**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS), UJIRE - 574240**

**(Re-Accredited by NAAC at ‘A’ Grade with CGPA 3.61 out of 4) **

DEPARTMENT OF BUSINESS ADMINISTRATION

**SYLLABUS**

**(With effect from 2022-23)**

****1

**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS), UJIRE - 574240**

**(Re-Accredited by NAAC at ‘A’ Grade with CGPA 3.61 out of 4)**

DEPARTMENT OF BUSINESS ADMINISTRATION

***Syllabus***

**BACHELOR’S DEGREE IN BUSINESS ADMINISTRATION**

***(BBA PROGRAMME)***

**AS PER NEW EDUCATION POLICY 2020**

**&**

**AS PER RESOLUTIONS OF**

**BOS MEETING HELD ON 08 NOVEMBER 2022**

**ACADEMIC COUNCIL MEETING HELD ON** \_\_\_\_\_\_\_\_

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**BACHELOR OF BUSINESS ADMINISTRATION**

**1. Programme Objectives:**

The objectives of BBA Programme are:

• To impart knowledge of the fundamentals of Management theory and its application in problem solving.

• Select and apply appropriate tools for decision making required for solving complex managerial problems.

• To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.

• To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.

• To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

• To develop a positive attitude and life skills to become a multi faceted personality with a sense of environmental consciousness and ethical values.

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

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

• Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges

• Demonstrate the knowledge of management science to solve complex corporate problems usinglimited resources. Display enhanced personality and soft skills

• Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

• Demonstrate entrepreneurial competencies

• Exhibit managerial skills in the areas of marketing, finance, HR, etc.

• Identify business opportunities, design and implement innovations in workspace. • Possess a sturdy foundation for higher education

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

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

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

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

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

**PSO4:** Comprehend the core concepts, methods and practices in management. **PSO5: V**enture into his/her own business or excel in executive roles in private /government sector.

**PSO6:** Demonstrate the ability to create business plans

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

**PSO8: M**atured Individuals and responsible Citizens to the country

**PSO9:** Demonstrate Ability to work in Groups

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**4. Structure of BBA Syllabus:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **First Semester BBA**  **(Basic/Honors)** | | | | | | | | | | | | | |
| **Course**  **Code** | **Title of the Course** | | **Category**  **of**  **Courses** | | **Teaching**  **Hours per Week**  **(L + T + P)** | | **SEE** | | **CIE** | | **Total**  **Marks** | | **Credits** |
| **ENGL 101** | **Language - I** | | **AECC** | | **3+1+0** | | **60** | | **40** | | **100** | | **3** |
| **Lang. 1.2** | **Language *–* II** | | **AECC** | | **3+1+0** | | **60** | | **40** | | **100** | | **3** |
| **BACT 101** | **Management Principles& Practice** | | **DSCC** | | **4+0+0** | | **60** | | **40** | | **100** | | **4** |
| **BACT 102** | **Fundamentals of**  **Business Accounting** | | **DSCC** | | **3+0+2** | | **60** | | **40** | | **100** | | **4** |
| **BACT 103** | **Marketing Management** | | **DSCC** | | **4+0+0** | | **60** | | **40** | | **100** | | **4** |
| **BBA. 1.4** | **Digital Fluency** | | **SEC** | | **1+0+2** | | **30** | | **20** | | **50** | | **2** |
| **BAOE 101** | **Business Organization / Office Organization and Management** | | **O E C** | | **3+0+0** | | **60** | | **40** | | **100** | | **3** |
| **BBA. 1.6** | **Health and Wellness +** | | **SEC**  **VB** | | **0+0+2** | | **-** | | **25** | | **25** | | **1** |
| **Physical Education & Yoga** | | **0+0+2** | | **-** | | **25** | | **25** | | **1** |
|  | **Total** | |  | |  | | **390** | | **310** | | **700** | | **25** |
| **Second Semester BBA**  **(Basic/Honors)** | | | | | | | | | | | | | |
| **Course**  **Code** | **Title of the Course** | **Category**  **of**  **Courses** | | **Teaching**  **Hours per Week**  **(L + T + P)** | | **SEE** | | **CIE** | | **Total**  **Marks** | | **Credits** | |
| **ENGL 151** | **Language - I** | **AECC** | | **3+1+0** | | **60** | | **40** | | **100** | | **3** | |
| **Lang. 2.2** | **Language *–* II** | **AECC** | | **3+1+0** | | **60** | | **40** | | **100** | | **3** | |
| **BACT 151** | **Corporate Accounting & Reporting** | **DSCC** | | **3+0+2** | | **60** | | **40** | | **100** | | **4** | |
| **BACT 152** | **Human Resource**  **Management** | **DSCC** | | **4+0+0** | | **60** | | **40** | | **100** | | **4** | |
| **BACT 153** | **Business Environment** | **DSCC** | | **4+0+0** | | **60** | | **40** | | **100** | | **4** | |
| **BBA. 2.4** | **Environmental Studies** | **AECC** | | **2+0+0** | | **30** | | **20** | | **50** | | **2** | |
| **BAOE 151** | **People Management / Retail Management** | **O E C** | | **3+0+0** | | **60** | | **40** | | **100** | | **3** | |
| **BBA. 2.6** | **Physical Education**  **Sports** | **SEC-VB** | | **0+0+2** | | **-** | | **25** | | **25** | | **1** | |
| **BBA. 2.6** | **NCC/NSS/R&R(S&G) /Cultural** | **SEC- VB** | | **0+0+2** | | **-** | | **25** | | **25** | | **1** | |

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Total** |  |  | **390** | **310** | **700** | **25** |

EXIT OPTION WITH CERTIFICATION

|  |  |  |  |  |  |  |  |
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| **Third Semester BBA**  **(Basic/Honors)** | | | | | | | |
| **Course**  **Code** | **Title of the Course** | **Category of**  **Courses** | **Teaching**  **Hours per**  **Week**  **(L + T + P)** | **SEE** | **CIE** | **Total**  **Marks** | **Credits** |
| **ENGL**  **201** | **Language - I** | **AECC** | **3+1+0** | **60** | **40** | **100** | **3** |
| **Lang. 3.2** | **Language *–* II** | **AECC** | **3+1+0** | **60** | **40** | **100** | **3** |
| **BACT**  **201** | **Cost Accounting** | **DSCC** | **3+0+2** | **60** | **40** | **100** | **4** |
| **BACT**  **202** | **Organizational**  **Behavior** | **DSCC** | **4+0+0** | **60** | **40** | **100** | **4** |
| **BACT**  **203** | **Statistics for Business Decisions** | **DSCC** | **3+0+2** | **60** | **40** | **100** | **4** |
| **BBA. 3.4** | **Financial Education & Investment Awareness** | **SEC** | **1+0+2** | **30** | **20** | **50** | **2** |
| **BAOE**  **201** | **Social Media Marketing/ Rural Marketing** | **O E C** | **3+0+0** | **60** | **40** | **100** | **3** |
| **BBA. 3.6** | **Sports** | **SEC-VB** | **0+0+2** | **-** | **25** | **25** | **1** |
| **NSS/NCC/ Any Other** | **SEC-VB** | **0+0+2** | **-** | **25** | **25** | **1** |
|  | **Total** |  |  | **390** | **310** | **700** | **25** |
| **BBA. 4.4** | **Constitution of India** | **AECC** | **2+0+0** | **30** | **20** | **50** | **2** |

