 Hrs.</b>

**Pedagogy:** Classrooms lecture, Case studies, Group discussion & Seminar etc.

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

- To provide the foundations for financial decision making
- Create awareness about various saving and investment alternatives available for a common man
- Understand the overview of stock markets and stock selection
- Learning about mutual funds and the criteria for selection

**Syllabus:** **Hours**

**Module 1: FOUNDATIONS FOR FINANCE 10**

Introduction to Basic Concepts: Investments: Meaning, Need for Investments, Investment Objectives, Investment Goals; Long-term & Short-term Investments, Concept of Risk & Return, Savings v/s Investment, Investment v/s Speculation; concept of diversification Investment Alternatives for a Common Investor (Financial Assets & Real Assets): Stock, Debt, Bonds, PPF, Mutual Funds, Gold - Physical & Electronic, Silver & Other Precious Metals, Real Estate, Art, Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLV MY, PMKMDY

**Module 2: INVESTMENT MANAGEMENT 10**

Stock Markets: Primary Market and Secondary Market, Stock Exchanges, Stock Exchange Operations Trading and Settlement, Demat Account, Depository and Depository Participants  
Stock Selection: Fundamental Analysis - Economy Analysis, Industry Analysis and Company Analysis; Technical Analysis-Support & Resistance, Moving Averages, EMA & SMA, Charts & Patterns (meaning only)  
Stock Return and Risk: Concept of Return - Periodic Returns & Capital appreciation; Systematic & Unsystematic Risks: Analysing risk-return trade off

**Module 3: MUTUAL FUNDS AND BANKING IN INDIA 10**

Mutual Funds: Features of Mutual Funds, Types of Mutual Fund Plans. Net Asset Value; Criteria for selection of Mutual Funds  
Banking in India: Types of Bank Deposits, Deposit Insurance, PMJDY, Traditional and New Banking Practices, Debit and Credit Cards; Digital Payment System-Internet Banking (NEFT, RTGS and IMPS), Mobile Banking, Mobile Wallet, AEPS, UPI

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**References:**

1. RBI Financial Education Handbook
2. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI
3. NSE Academy Certification in Financial Markets (NCFM) Modules

**Text Books:**

1. Prasanna Chandra, Financial Management, McGraw Hill Publication.
2. Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc.
3. Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications
4. Fischer & Jordan, Security Analysis & Portfolio Management, Printice Hall.

**Websites:**

1. [www.sebi.gov.in](http://www.sebi.gov.in)
  2. [www.nseindia.com](http://www.nseindia.com)
  3. [www.amfiindia.com](http://www.amfiindia.com)
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<b>Name of the Program: BBA</b> <b>Course Code: BBA 3.7.1</b> <b>Name of the Course: SOCIAL MEDIA MARKETING (OEC)</b>		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>42 Hrs.</b>
<b>Pedagogy:</b> Classroom lectures, Tutorials, and Case study method.		
<b>Course Outcomes: On successful completion of the course, the Students will able to:</b> <ul style="list-style-type: none"> <li>• Understand social media marketing goals for successful online campaigns.</li> <li>• Analyze the effective social media marketing strategies for various types of industries and businesses.</li> <li>• Design social media content and create strategies to optimize the content's reach to the target audience.</li> <li>• Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.</li> <li>• Design a suitable social media campaign for the business goals.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module 1: Introduction to Social Media</b>		<b>08</b>
Introduction to social media, how to build a successful Social Media Strategy, Goal setting, Social media platforms. Overview of Global E-Marketing Issues, Country and Market Opportunity Analysis, User engagement on social networks; Social advertising; Social media analytics; Impact of online reputation; Social Technology and its marketing influence in India.		
<b>Module 2: Facebook -Instagram marketing</b>		<b>10</b>
Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creating automation for Instagram, Audience Insights, Page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads.		
<b>Module 3: Twitter Marketing</b>		<b>08</b>
Creating a Twitter account, optimizing a page, content types, posting contents, Integrating a personal brand on Twitter, Twitter Analytics & Ads, post assistants and automation for Twitter.		
<b>Module 4: YouTube marketing</b>		<b>08</b>
You Tube marketing, creating a you tube channel, posting content, You Tube analytics, GooglePages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool – Adding Asset.		
<b>Module 5: Search Engine Optimization-Recent trends and challenges</b>		<b>08</b>
Introduction, Understanding SEO, Content optimization, User Insights, Measuring SEO effectiveness, Benefits and Challenges, Content Marketing, Traditional Media vs Social Media, recent trends and challenges in Social Media marketing.		