EXIT OPTION WITH DIPLOMA

**Fourth Semester BBA**

**(Basic/Honors)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course**  **Code** | **Title of the Course** | **Category of**  **Courses** | **Teaching**  **Hours**  **perWeek**  **(L + T + P)** | **SEE** | **CIE** | **Total**  **Marks** | **Credits** |
| **Lang. 4.1** | **Language - I** | **AECC** | **3+1+0** | **60** | **40** | **100** | **3** |
| **Lang. 4.2** | **Language *–* II** | **AECC** | **3+1+0** | **60** | **40** | **100** | **3** |
| **BACT**  **251** | **Management**  **Accounting** | **DSCC** | **3+0+2** | **60** | **40** | **100** | **4** |
| **BACT**  **252** | **Business Analytics/**  **Financial Markets&**  **Services** | **DSCC** | **4+0+0** | **60** | **40** | **100** | **4** |
| **BACT**  **253** | **Financial**  **Management** | **DSCC** | **3+0+2** | **60** | **40** | **100** | **4** |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **BBA. 4.4** | **Artificial Intelligence** | **SCC** | **1+0+0** | **30** | **20** | **50** | **2** |
| **BAOE**  **251** | **Business Leadership**  **Skills/Personal Wealth Management/Financial Literacy and Investment Awareness** | **O E C** | **3+0+0** | **60** | **40** | **100** | **3** |
| **BBA. 4.6** | **Physical**  **Education- Sports** | **SEC-VB** | **0+0+2** | **-** | **25** | **25** | **1** |
| **NCC/NSS/Cultural** | **SEC- VB** | **0+0+2** | **-** | **25** | **25** | **1** |
|  | **Total** |  |  | **390** | **310** | **700** | **25** |

EXIT OPTION WITH DIPLOMA

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**Acronyms Expanded**

➢ **AECC :** Ability Enhancement Compulsory Course

➢ **DSC C :** Discipline Specific Core (Course)

➢ **SEC :** Skill Enhancement Course

➢ **SB/VB :** Skill Based/Value Based

➢ **OEC :** Open Elective Course

➢ **DSE :** Discipline Specific Elective

➢ **SEE :** Semester End Examination

➢ **CIE :** Continuous Internal Evaluation

➢ **L+T+P :** Lecture + Tutorial + Practical(s)

**Note:**

1. One Hour of Lecture is equal to 1 Credit.

2. One Hour of Tutorial is equal to 1 Credit (Except Languages).

3. Two Hours of Practical is equal to 1 Credit.

Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

**5. Pedagogy:**

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

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.

2. **Experiential/Live Projects/Grass Root Projects**: To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects**/**Live Projects/Grass Root Projects in companies/organizations/factories.

3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equippingwith these skills.

4. **ICT enabled teaching with global touch:** With the use of modern ICT technology students’ learning inclass room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.

5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.

6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

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**6. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination.**

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Parameters for the Evaluation** | **Marks** |
| **1. Continuous Internal Evaluation (CIE)** | | |
| A. | Continuous & Comprehensive Evaluation (CCE) | 15 Marks |
| B. | Internal Assessment Tests (IAT) | 25 Marks |
| Total of CIE ( A+B ) | | 40 Marks |
| **2. Semester End Examination (SEE)** | | |
| C. | Semester End Examination (SEE) | 60 Marks |
| **Total of CIE and SEE (A + B + C) 100 Marks** | |  |

a) **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 15% weightage (15 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of five of the following assessment methods with three(3.0) marks each:

i. Individual Assignments

ii. Seminars/Class Room Presentations/ Quizzes

iii. Group Discussions /Class Discussion/ Group Assignments

iv. Case studies/Case lets

v. Participatory & Industry-Integrated Learning/ Field visits

vi. Practical activities / Problem Solving Exercises

vii. Participation in Seminars/ Academic Events/Symposia, etc.

viii. Mini Projects/Capstone Projects

ix. Any other academic activity

b) **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 25% weightage (25 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 25 marks.

c) In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

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**7. Suggestive Template for IAT**

**Internal Assessment Test**

**Bachelor of Business Administration (BBA)**

**Course Code: Name of the Course**

**Duration: 1 Hour Total Marks: 25 SECTION-A**

**I.** Answer any two of the following questions.(Questions are asked on

Remembering) **(2 x 2= 4)** 1.

2.

3.

**SECTION- B**

**II.** Answer any two of the following questions. (Questions are asked on

Understanding and Applying) **(2 x5= 10)** 4.

5.

6.

**SECTION- C**

**III.** Answer any one of the following questions. (Questions are asked on analyzing and evaluating) **(1x 11=11)** 7.

8.

Note: Internal Test question papers format is prepared based on Revised Bloom’s Taxonomy. (https://www.apu.edu/live\_data/files/333/blooms\_taxonomy\_action\_verbs.pdf

**8. Semester End Examination (SEE):**

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes’ norms.

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**Suggestive Template for SEE**

**Semester End Examination**

**Bachelor of Business Administration (BBA)**

**Course Code: Name of the Course**

**Duration: 3 Hours Total Marks: 60 SECTION-A**

Answer any five of the following questions. Each question carries 2 marks (5 x 2= 10) 1.

2.

3.

4.

5.

6.

7.

**SECTION- B**

Answer any four of the following questions. Each question carries 5 marks (4 x5=20) 8.

9.

10.

11.

12.

13.

14.

**SECTION- C**

Answer any three of the following questions. Each question carries10marks (3x 10=30)

15.

16.

17.

18.

19.

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**BBA FIRST SEMESTER**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 101  **Name of the Course:** Management Principles & Practice | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **4 Credits** | **4 Hrs** | **56 Hrs** | |
| **Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | | |
| **Course Outcomes: On successful completion of the course, the Students will demonstrate** • The ability to understand concepts of business management, principles and function 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.  • 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 No. 1: INTRODUCTION TO MANAGEMENT** | | | **10** |
| Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; 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 No. 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 No. 3: ORGANIZING AND STAFFING** | | | **12** |
| 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; Nature and importance of Staffing | | | |
| **Module No. 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; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc. Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles  – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style. | | | |
| **Module No. 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). | | | |
| **Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS** | | | **04** |

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Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.

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| **Skill Developments Activities:**  1. 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 DevelopmentBook.  2. Draw different types of Organization structure.  3. Draw Control charts. |
| **Text Books:**  1. Stephen P. Robbins, Management, Pearson  2. Koontz and O’Donnell, Management, McGraw Hill.  3. L M Prasad, Principles of management, Sultan Chand and Sons  4. V.S.P Rao /Bajaj, Management process and organization, ExcelBooks.GH25 5. Appanniah and Reddy, Management, HPH.  6. T. Ramaswamy: Principles of Management, HPH.  **Note:** Latest edition of text books may be used. |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 102  **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 Students will demonstrate** • Understand the framework of accounting as well accounting standards.  • The Ability to pass journal entries and prepare ledger accounts  • The Ability to prepare subsidiaries books  • The Ability to prepare trial balance and final accounts of proprietaryconcern. • Construct final accounts through application oftally. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 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 No. 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 No. 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 No. 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. | | | |
| **Module No. 5: ACCOUNTING SOFTWARE** | | | **12** |

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Introduction-meaning of accounting software, types 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 voucher, 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**.**

|  |
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| **Skill Developments Activities:**  1. List out the accounting concepts and conventions.  2. Prepare a Bank Reconciliation Statement with imaginary figures  3. Collect the financial statement of a proprietary concern and record it.  4. Prepare a financial statement of an imaginary company using tally software. |
| **Text Books:**  1. Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers  2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House 3. S.Anil Kumar,V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, 4. Himalaya Publishing House.  5. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication  6. S P Jain and K. L. Narang, Financial Accounting, KalyaniPublication  7. Radhaswamy and R.L. Gupta, Advanced Accounting , SultanChand  8. M.C. Shukla and Goyel, Advanced Accounting, S Chand.  **Note:** Latest edition of text books may be used. |

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| --- | --- | --- | --- |
| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 103  **Name of the Course:** Marketing Management | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **4 Credits** | **4 Hrs** | **56 Hrs** | |
| **Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | | |
| **Course Outcomes: On successful completion of the course, the Students will demonstrate** • Understand the concepts and functions of marketing.  • Analyse marketing environment impacting the business.  • Segment the market and understand the consumer behaviour  • Describe the 4 Ps of marketing and also strategize marketingmix  • Describe 7 Ps of service marketing mix. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO MARKETING** | | | **10** |
| Meaning and Definition of Market, Marketing, Concepts of Marketing, Market v/s Marketing , Marketing v/s Selling, Traditional Marketing v/s Modern Marketing, Significance of Marketing, Marketing Orientations, Marketing Management, Functions of Marketing Management, Role of Marketing Manager, Marketing Environment : Meaning & Types | | | |
| **Module No. 2: 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 No. 3: 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 a28nd 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) | | | |
| **Module No. 4: SERVICES MARKETING** | | | **06** |
| Meaning and definition of services, difference between goods and services, features of services, seven P’s of services marketing (concepts only). | | | |
| **Module No. 5: RECENT TRENDS IN MARKETING** | | | **10** |
| 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) | | | |

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**Skill Developments Activities:**

1. Two cases on the above syllabus should be analyzed and recorded in the skill development

2. Prepare a chart for distribution network for different products.

**Text Books:**

1. Philip Kotler, Marketing Management, Prentice Hall.

2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI 3. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw HillEducation.

4. Bose Biplab, Marketing Management, Himalaya Publishers.

5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.

6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International 7. Sontakki, Marketing Management, Kalyani Publishers.

8. P N Reddy and Appanniah, Marketing Management

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

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| **BBA 1.4 – Digital Fluency (SEC)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks : 20 | Semester End Examination Marks : 30 |

**Common Syllabus for all UG Programmes**

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| **Name of the Program:** Bachelor of Business Administration  (BBA)  **Course Code:** BAOE 101  **Name of the Course:** Business Organization | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **3 Credits** | **3 Hrs** | **45**  **Hrs** | |
| **Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | | |
| **Course Outcomes: On successful completion of the course, the Students will demonstrate:** • An understanding of the nature, objectives and social responsibilities ofbusiness • An ability to describe the different forms of organisations  • An understanding of the basic concepts of management  • An understanding of functions of management.  • An understanding of different types of business combinations | | | |
| **Syllabus:** | | | **Hou**  **rs** |
| **Module No. 1: INTRODUCTION TO BUSINESS** | | | **10** |
| **Business:** Meaning, Nature**,** Scope and Social responsibility of Business, Objectives, Essentials ofsuccessful business; Functional areas of business. Concept of Business Organisation. | | | |
| **Module No. 2: FORMS OF BUSINESS ORGANIZATION**: | | | **12** |
| Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed,Features, Merits and Demerits.  Joint Stock Company: Definitions, Features, Merits and Demerits. Co- operatives: Definitions, Features,Merits and Demerits. | | | |
| **Module No. 3: PUBLIC ENTERPRISES** | | | **08** |
| Departmental Undertaking: Definitions, Features, Merits and Demerits.  PublicCorporations: Definitions, Features, Merits and Demerits.  Government Companies: Definitions, Features, Merits and Demerits | | | |
| **Module No. 4: BUSINESS COMBINATIONS** | | | **08** |
| Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends inBusiness Combinations. | | | |
| **Module No 5**: **MANAGEMENT OF ORGANIZATIONS** | | | **07** |
| 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. | | | |

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| **Skill Developments Activities:**  **1.** Preparation of partnership deed  **2.** Draw a business tree  **3.** Make a list of 10 PSUs  **4.** Prepare a list of different types of business combinations |

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**Text Books:**

1. C B. Guptha - Business Organisation and Management, Sultan Chand &Sons. 2. Dr. S. C. Saxena - Business Administration & Management, SahityaBhawan. 3. Y K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons. 4. R K. Sharma, Business – Organisations and Management, Kalyani Publishers.

5. I.M. Sahai, Padmakar Asthana **-** Business Organisation & Administration, Sahitya Bhawan Publications, Agra

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BAOE 101  **Name of the Course:** Office Organization and Management (OEC) | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **3 Credits** | **3 Hrs** | **45 Hrs** | |
| **Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | | |
| **Course Outcomes: On successful completion of the course, the Students will demonstrate** a) An understanding of basic knowledge of office organisation and management b) Demonstrate skills in effective office organisation  c) Ability to maintain office records  d) Ability to maintain digital record.  e) Understanding of different types of organisation structures and responsibilities as future office managers. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT** | | | **08** |
| Introduction: Meaning, importance and functions of modern office  Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types,  Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office  Office management: Meaning, Elements and major processes of Office  management  Office Manager: Functions and qualifications of Office manager. | | | |
| **Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES** | | | **07** |
| 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 No. 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 No. 4: RECORDS MANAGEMENT** | | | **10** |

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| 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.  Centralisation and Decentralisation of Filing- Centralised filing and Decentralised 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. | |
| **Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING** | **10** |
| 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 Lifecycle (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 | |
| **Skill Developments Activities:**  1. Visit an office and enlist the different types of machines used in theoffice  2. Identify the different types of stationery used in officestoday  3. Draw a data life cycle chart  4. Draw charts indicating different types of office layouts. | |
| **Text Books:**  1. S.P Arora, Office Organisation and Management, Vikas Publishing House PvtLtd 2. M.E Thakuram Rao, Office organisation and Management, Atlantic  3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning. **Note:** Latest edition of text books may be used. | |

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| **BBA 1.6 – Physical Education- Yoga/Health and Wellness (SEC-VB)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks: 25+25 | Semester End Examination Marks : Nil |

**Common Syllabus for all UG Programmes**

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**BBA SECOND SEMESTER**

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 151  **Name of the Course:** Corporate Accounting and Reporting | | | |
| **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 Students will demonstrate** • The ability to prepare final accounts of partnership firms  • The ability to understand the process of public issue of shares and accounting for the same • The ability to prepare final accounts of joint stock companies.  • The ability to prepare and evaluate vertical and horizontal analysis of financial statements  • The ability to understand company’s annual reports. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM** | | | **10** |
| 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. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit  methods) | | | |
| **Module No. 2: ISSUE OF SHARES** | | | **08** |
| Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form  (Practical Problems). | | | |
| **Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES** | | | **12** |
| 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)  (Practical Problems). | | | |
| **Module No. 4: FINANCIAL STATEMENTS ANALYSIS** | | | **12** |
| Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation) | | | |
| **Module No. 5: CORPORATE FINANCIALREPORTING PRACTICES** | | | **10** |

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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).

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| **Skill Developments Activities:**  1. Collect financial statement of a company for five years and analyse the same using trend analysis.  2. Refer annual reports of two companies and list out the components.  3. Draft a partnership deed as per Partnership Act.  4. List out the accounting policies in annual report of the company |
| **Text Books:**  1. Maheshwari S.N &Maheshwari S.K., Advanced Accountancy, Vikas Publication House Pvt. Ltd. 2. Jain and Narang, Advanced Accountancy, Kalyani Publications.  3. R. L. Gupta, Principles and Practice of Accountancy, Sultan Chand & Sons.  4. D. Chandra Bose, Advanced Accounting II, PHI Learning Pvt. Ltd.  5. M.C Shukla, T.S Grewal and S.C Gupta, Advanced Accounts II, Chand & Company. 6. Basu& Das, Advanced Accountancy, Vikas Publication House Pvt Ltd.  7. Arulanandam M.A. and Raman K.S., Advanced Accountancy, Himalaya Publishing House. **Note:** Latest edition of text books may be used. |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 152  **Name of the Course:** Human Resource Management | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **4 Credits** | **4 Hrs** | **56 Hrs** | |
| **Pedagogy:** Classroom’s lecture, tutorials, Group discussion, Seminar, Case studies & field work etc., | | | |
| **Course Outcomes: On successful completion of the course, the students will be able to demonstrate**  • Ability to describe the role and responsibility of Human resourcesmanagement 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 No. 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, Trends influencing HR practices | | | |
| **Module No. 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 No. 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 No. 4: PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS** | | | **14** |