**Skill Developments Activities:**

- a) Prepare Facebook Page in your name.
- b) Open a YouTube channel.
- c) Create a blog and write an article on Climate change.
- d) Create a Search Engine Optimization (SEO) dashboard.

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***Books for Reference:***

1. Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Wiley.
2. Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration, 2nd Edition, Sage Publications Ltd.
3. Matt Golden (2022), Social Media Marketing, 1<sup>st</sup> Edition, Bravex Publications.
4. Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1<sup>st</sup> Edition, Kogan Page.
5. Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning.
6. Tracy L. Tuten and Michael R. Solomon, (2016), Social Media Marketing, 2nd Edition, Sage Publications India Private Limited.

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

**Name of the Program: BBA**  
**Course Code: BBA 3.7.2**  
**Name of the Course: RURAL MARKETING**  
**(OEC)**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>42 Hrs.</b>

**Pedagogy:** Classroom lectures, Tutorials, and Case study method.

**Course Outcomes: On successful completion of the course, the Students will be able to:**

- Describe the importance and application of various concepts of rural marketing.
- Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour.
- Design a pricing strategy that suits the characteristics of rural products and the stage in the product life cycle.
- Formulate the appropriate marketing communication strategy and rural distribution channel plans to promote and deliver the rural products.
- Appraise the recent trends in rural marketing and the application of digital technology in rural marketing.

**Syllabus:** **Hours**

**Module 1: Introduction to Rural Marketing** **08**

Nature and scope of rural marketing, rural Vs urban markets, concepts and classification of rural markets, rural marketing environment, rise of rural consumerism, problems in rural marketing.

**Module 2: Rural Consumer Behaviour** **06**

Consumer buying Behaviour in rural markets, factors affecting rural consumer behaviour.  
**Market segmentation** – Bases for segmenting rural consumer markets.

**Module 3: Rural Product and Pricing Strategy** **08**

Rural product, Rural product classification, Product Life Cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.

**Module 4: Rural Distribution and Communication Strategy** **10**

Wholesaling and retailing in the rural market, rural mobile traders, rural distribution models-FMCG companies, durable companies, Service organizations, emerging distribution models.  
Rural communication strategy: challenges in rural Communication, creating promotion mix for rural audiences - advertisement, sales promotion, publicity.

**Module 5: Trends in Rural Marketing** **10**

Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labelling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate Farming - Meaning Only.

Include live cases (ITC E-Choupal, TAR Ahatt, EID Parry's India griline, HUL)

**Skill Developments Activities:**

- a) Prepare a Product life cycle for a Rural product
- b) Select a Rural Product and conduct a Consumer Satisfaction Survey
- c) Prepare an advertisement copy for a rural product
- d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

***Books for Reference:***

- Debarun Chakraborty and Soumya Kanti Dhara, et al. ( 2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd
- Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.
- Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.
- C. G. Krishnama charyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.
- T.P.Gopaldaswamy (2009) Rural Marketing-Environment, Problems and Strategies, 3rd Edition, Vikas Publishing House.