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| 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 | |
| **Module No. 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. | |
| **Skill Developments Activities:**  1. Preparation of Job Descriptions and Job specifications for a Jobprofile  2. Choose any MNC and present your observations on trainingprogram  3. Develop a format for performance appraisal of an employee.  4. Discussion of any two Employee Engagement models.  5. Analysis of components of pay structure based on the CTC sent by the  Corporate to the institute for the various jobs of differentsectors. | |
| **Textbooks:**  1. Aswathappa, Human Resource Management, McGraw Hill  2. Edwin Flippo, Personnel Management, McGraw Hill  3. C.B.Mamoria, Personnel Management, HPH  4. Subba Rao, Personnel and Human Resources Management, HPH  5. Reddy & Appanniah, Human Resource Management, HPH  6. Madhurimalal, Human Resource Management, HPH  7. S.Sadri & Others: Geometry of HR, HPH  8. Rajkumar: Human Resource Management I.K. Intl  9. Michael Porter, HRM and Human Relations, Juta & Co.Ltd.  10. K. Venkataramana, Human Resource Management, SHBP Chartered Accountants of India, New Delhi.  **Note:** Latest edition of textbooks may be used. | |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 153  **Name of the Course: BUSINESS ENVIRONMENT** | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **4 Credits** | **4 Hrs** | **56 Hrs** | |
| **Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies. | | | |
| **Course Outcomes: On successful completion Student will demonstrate**  • An Understanding of components of business environment.  • Ability to analyse the environmental factors influencing business organisation. • Ability to demonstrate Competitive structure analysisfor select industry.  • Ability to explain the impact of fiscal policy and monetary policy on business. • Ability to analyse the impact of economic environmental factors onbusiness. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT** | | | **12** |
| Meaning of business, scope and objectives 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. | | | |
| **Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT** | | | **16** |
| 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. | | | |
| **Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT** | | | **13** |
| 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. | | | |
| **Module No. 4: TECHNOLOGICAL ENVIRONMENT** | | | **10** |
| 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. | | | |
| **Module No. 5: NATURAL ENVIRONMENT** | | | **05** |
| Meaning and nature of physical environment. Impact of Natural environment on business. | | | |

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**Skill Developments Activities:**

a) List out key features of recent Monetary policy published by RBI impacting businesses.

b) Give your observation as to how technology has helped society. c) Draft Five Forces Model for Imaginary business.

d) Identify the benefits of Digital transformation in India.

**Text Books:**

1. Dr. K Ashwatappa: Essentials Of Business Environment

2. Sundaram & Black: The International Business Environment; Prentice Hall 3. Chidambaram: Business Environment; Vikas Publishing

4. Upadhyay, S: Business Environment, Asia Books

5. Chopra, BK: Business Environment in India, Everest Publishing 6. Suresh Bedi: Business Environment, Excel Books

7. Economic Environment of Business by M. Ashikary.

8. Business Environment by Francis Cherrinulam

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

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| **BBA 2.4 – Environment Studies (AECC)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks : 20 | Semester End Examination Marks : 30 |

**Common Syllabus for all UG Programmes**

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| **Name of the Program:** Bachelor Business Administration (BBA)  **Course Code:** BAOE 151  **Name of the Course:** People Management | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **3 Credits** | **3 Hrs** | **45 Hrs** | |
| **Pedagogy:** Classroom’s lecture, tutorials, Group discussion, Seminar, Case studies. | | | |
| **Course outcome: On successful completion of the course, student will demonstrate:**  1. Ability to examine the difference between People Management with Human resource Management  2. Ability to explain the need for and importance of PeopleManagement.  3. Ability to explain role of manager in different stages of performance management process 4. Ability to list modern methods of performance and task assessment.  5. Ability to analyse the factors influencing the work life balance of an working individual. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO PEOPLE MANAGEMENT** | | | **06** |
| 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 No. 2: GETTING WORK DONE AND ASSESSMENT AND EVALUATION** | | | **12** |
| 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 of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance. | | | |
| **Module No. 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION** | | | **12** |
| 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 No. 4: MOTIVATION** | | | **08** |
| Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation | | | |
| **Module No. 5: MANAGING SELF** | | | **07** |

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| 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. |
| **Skill Developments Activities:**  1. Analyse two cases on any of the above content indicated above.  2. List out the modern tools to performance assessment and evaluation.  3. Conduct a survey of work life balance of working individuals  4. Draft a Career development of working individual in the middle level management. |
| **Text Books:**  1. Mc. Shane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07- 115113-3.  2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163  3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.  4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.  5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw Hill.  6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books, **Note:** Latest edition of text books may be used. |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BAOE 151  **Name of the Course:** RETAIL MANAGEMENT | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **3 Credits** | **3 Hrs** | **45 Hrs** | |
| **Pedagogy:** Classroom’s lecture, tutorials, Group discussion, Seminar, Case studies. | | | |
| **Course Outcomes: On successful completion Student will demonstrate ;**  a) An understanding of the types and forms of Retail business.  b) Ability to examine Consumer Behaviour in various environments.  c) Ability to analyse various Retail operations and evaluate them.  d) Ability to analyse various marketing mix elements in retail operations.  e) An understanding of Information Technology in retail business. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO RETAIL BUSINESS** | | | **08** |
| Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario. | | | |
| **Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS** | | | **08** |
| Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction. | | | |
| **Module No. 3: RETAIL OPERATIONS** | | | **08** |
| Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management. | | | |
| **Module No. 4: RETAIL MARKETING MIX** | | | **14** |
| Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix. | | | |
| **Module No. 5: INFORMATION TECHNOLOGY IN RETAILING** | | | **07** |
| 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. | | | |
| **Skill Developments Activities:**  1. Draw a retail life cycle chart and list the stages  2. Draw a chart showing a store operations  3. List out the major functions of a store manager diagrammatically  4. List out the current trends in e-retailing  5. List out the Factors Influencing in the location of a New Retail outlet | | | |
| **Text Books:** | | | |

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1. Suja Nair; Retail Management, HPH

2. Karthic – Retail Management, HPH

3. S.K. Poddar & others – Retail Management, VBH. 4. R.S Tiwari ; Retail Management, HPH

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

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| **BBA 2.6 – Physical Education-Sports/ NCC/NSS/R&R(S&G) /Cultural (SEC-VB)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks : 25+25 | Semester End Examination Marks : Nil |

**Common Syllabus for all UG Programmes**

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**BBA THIRD SEMESTER**

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| **Name of the Program:** Bachelor of Business Administration (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** | **5 Hrs.** | **60 Hrs.** | |
| **Pedagogy:** Classroom lectures, Tutorials, and Problem Solving. | | | |
| **Course Outcomes: On successful completion of the course, the students will -**  1. Be able to demonstrate an understanding of the elements of cost and prepare a costsheet. 2. Be able to prepare material related documents, understand the management ofstores and issue procedures.  3. Develop the ability to calculate Employee costs.  4. Able to classify, allocate apportion overheads and calculate overhead absorption rates.  5. Understand and reconcile cost and financial accounts. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO COST ACCOUNTING** | | | **12** |
| **Introduction**: Meaning, Objectives, Importance and Uses of Cost Accounting, Functions of Cost Accounting Department in an Organization, Difference between Cost Accountingand Financial Accounting; Various elements of Cost and Classification of Cost; Cost Object, Cost Unit, Cost Driver, Responsibility Centers; Cost Reduction and Cost Control; Methods and Techniques of Costing(Meanings only); Use of IT in Cost Accounting; Limitations of Cost Accounting; **Cost Sheet**: Meaning and Cost Heads in a Cost Sheet, Presentation of Cost information in Cost Sheet/Statement- Problems on Cost Sheet, Tenders and Quotations. | | | |
| **Module No. 2: MATERIALS COST** | | | **16** |

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| **Materials**: Meaning, Importance and Types of Materials - Direct and Indirect Material.  **Materials Procurement**: 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);  **Materials Storage and Records**: Duties of Storekeeper, Store records- (Bin cards, Stores Ledger, Stock Control Cards);  **Materials Issues and Valuation**: Procedure for material issues, Documents used in material issues- (Material Requisition Note, Material Transfer Note, Materials Return Note); Valuation of material issues- preparation of Stores Ledger/ Account - FIFO, LIFO, Simple Average Price and Weighted Average Price Methods- problems. |