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

# Syllabus

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

### National Educational Policy (NEP 2020)

#### II SEMESTER

#### Index

Course Code	Course Name	Credits	Hrs/Week	SA	IA	Total
Lang.2.1	Language – I	3	3+1+0	60	40	100
Lang.2.2	Language – II	3	3+1+0	60	40	100
BBA.2.1	Financial Accounting and Reporting	4	3+0+2	60	40	100
BBA.2.2	Human Resource Management	4	4+0+0	60	40	100
BBA.2.3	Business Mathematics/ Business Environment	4	3+0+2	60	40	100
BBA.2.4	Environmental Studies	2	2+0+0	50	50	100
BBA.2.5	Sports	1	0+0+2	-	25	25
BBA.2.6	NCC/NSS/R&R,S&G/Cultural	1	0+0+2	-	25	25
BBA.2.7	People Management / Retail Management	3	3+0+0	50	50	100

**Name of the Program: BBA**

**Course Code: BBA 2.1**

**Name of the Course: FINANCIAL ACCOUNTING AND REPORTING**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56Hrs.</b>

**Pedagogy:** Class room's lecture, Tutorials, Group discussion, Seminar, Case studies.

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

- To able to prepare final accounts of partnership firms
- Understand the process of public issue of shares and accounting for the same
- Prepare final accounts of joint stock companies.
- Prepare and evaluate vertical and horizontal analysis of financial statements.
- Understand company's annual reports.

**Syllabus:**

**Hours**

**Module 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM**

**12**

Meaning of Partnership Firm, Partnership deed-clauses in Partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet.



**Module 2: VALUATION OF GOODWILL**

**8**

Goodwill- Nature, Factors influencing goodwill, circumstances of valuation of goodwill, methods of valuation of goodwill (Average and super profit methods only)

**Module 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES**

**14**

Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Problems).

**Module 4: FINANCIAL STATEMENTS ANALYSIS**

**12**

Financial statement analysis: Meaning, types of analysis, techniques of financial statement analysis- Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet– Trend Percentages. (Analysis and Interpretation)

<b>Module 5: CORPORATE FINANCIAL REPORTING</b>	<b>10</b>
Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only), Role and Significance of above components of corporate financial report.	

**Name of the Program: BBA Course**

**Code: BBA 2.2**

**Name of the Course: HUMAN RESOURCE MANAGEMENT**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy:** Class room's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion of the course, the student will demonstrate:**

- Ability to describe the role and responsibility of Human resources management functions on business
- Ability to describe HRP, Recruitment and Selection process
- Ability to describe to induction, training, and compensation aspects.
- Ability to explain performance appraisal and its process.
- Ability to demonstrate Employee Engagement and Psychological Contract.

**Syllabus:**

**Hours**

**Module 1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT**

**10**

Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices.

**Module 2 HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION**

**14**

Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP, HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting, Succession Planning – Meaning and Features, Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features.

**Module 3: INDUCTION, TRAINING AND COMPENSATION**

**10**

Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.

**Module 4: PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS**

**14**

Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion  
Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing

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**Module 5: EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT**

**08**

Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement – Measurement of EE, Benefits of EE. Psychological contract: Meaning and features

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**Name of the Program: BBA Course Code: BBA 2.3.1**  
**Name of the Course: BUSINESS MATHEMATICS**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy:** Class room's lectures, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion of the course, the student will demonstrate:**

- The Understanding of the basic concepts of business mathematics and apply them to create, solve and interpret application areas in business
- Ability to solve problems on various types of equation.
- Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
- Ability to apply the concept of simple interest and compound interest and bills discounted
- Ability to solve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts.

**Syllabus:** **Hours**

**Module 1: THEORY OF EQUATIONS** **10**

Introduction business mathematics and its importance – Equations - Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ( $ax^2 + bx + c = 0$  form only). Simple problems.

**Module 2 : MATRICES AND DETERMINANTS** **08**

Meaning – types – operation on matrices – addition – subtraction and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems.

**Module 3: INDICES AND LOGARITHMS** **08**

Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification.

**Module 4: COMMERCIAL ARITHMETIC** **16**

Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.

**Module 5: PROGRESSIONS** **14**

Progressions: Arithmetic Progression - Finding the „nth term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the „n“th term of GP and sum to „n“ the term of GP and insertion of Geometric Mean.