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| **Inventory Control**: Inventory control techniques and determination of various stock levels Problems on Level Setting and Computation of EOQ; ABC Analysis, FSN Inventory, VED Inventory, HML Inventory, Physical Control- Two-Bin system, KANBAN, JIT Inventory Management technique, Perpetual Inventory system (Concepts only). | | |
| **Module No. 3: EMPLOYEE COST** | **10** | |
| **Employee Cost:** Meaning, Components, Classification and Importance of Employee (Labour) Cost in Organizations; Attendance Procedure- Timekeeping and Time Booking,Idle Time- Causes and treatment of Normal and Abnormal Idle Time, Overtime- Causes and treatment (Theory only);  **Methods of Remuneration** (Payment of Wages and Incentives) Problems on calculation of earnings under Time Rate (Straight time rate, Halsey and Rowan Methods) and Piece rate systems (Straight piece rate and Taylor’s differential piece rate); **Employee Turnover** Meaning, Reasons and Effects of LTO/ETO. | | |
| **Module No. 4: OVERHEADS** | | **12** |
| **Overheads**: Meaning and Classification of Overheads; Accounting and Control of  Manufacturing Overheads: Estimation and Collection, Cost allocation, Apportionment, Re apportionment and Absorption of Manufacturing Overheads; Problems on Primary and Secondary distribution and Secondary distribution using Reciprocal Service Methods only (Repeated Distribution Method and Simultaneous Equation Method); Accounting and Control of Administrative, Selling and Distribution overheads; Absorption of overheads: Meaning and Methods of Absorption of overheads; Problems on Machine hour rate | | |
| **Module No. 5: RECONCILIATION ACCOUNTS** | | **10** |
| Reasons for differences in Profits under Financial and Cost Accounts; Procedure for Reconciliation –Ascertainment of Profits as per Financial Accounts and Cost Accounts and Reconciliation of Profits of both sets of Accounts – Preparation of Reconciliation Statement  – Problems. | | |

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| **Skill Developments Activities:**  1. Prepare a Cost Sheet with imaginary figures.  2. List the documents required in Inventory Management.  3. Demonstrate the valuation of inventory using any one method of pricing material issues.  4. Calculate the amount of Wages under Halsey / Rowan Plans, using imaginary data. |
| **Text Books:** |
| 1. Jain and Narang, Cost Accounting, Kalyani Publication House.  2. M.N Arora, Cost Accounting , HPH  3. N.K. Prasad, Cost Accounting, Books Syndicate Pvt. Ltd.  4. Dr. V Rajeshkumar, Dr. R K Srikanth, Cost Accounting, MH India  5. P V Ratnam, Cost Accounting, Kitab Mahal  6. P C Tulsian, Cost Accounting, MHE India  7. Nigam & Sharma, Cost Accounting, HPH  8. Dr. B. Mariyappa, Cost Accounting, HPH  9. Khanna, Ahuja & Pandey, Practical Costing, S Chand & Co. Ltd.  10. B.S. Raman, Cost Accounting, United Publisher  11. Ravi M. Kishore, Cost Management, Taxmann  **Note: Latest edition of text books may be used.** |

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| **Name of the Program:** Bachelor of Business Administration (BBA) **Course Code**: BBA 3.2  **Name of the Course:** ORGANIZATIONAL BEHAVIOUR | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **4 Credits** | **4 Hrs.** | **56 Hrs.** | |
| **Pedagogy:** Classroom lectures, Tutorials, Role Plays and Case study method. | | | |
| **Course Outcomes: On successful completion of the course, the Students will:**  1. Demonstrate an understanding of the role of OB in business organization. 2. Demonstrate an ability to understand individual and group behavior in an organization.  3. Be able to explain the effectiveness of organizational change and development of organisation.  4. Demonstrate an understanding of the process of organizational development andOD Interventions. | | | |
| **Syllabus:** | | | **Hours** |
| **ModuleNo.1: INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR** | | | **16** |
| **Organization Behaviour**– Meaning, Definition of OB, Importance of OB, Foundations of OB. **Individual behaviour** - Personal Factors, Environmental Factors, organization systems and resources. **Personality**-Meaning, Determinants and Traits of Personality. **Perception**- Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors. | | | |
| **Module No. 2: GROUP AND TEAM DYNAMICS** | | | **10** |
| **Group Dynamics**-Meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behaviour.  **Team Dynamics**- Meaning, Types of Teams: Conflict-sources of conflict and ways of resolving conflict. | | | |
| **Module No. 3: CHANGE MANAGEMENT** | | | **8** |
| **Introduction to Change Management**: Meaning of Change, Importance and Nature of Planned Change, Factors Influencing Change - Resistance to Change, Overcoming Resistance to Change. | | | |
| **Module No. 4: ORGANIZATIONAL DEVELOPMENT** | | | **12** |
| **Organizational Development**: Meaning and Nature of Organizational Development (OD), Process of Organizational Development: Overview of Entering and Contracting, **Diagnosing:** Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level). | | | |

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| **Module No. 5: OD INTERVENTIONS** | **10** |
| Designing Effective OD Interventions: How to Design Effective Interventions, Overview of OD interventions - Human Process Interventions, Techno Structural Interventions, HRM Interventions and Strategic Change Interventions, Conditions for optimal success of OD. | |
| **Skill Developments Activities:**  1. Two cases on the above syllabus should be analyzed and record in the skill development  2. Draw Blake and Mouton managerial grid  3. List the Personality Traits of Successful Business Leaders.  **SAMPLE CASES FOR REFERENCE:**  **Module 1**  For business continuity, during Covid-19, XYZ organisation has encouraged the employees to Work From Home (WFH). But Post lock down, when the employees are called back to office, they resisted. Majority of the employees are preferring WFH. Few employees have resigned the job too.  If you are the manager of XYZ, can you justify the employee behaviour? Draw up a list ofall the strategies you incorporate in bringing employees back to office  **Module 2**  You are heading a global team, which consist of employees from various culture and background. The diversity and lack of inclusion is negatively impacting the functioning of this heterogeneous team. Dysfunctional conflict is common among the members.  Chart a plan of action to resolve the conflict within the global team. Suggest remedies for a long-term solution  **Module 3**  The ABC Bank is planning to introduce Finacle digital banking platform for competitive advantage. Majority of the employees have more than 15 years’ work experience in the bank. They do not want to change from their comfort zone.  As a manager, design the methods of overcoming employee resistance to change in order to achieve the objectives of ABC Bank in the best possible manner.  **Module 4**  Owing to the rapid expansion, the XYZ start-up's transition from a "one-man show' to a 'professionally run" set-up was initiated. The aim was to develop the strengths of each member of the team and to channel them towards autonomous decision making. Chart the steps in the OD process that can be followed by XYZ firm. Identify the four target of change - Human Resources, Functional Resources, Technological Capabilities and Organizational Capabilities. | |

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**Module 5**

Employee retention is a critical issue in your E-Commerce organisation. The talented employees are moving to competitive firms. Chart an organizational development intervention plan to maximize effectiveness and minimize organizational strain.

**Text Books:**

1. Fred Luthans, Organizational Behaviour. McGraw Hill

2. Robbins, Organizational Behaviour, International Book House. 3. John W. Newstrom and Kieth Davis, Organizational Behaviour, McGraw Hill. 4. K. Aswathappa, Organizational Behaviour, HPH.

5. Appanniah and, Management and Behavioural Process, HPH

6. Sharma R.K and Gupta S.K, Management and Behaviour Process, KalyaniPublishers.

7. Rekha and Vibha – Organizational Behavioural, VBH.

8. P.G. Aquinas Organizational Behaviour, Excel Books.

9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour **Note: Latest edition of text books may be used.**

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| **Name of the Program:** Bachelor of Business Administration (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** | **5 Hrs.** | **60 Hrs.** | |
| **Pedagogy:** Classroom lectures, Tutorials, and Problem Solving. | | | |
| **Course Outcomes: On successful completion of the course, the Students will be able**  1. To understand the basic concepts in statistics.  2. To classify and construct statistical tables.  3. To understand and construct various measures of central tendency, dispersion and skewness.  4. To apply correlation and regression for data analysis. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO STATISTICS** | | | **12** |
| **Introduction** – Meaning, Functions and Uses of Statistics; Collection of Data - Techniques of Data Collection – Census Technique and Sampling Technique (Concepts). **Classification**: Meaning, and Methods of Classification of Data, **Tabulation**: Meaning, Parts of a Table – Simple problems on Tabulation; **Diagrammatic Presentation**: Bar Diagrams – Simple Bars, Multiple Bars, Percentage Sub-divided Bar Diagram; Two Dimensional Diagrams – Pie Diagram. | | | |
| **Module No. 2: MEASURES OF CENTRAL TENDENCY AND DISPERSION** | | | **14** |
| **Measures of Central Tendency**: Calculation of Arithmetic Mean, Median and Mode for Individual, Discrete and Continuous Series – Problems; Empirical relation between Mean, Median and Mode.  **Measures of Dispersion:** Absolute and Relative measures of dispersion - StandardDeviation in Individual, Discrete and Continuous Series – Problems  **Measures of Skewness:** Calculation of Karl Pearson’s Co-efficient of Skewness (Uni modal) – Problems. | | | |
| **Module No. 3: CORRELATION AND REGRESSION ANALYSIS** | | | **14** |
| **Correlation Analysis** - Meaning, Types of Correlation, Calculation of Karl Pearson’s Coefficient of Correlation, Computation of Probable Error,  **Regression Analysis** – Concept of Regression, Regression equations- Problems. | | | |
| **Module No. 4: TIME SERIES ANALYSIS** | | | **12** |

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| Meaning, Components, fitting a straight-line trend using Least Square Method (Problems where ΣX=0 only), calculation and estimation of trend values. | |
| **Module No. 5: INDEX NUMBERS** | **12** |
| Index number, Construction of Index number, Methods of Index number - simple aggregate method, Weighted method - Fishers Ideal Index Number-Problems. Tests of Adequacy (Unit test, TRT, FRT, Circular test). Consumer Price Index Number-Problems. | |
| **Skill Developments Activities:**  1. Data Visualization practical session Using Table/Power BI.  2. Execute Average, Variance, Standard Deviation, CV, and Covariance using Excel. 3. Execute and Analyse Regression Model using Excel,  4. Practical session on Time series models using GRETL  5. Collect past years' Indian consumer price index data (as of the current base year)and analyse its impact on any macroeconomic indicator. | |
| **Text Books:**  1. S P Gupta: Statistical Methods- Sultan Chand  2. Dr. B N Gupta: Statistics, Sahithya Bhavan  3. S.C Gupta: Business Statistics, HPH  4. N.V.R Naidu: Operation Research I.K. International Publishers  5. Elhance: Statistical Methods, Kitab Mahal  6. Sanchethi and Kapoor: Business Mathematics, Sultan Chand  7. Veerachamy: Operation Research I.K. International Publishers  8. S. Jayashankar: Quantitative Techniques for Management  9. D.P Apte; Statistical Tools for Managers  10. Chikoddi & Satya Prasad: Quantitative Analysis for Business Decision, HPH 11. Dr. Alice Mani: Quantitative Analysis for Business Decisions - I, SBH  **Note: Latest edition of text books may be used.** | |

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| **BBA 3.4 –** ARTIFICIAL INTELLIGENCE **(SEC)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks : 20 | Semester End Examination Marks : 30 |

**Common syllabus for all UG**

**Programmes**

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| **Name of the Program:** Bachelor of Business Administration (BBA) **Course Code:** BBA 3.5  **Name of the Course:** SOCIAL MEDIA MARKETING (OEC) | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **3 Credits** | **3 Hrs.** | **42 Hrs.** | |
| **Pedagogy:** Classroom lectures, Tutorials, and Case study method. | | | |
| **Course Outcomes: On successful completion of the course, the Students will able to:**  1. Understand social media marketing goals for successful online campaigns. 2. Analyze the effective social media marketing strategies for various types of industries and businesses.  3. Design social media content and create strategies to optimize the content’s reachto the target audience.  4. Appraise the reach and track progress in achieving social media objectives witha variety of measurement tools and metrics.  5. Design a suitable social media campaign for the business goals. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: SOCIAL MEDIA INTRODUCTION** | | | **08** |
| Introduction to social media, how to build a successful Social Media Strategy, Goal setting, 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. | | | |
| **Module No. 2: FACEBOOK - INSTAGRAM MARKETING** | | | **10** |
| Exploring the use of a Facebook page, Facebook Ad campaign, Facebook groups, Hashtags, Instagram, creates automation for Instagram, Audience Insights, page Insights, exploring the various IG content types, setting a theme and flow on Instagram, and generating Leads. | | | |
| **Module No. 3: TWITTER MARKETING** | | | **08** |
| 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. | | | |
| **Module No. 4: YOUTUBE MARKETING** | | | **08** |
| Youtube marketing, creating a youtube channel, posting content, youtube analytics, Google Pages for YouTube Channels, Video Flow, Verify Channel, Webmaster Tool –Adding Asset. | | | |

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| **Module No. 5: SEARCH ENGINE OPTIMIZATION** | **08** |
| Search Engine Optimisation (SEO) Introduction, Understanding SEO, User Insights, Benefits and Challenges, Content Marketing, Traditional Media v/s Social Media, recent trends and challenges in Social Media marketing. Search Engine Optimization-Recent trends and challenges | |
| **Skill Developments Activities:**  1. Prepare Facebook Page in your name.  2. Open a YouTube channel.  3. Create a blog and write an article on Climate change.  4. Create a search engine optimization (SEO) dashboard. | |
| **Text Books:**  1. Annmarie Hanlon (2022), Digital Marketing Strategic Planning & Integration,2nd Edition, SAGE Publications Ltd.  2. Matt Golden (2022), Social Media Marketing, 1st Edition, Bravex Publications. 3. Simon Kingsnorth (2022), The Digital Marketing Handbook: Deliver Powerful Digital Campaigns, 1st Edition, Kogan Page.  4. Melissa Barker, Donald I. Barker, Nicholas F. Bormann and Debra Zahay (2016), Social Media Marketing: A Strategic Approach, 2nd Edition, Cengage Learning. 5. 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.** | |

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| **Name of the Program:** Bachelor of Business Administration (BBA) **Course Code:** BBA 3.5  **Name of the Course:** RURAL MARKETING (OEC) | | | |
| **Course Credits** | **No. of Hours per Week** | **Total No. of Teaching Hours** | |
| **3 Credits** | **3 Hrs.** | **42 Hrs.** | |
| **Pedagogy:** Classroom lectures, Tutorials, and Case study method. | | | |
| **Course Outcomes: On successful completion of the course, the Students will demonstrate**  1. Describe the importance and application of various concepts of rural marketing. 2. Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers’ buying behaviour.  3. Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.  4. Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.  5. Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO RURAL MARKETING** | | | **08** |
| Nature and scope of rural marketing, rural v/s urban markets, concepts and classificationof rural markets, rural marketing environment, rise of rural consumerism. | | | |
| **Module No. 2: RURAL CONSUMER BEHAVIOUR** | | | **06** |
| Consumer buying Behaviour in rural markets, factors affecting consumer behaviour. **Market segmentation** – Bases for segmenting rural consumer markets. | | | |
| **Module No. 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 No. 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. | | | |

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| Rural communication strategy: challenges in rural Communication, creating promotion mix for rural audiences - advertisement, sales promotion, publicity. | |
| **Module No. 5: TRENDS IN RURAL MARKETING** | **10** |
| Digitizing rural India, online marketing reach in the rural market, recent trends in packing, labeling, grading, transporting, order processing, payment methods, storage and warehousing. Corporate Farming -Meaning Only.  Include live cases (ITC E-Choupal, TARAhatt, EID Parry’s Indiagriline) | |
| **Skill Developments Activities:**  1. Prepare a Product life cycle for a Rural product  2. Select a Rural Product and conduct a Consumer Satisfaction Survey  3. Prepare an advertisement copy for a rural product  4. Visit an APMC Yard/Mandis and prepare a report on any one Agri-product pricing. | |
| **Text Books:**  1. Debarun Chakrabaorty and Soumya Kanti Dhara, et al. ( 2021), Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd  2. Acharya SS and Agarwal NL (2019), Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd.  3. Dinesh Kumar and Punam Gupta (2019), Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd.  4. C. G. Krishnamacharyulu (2010), Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd.  5. T.P. Gopalaswamy (2009) Rural Marketing-Environment, Problems and Strategies,3rd Edition, Vikas Publishing House.  **Note: Latest edition of text books may be used.** | |