**Name of the Program: BBA**  
**Course Code: BBA 2.3.2**  
**Name of the Course: BUSINESS ENVIRONMENT**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>
<b>Pedagogy:</b> Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
<b>Course Outcomes: On successful completion of the course, the Student will demonstrate:</b>		
<ul style="list-style-type: none"> <li>● An Understanding of components of business environment.</li> <li>● Analyse the environmental factors influencing business organisation.</li> <li>● Demonstrate Competitive structure analysis for select industry.</li> <li>● Explain the impact of fiscal policy and monetary policy on business.</li> <li>● Analyse the impact of economic environmental factors on business.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module 1: INTRODUCTION BUSINESS ENVIRONMENT</b>		<b>12</b>
Meaning of business, scope and objectives of Business, business environment, Micro and Macro-environment of business (Social, cultural, economic, political, legal, technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.		
<b>Module 2 : GOVERNMENT AND LEGAL ENVIRONMENT</b>		<b>12</b>
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and Industrial policy on business. Legal environment - Various laws affecting Indian businesses		
<b>Module 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT</b>		<b>14</b>
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..		
<b>Module 4: TECHNOLOGICAL ENVIRONMENT</b>		<b>10</b>
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological acquisition modes, IT revolution and business, Management of Technology.		
<b>Module 5: NATURAL ENVIRONMENT</b>		<b>08</b>
Meaning and nature of physical environment. Impact of Natural environment on business.		

**Name of the Program: BBA**

**Course Code: BBA 2.7.1**

**Name of the Course: PEOPLE MANAGEMENT(OEC)**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>42 Hrs.</b>

**Pedagogy:** Class room lecture, Tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion of the course, the Student will demonstrate:**

- Examine the difference between People Management with Human resource Management
- Explain the need for and importance of People Management.
- Explain the role of manager in different stages of performance management process
- List modern methods of performance and task assessment.
- Analyse the factors influencing the work life balance of working individual.

**Syllabus:** **Hours**

**Module 1: INTRODUCTION TO PEOPLE MANAGEMENT** **08**

Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, Impact of individual and organizational factors on people management.

**Module 2 : GETTING WORK DONE AND ASSESSMENT AND EVALUATION** **08**

Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: Meaning, role of a manager in the different stages of the performance management process, Types of performance assessment, Assessment and Evaluation Process, Evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.

**Module 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION** **08**

Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

**Module 4: MOTIVATION** **10**

Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation

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**Module 5: MANAGING SELF** **08**

Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

**Name of the Program: BBA**

**Course Code: BBA 2.7.2**

**Name of the Course: RETAIL MANAGEMENT (OEC)**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>42 Hrs.</b>

**Pedagogy:** Class room lecture, Tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion of the course, the Student will demonstrate:**

- An understanding of basic knowledge of Retail organisation and management
- Skills in effective Retail organisation
- The ability to maintain office records
- The ability to understand digitalization of retailing.
- Understanding of different types of retailing

**Syllabus:**

**Hours**

**Module 1: RETAIL THEORY & PRACTICES RETAIL**

**08**

Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing.

**Module 2 : RETAIL MARKETING STRATEGY**

**08**

Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty

**Module 3: RETAIL ORGANIZATION & FUNCTIONAL MANAGEMENT**

**08**

Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management.

**Module 4: STORE PLANNING**

**08**

Location, Layout, Store Operations: POS (Point of Sale) /Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements

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**Module 5: ELECTRONIC RETAILING**

**10**

Introduction, Types of Technology in Retailing, Role of IT in Business; Influencing Parameters for use of IT in Retailing; Efficiency in Operations, Effective Management of Online catalogues; Direct Retailing Methods, Database Management; Data warehousing; Critical Analysis of E-Retailing Strategies; Customer Relationship Management

## Syllabus

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

#### National Educational Policy (NEP 2020)

#### I SEMESTER

#### Index

Course Code	Course Name	Credits	Hrs/Week	SA	IA	Total
LANG.1.1	Language – I	3	3+1+0	60	40	100
LANG.1.2	Language – II	3	3+1+0	60	40	100
BBA.1.1	Management Principles and Practice	4	4+0+0	60	40	100
BBA.1.2	Fundamentals of Business	4	3+0+2	60	40	100
BBA.1.3	Accounting	4	4+0+0	60	40	100
BBA.1.4	Marketing Management	2	1+0+2	50	50	100
BBA.1.5	Digital Fluency	1	0+0+2	-	25	25
BBA.1.6	Physical Education – Yoga Health and Wellness	1	0+0+2	-	25	25
BBA.1.7	Office Management / Business Organisation	3	3+0+0	50	50	100