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| **BBA 3.6 – Sports/ NCC/NSS/R&R(S&G) /Cultural**  **(SEC-VB)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks : 25+25 | Semester End Examination Marks : Nil |

**Common syllabus for all UG Program**

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**BBA - FOURTH SEMESTER**

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 251  **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:**  1. Explain the application of management accounting and various tool used 2. Make inter – firm and inter- period comparison of financial statements 3. Analyse financialstatements using various ratios for business decisions. 4. Prepare fund flow and cash flow statements  5. Prepare different types of budgets for the business. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 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, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management. | | | |
| **Module No. 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 and Solvency ratios. Problems on conversion of financial statements into ratios andratios intofinancial statements. | | | |
| **Module No. 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– Differences between Cash Flow Statement and Fund Flow Statement – Provisions of Ind. AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS-7. | | | |
| **Module No. 4: MARGINAL COSTING** | | | **10** |

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| 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  problems. |

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| **Module No. 5: 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. | |
| **Skill Developments Activities:**  1. Collect the financial statement of a company and calculate important ratios. 2. Collect the annual report of a company and prepare a cash flow statement. 3. Prepare a Break-even-chart with imaginary figures.  4. Prepare a flexible budget using imaginary figures.  5. Prepare a Cash budget using imaginary figures | |
| **Text Books:**  **1.** Dr. S.N. Maheswari, Management Accounting, Mahavir Publications **2.** T.S. Sexana, Advanced Cost and Management Accounting, Sultan Chand **3.** Jain and Narang, Cost and Management Accounting, Kalyani Publisher. **4.** Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications. **5.** B.S. Raman, Management Accounting, United Publishers.  **6.** Sharma and Gupta, Management Accounting, Kalyani Publishers. **7.** M N Arora, Accounting for Management, Himalaya Publisher **8.** Jawahar Lal, Cost Accounting; McGraw-Hill Education (India) **Note: Latest edition of text books may be used.** | |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 252  **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 able to:**  1. Understand types of analytics and data models  2. Understand the role of data indecision making, sources and types of Data. 3. Ability to analyse data using different data analytic tools and draw inferences. 4. Understand applied statistics for business problems.  5. Demonstrate visualization of data. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO BUSINESS ANALYTICS** | | | **12** |
| 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. | | | |
| **Module No. 2: ROLE OF DATA IN THE ORGANIZATION** | | | **10** |
| 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. Data warehouse, Data mining, Data Integration – What, need, advantages, approaches of Data integration, Data profiling. | | | |
| **Module No. 3: TOOLS USED FOR DATA ANALYTICS** | | | **11** |
| Introduction to data analytics software – Types of data analytics software – open source and proprietary software.  **Lab sessions:**  R, JAMOVI, GRETL, Python: Installation of software –Installation of packages / library - Importing of data – Saving of data – Run descriptive Statistics – Interpret result – plotting of charts  – inferences of chart. (Using all the four specified software). | | | |
| **Module No. 4: DATABASE ORIENTATION** | | | **12** |

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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 |

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| Language – Where clause, Order by, Group by, DCL commands – Grant, Revoke, TCLCommands – Commit, Roll Back, Save point. Aggregate Functions, Relational Algebra. | |
| **Module No. 5: DATA VISUALIZATION USING**  **TABLEAU(PUBLIC VERSION)** | **10** |
| 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.) | |
| **Skill Developments Activities:**  1. Prepare tree map chart using Tableau.  2. Run a descriptive statistic using R and Python software.  3. Execute a summary chart in JAMOVI.  4. Execute DCL and TCL Command in SQL. | |
| **Text Books:**  1. Business Analytics: Text and Cases, Tanushri Banerjee, Arvindram Banerjee,Publisher: Sage Publication  2. Business Analytics, U Dinesh Kumar, Publication: Wiley  3. Business Analytics, R. Evans James, Publisher: Pearson  4. Fundamental of Business Analytics, Seema Acharya R N Prasad, Publisher: Wiley  **5.** Business Analytics: Data Analysis and Decision Making, Albright and Winstonpublished by Cengage Learning**.**  6. Swain Scheps, Business Intelligence for Dummies.  7. Rick Sherman, Business Intelligence Guidebook: From Data Integration to Analytics  8. Cindi Howson. Successful Business Intelligence, Second Edition: Unlock the Value ofBI& Big Data  **Note: Latest edition of text books may be used.** | |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 252  **Name of the Course:** FINANCIAL MARKETS AND  SERVICES | | | |
| **Course Credits** | **No. of Hours per**  **Week** | **Total No. of Teaching**  **Hours** | |
| **4 Credits** | **4 Hrs.** | **56**  **Hrs.** | |
| **Pedagogy:** Classroom lectures and Tutorials | | | |
| **Course Outcomes: On successful completion of the course, the Students will be able to:**  1. Understand the financial system, Institutions, financial markets and services. 2. Analyse the concepts relevant to Indian financial market and relevance. 3. Understand concept of financial services, types and functions.  4. Understand the types of financial Instruments.  5. Demonstrate an understanding the functioning of stock markets. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: OVERVIEW OF FINANCIAL SYSTEM** | | | **08** |
| Introduction to Financial System – Features, Constituents of Financial System; FinancialInstitutions; Financial Services; Financial Markets and Financial Instruments. | | | |
| **Module No. 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 No. 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 No. 4: FINANCIAL MARKETS AND INSTRUMENTS** | | | **10** |
| Meaning and Definition, Role and Functions of Financial Markets, Constituents of FinancialMarkets; Money Market Instruments, Capital Market and Instruments; SEBIguidelines for Listing of Shares and Issue of Commercial Papers. | | | |

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| **Module No. 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. | |
| **Skill Developments Activities:**  1. Visit any financial institution and prepare a report regarding its structure,functionsand performance.  2. Analyze the ratings given by any credit rating agency, for at least 5 companies. 3. Collect information on NASDAQ, Nifty, Sensex and write brief report on the same.  4. Identify a company of your choice and record its share prices for one month. | |
| **Text Books:**  **1.** L.M. Bhole, Financial Institutions & Markets, McGraw Hill  **2.** Khan, M.Y, Indian Financial System, McGraw Hill  **3.** Sharma, Meera, Management of Financial Institutions, Eastern Economy Edition  **4.** Bhole and Mahakud, Financial Institutions and Markets – Structure, Growth andInnovations, McGraw Hill  **5.** Guruswamy, S., Financial Services and System, McGraw Hill  **6.** Edminister. R.O, Financial Institutions, Markets & Management, McGraw Hill **7.** Khan. M.Y, Indian Financial System, Vikas Pub. House  **8.** H.R Machiraju, Indian Financial System, Vikas Pub. House  **9.** E. Gorden & K. Nataraj, Financial Markets and Services, HPH  **Note: Latest edition of text books may be used.** | |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BACT 253  **Name of the Course:** FINANCIAL MANAGEMENT | | | |
| **Course Credits** | **No. of Hours per**  **Week** | **Total No. of Teaching Hours** | |
| **4 Credits** | **5 Hrs.** | **60Hrs.** | |
| **Pedagogy:** Classroom lectures, Tutorials, and Problem Solving. | | | |
| **Course Outcomes: On successful completion of the course, the Students will able:**  1. To identify the goals of financial management.  2. To apply the concepts of time value of money for financial decision making. 3. To evaluate projects using capital budgeting techniques.  4. To design optimum capital structure using EBIT and EPS analysis. 5. To evaluate working capital effectiveness in an organization. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: INTRODUCTION TO FINANCIAL MANAGEMENT** | | | **10** |
| **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; FinancialPlanning – Principles of Sound Financial Planning, Steps in FinancialPlanning, Factors influencing a Sound Financial Plan. | | | |
| **Module No. 2: TIME VALUE OF MONEY** | | | **14** |
| Meaning, Need, Future Value (Single Flow, Uneven Flow & Annuity); Present Value(SingleFlow – Uneven Flow & Annuity); Doubling Period; Concept of Valuation -- Valuation of Bonds, Debentures and Shares (Simple Problems) | | | |
| **Module No. 3: FINANCING & DIVIDEND DECISIONS** | | | **12** |
| **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) | | | |