**Name of the Program: BBA Course**

**Code: BBA 1.1**

**Name of the Course: MANAGEMENT PRINCIPLES AND PRACTICE**

**Course Credits**

**No. of Hours per  
Week**

**Total No. of Teaching  
Hours**

**4 Credits**

**4 Hrs.**

**56 Hrs.**

**Pedagogy:** Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & field work etc..

**Course Outcomes: On successful completion of the course, the Student will demonstrate:**

- The ability to understand concepts of business management, principles and functions of management.
- The ability to explain the process of planning and decision making.
- The ability to create organization structures based on authority, task and responsibilities and understands organizational behavior, avoid conflicts, accept change and work in groups.
- The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- The ability to understand the requirement of good control system and control techniques.

**Syllabus:**

**Hours**

**Module 1: INTRODUCTION TO BUSINESS & MANAGEMENT**

**10**

Introduction to Business, Forms of Business Organization, their merits, limitations and formation-Meaning Nature and Characteristics of Management Scope and Functional areas of Management; Management as a Science, Art or Profession;

Management and Administration; Principles of Management.

**Module 2: PLANNING AND DECISION MAKING**

**08**

Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only).

**Module 3: ORGANIZING AND STAFFING**

**16**

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control.

Staffing: Introduction, Meaning, Nature, Importance, Staffing Process

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**Module 4: DIRECTING AND COMMUNICATING**

**12**

Meaning and Nature of Direction, Principles of Direction.

Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication

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**Module 5: COORDINATING AND CONTROLLING**

**10**

Coordination-Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).

**Skill Development Activities:**

- Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
- Draft different types of Organization structure.
- Draft Control charts.



**Name of the Program: BBA Course**

**Code: BBA 1.2**

**Name of the Course: FUNDAMENTALS OF BUSINESS ACCOUNTING**

**Course Credits**

**No. of Hours per  
Week**

**Total No. of Teaching  
Hours**

**4 Credits**

**4 Hrs.**

**56 Hrs.**

**Pedagogy:** Classrooms lecture, tutorials, and problem solving.

**Course Outcomes: On successful completion of the course, the student will demonstrate:**

- The framework of accounting as well accounting standards.
- Ability to pass journal entries and prepare ledger accounts
- Ability to prepare subsidiaries books
- Ability to prepare trial balance and final accounts of proprietary concern.
- Skill to construct final accounts through application of tally.

**Syllabus:**

**Hours**

**Module 1 : INTRODUCTION TO FINANCIAL ACCOUNTING**

**08**

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles– Accounting Concepts and Accounting Conventions.  
Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.

**Module 2: ACCOUNTING PROCESS**

**12**

Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.

**Module 3: SUBSIDIARY BOOKS**

**14**

Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book)  
Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)

**Module 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN**

**10**

Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.

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**Module 5: ACCOUNTING SOFTWARE**

**12**

Introduction-meaning of accounting software, types of accounting software-accounting software, Tally-Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration - voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.

**Name of the Program: BBA Course  
Code: BBA 1.3**

**Name of the Course: MARKETING MANAGEMENT**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy:** Class room lecture, Tutorials, Group discussion, Seminar, Case studies & Fieldwork etc.,

**Course Outcomes: On successful completion of the course, the student will demonstrate:**

- Understand the concepts and functions of marketing.
- Analyze marketing environment impacting the business.
- Segment the market and understand the consumer behavior
- Describe the 4P's of marketing and also strategize marketing mix
- Describe 7P's of service marketing mix.

**Syllabus:**

**Hours**

**Module 1: INTRODUCTION TO MARKETING**

**10**

Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).

**Module 2: MARKETING ENVIRONMENT**

**10**

Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.

**Module 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR**

**10**

Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.

**Module 4: MARKETING MIX**

**20**

Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product- Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution– Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion –Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)

<b>Module 5: SERVICES MARKETING</b>	<b>06</b>
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).	

**Skill Developments Activities:**

- Two cases on the above syllabus should be analyzed and recorded in the skill development.
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution network for different products.

**Name of the Program: BBA Course**  
**Code: BBA 1.7.1**

**Name of the Course: OFFICE MANAGEMENT (OEC)**

**Course Credits**

**No. of Hours per  
Week**

**Total No. of Teaching  
Hours**

**3 Credits**

**3 Hrs.**

**42 Hrs.**

**Pedagogy:** Class room's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion of the course, the student will demonstrate:**

- An understanding of basic knowledge of office organization and management
- Skills in effective office organization
- Ability to maintain office records
- Ability to maintain digital record.
- Understanding of different types of organisation structures and responsibilities as future office managers.

**Syllabus:**

**Hours**

**Module 1: FUNDAMENTALS OF OFFICE MANAGEMENT**

**06**

Introduction: Meaning, importance and functions of modern office, Modern Office Organization: Meaning; Steps in office organization; Principles of Office organization, Organization structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.

**Module 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES**

**06**

Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.

**Module 3: OFFICE ENVIRONMENT**

**10**

Meaning and Components of Office Environment, Interior Decoration: Colour conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise, Cleanliness, Sanitation and Health, Safety and Security

**Module 4: RECORDS MANAGEMENT**

**10**

Introduction to records: Importance of records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of Records Management Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing - Meaning, types and advantages, Vertical Filing- Meaning, equipment used, advantage and disadvantages. Centralization and Decentralization of Filing- Centralized filing and Decentralized Filing Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

	<b>Module 5: OFFICE MECHANISATION AND DATA PROCESSING</b>	<b>10</b>
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	<p>Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines, Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Life cycle (chart), Data Collection Methods- Primary and secondary data collection methods, Data presentation Methods of Presentation of Data, Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office Management, Advantages and Limitations of Computerisation.</p>
	<p><b>Skill Developments Activities:</b></p> <ul style="list-style-type: none"> <li>● Visit an office and enlist the different types of machines used in the office</li> <li>● Identify the different types of stationery used in offices today</li> <li>● Draw a data life cycle chart</li> <li>● Draw charts indicating different types of office layouts.</li> </ul>

**Name of the Program: BBA**

**Course Code: BBA 1.7.2**

**Name of the Course: BUSINESS ORGANISATION (OEC)**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>42 Hrs.</b>

**Pedagogy:** Class room lecture, Tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes: On successful completion of the course, the student will demonstrate:**

- Understand the nature, objectives and social responsibilities of business
- Describe the different forms of organizations
- Understand the basic concepts of Management
- Understand the functions of management.
- Understand the different types of business combinations

**Syllabus:**

**Hours**

**Module 1: INTRODUCTION TO BUSINESS**

**08**

Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.

**Module 2: FORMS OF BUSINESS ORGANIZATION**

**12**

Sole Proprietorship: Definition, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Feature, Merits and Demerits.

**Module 3 : PUBLIC ENTERPRISES**

**08**

Departmental Undertaking: Definition, Features, Merits and Demerits. Public Corporations: Definition, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits

**Module 4: BUSINESS FUNCTIONS**

**08**

Functional Areas of Management Marketing Management: Marketing Concepts; Marketing Mix; Product Life Cycle; Pricing Policies and Practices Financial Management: Concept and Objectives; Sources of Funds – Equity Shares, Debentures, Venture Capital and Lease Finance. Securities Market, Role of SEBI. Human Resource Management: Concept and Functions; Basic Dynamics of Employer - Employee Relations. Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

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Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of Management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.

**Skill Developments Activities:**

- Prepare a Partnership deed.
- Draw a business tree.
- Make a list of 10 PSUs.
- Prepare a list of different types of business combinations.
- Prepare an Organization chart.