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| **Module No. 4: INVESTMENT DECISION** | **12** |
| Meaning and Scope of Capital Budgeting, Features & Significance, Techniques -- PaybackPeriod, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index (Problems) | |
| **Module No. 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,Determinantsof Working Capital, Sources of Working Capital, Estimation of Working Capital (Simple Problems) | |
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| **Skill Developments Activities:**  1. Calculate Equated Installment and prepare Loan Repayment schedule using imaginaryfigures.  2. Identify capital structure practices followed in any firm/company of your choice.  3. Collect the information on various types of bonds offered by government and recordthesame.  4. Prepare a working capital statement using imaginary values. | |
| **Text Books:**  1. I M Pandey, Financial Management. Vikas Publication.  2. Prasanna Chandra, Financial Management, TMH  3. S N Maheshwari, Financial Management, Sultan Chand  4. Khan and Jain, Financial Management, TMH  5. Dr. V Rajeshkumar and Nagaraju V, Financial management, MH India 6. Dr. Aswathanarayana.T ,Financial Management, VBH  7. K. Venkataramana, Financial Management, SHBP  8. G. Sudarshan Reddy, Financial Management, HPH  9. Sharma and Shashi Gupta, Financial Management, Kalyani Publication **Note: Latest edition of text books may be used.** | |

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| **BBA 4.4 –** CONSTITUTION OF INDIA **(SEC)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks : 20 | Semester End Examination Marks : 30 |

**Common syllabus for all UG**

**Programmes**

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BAOE 251  **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 able:**  1. To understand the significance of leadership skillsfor effective people management. 2. To increase the comprehension of leadership through various leadership theories. 3. To analyse different leadership styles, types, patterns and functions. 4. To demonstrate an understanding of various leadership approaches for effectivemanagement of people.  5. To demonstrate an awareness of ethical leadership. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 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 No. 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 No. 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 No. 4: LEADERSHIP STYLES** | | | **10** |
| **Leadership styles**: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, and d) Laissez faire leadership e) Transformational Leadership, f) CharismaticLeadership. | | | |

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| **Module No. 5: LEADERSHIP SKILLS** | **8** |
| Communications Skills, Decision Making Skills, Emotional Management Skills, PublicRelation Skills, Personal Values and Ethics, Conflict Resolution Skills. | |
| **Skill Developments Activities:**  1.Collect information about the real time corporate leaders with different leadership styles & discuss their leadership styles and traits in the class room.  2. “What if?”  This practical activity identifies how members of a team solve their problems differently?  Present the students with a workplace problem, and have each student participant writedown what they would do to solve it. Then, have each participant read their response aloud. This can help the teacher to identify the types of leadership styles that are present among the student participants and thereby highlight and discuss them in  the class.  3.Student can make a presentation on any famous corporate/political personality covering their leadership style, their approach to people management, their effectiveness in managing conflicts and how did they manage the crisis situations and so on.  4. Analyze two cases related to leadership styles/strategies. | |
| **Text Books:**  1. Northouse, P. (2007). Leadership: Theory and Practice. Sage Publications. 2. Stephen, R. P. (1988). Orgaizational Behaviour - Concepts,  controversies andAppications. New Delhi: Printice Hall of India Ltd. 3. Subba Rao. (2018). Organizational Behaviour (18th ed.). Himalaya PublishingHouse.  4. Subba Rao. (2022). Personnel and Human Resource Management (5th ed.).Bangalore: Himalay Publishing House.  5. Daloz Parks, S., Leadership can be taught: A Bold Approach for a ComplexWorld, Boston: Harvard Business School Press.  6. Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass.  7. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership andCharacter, John Wiley & Sons Inc.  8. S Balasubramanian, The Art of Business Leadership – Indian  Experiences, SagePublications  **Note: Latest edition of text books may be used.** | |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BAOE 251  **Name of the Course:** PERSONAL WEALTH MANAGEMENT (OEC) | | | |
| **Course Credits** | **No. of Hours per**  **Week** | **Total No. of Teaching**  **Hours** | |
| **3 Credits** | **3 Hrs.** | **42**  **Hrs.** | |
| **Pedagogy:** Classroom lectures and Tutorials | | | |
| **Course Outcomes: On successful completion of the course, the Students will able to:**  1. Demonstrate an understanding of the importance of Wealth  Management andFinancial Planning in personal life.  2. Identify the Real Estate Investment Routes and understand the tax planning thatminimises tax burden.  3. Select and Apply the Asset Allocation strategies to balance between Risk andReturn.  4. Anlayse the Retirement Planning Benefits and retirement strategies to provideregularincome for life.  5. Understand the basic principles and importance various insurance policies. | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: WEALTH MANAGEMENT AND FINANCIAL PLANNING** | | | **08** |
| 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 to WM in India – Financial Planning - Systematic Approach to Investing (SIP, STP & SWP)- Life Cycle and Wealth Cycle - Financial Planning in India, Legal aspects of Financial Planning. | | | |
| **Module No. 2: ESTATE PLANNING AND TAX PLANNING** | | | **08** |
| 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, Income Tax Slabs,TDS, Advance Tax, LTCG, STCG, Carry Forward and Set-off. | | | |
| **Module No. 3: ASSET ALLOCATION STRATEGIES** | | | **08** |
| **Asset allocation Strategies** -Asset allocation Decision, Equity portfolio strategies - Active Vs  Passive, Management strategies, Value V/s growth investing, -Tactical, Fixed & Flexible. **PortfolioManagement Strategies** - Indexing - Active - interest rate anticipation, Valuation analysis, Credit analysis, Yield spread analysis and Bond swaps - Allocation to | | | |

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| Speculation,  Diversification in Perspective. |

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| **Module No. 4: RETIREMENT PLANNING AND EMPLOYEE BENEFITS** | **10** |
| Introduction to Retirement Planning - Types of Retirement Plans - Defined Benefit andDefinedContribution plan, Superannuation Fund and other retirement plans, Pre andPost Retirement Planning Strategies – ESOP and ESPP. | |
| **Module No. 5: INSURANCE PRODUCTS IN WEALTH MANAGEMENT** | **08** |
| 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. | |
| **Skill Developments Activities:**  1. List out different Insurance schemes  2. Create your own personal portfolio using imaginary numbers and justify. 3. Conduct a survey of 20 salaried employees on their investment avenues throughquestionnaire.  4. Prepare technical charts report of any 5 listed stocks in BSE S&P SENSEX. | |
| **Text Books:**  1. Pawan V. Jhabak – Wealth Management, Himalaya Publishing House Pvt. Ltd., Mumbai - 400004.  2. S.K Bagchi – Wealth Management Jaico Publishing House, Firs Edition. 3. NSE Academy – Financial Planning and Wealth Management.  4. NCFM Work Book – Financial Markets (Advanced).  **Note: Latest edition of text books may be used**. | |

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| **Name of the Program:** Bachelor of Business Administration (BBA)  **Course Code:** BAOE 251  **Name of the Course:** FINANCIAL LITERACY AND INVESTMENT AWARENESS (OEC) | | | |
| **Course Credits** | **No. of Hours per**  **Week** | **Total No. of Teaching**  **Hours** | |
| **3 Credits** | **3 Hrs.** | **42**  **Hrs.** | |
| **Pedagogy:** Classroom lectures and Tutorials | | | |
| **Course Outcomes: On successful completion of the course, the Students will able to:**  1. Provide the foundation for financial decision making.  2. List out various savings and investment alternatives for a common man. 3. Give a detailed overview of stock market and stock selection  4. Orient the learners about mutual funds and the criteria for selection | | | |
| **Syllabus:** | | | **Hours** |
| **Module No. 1: FOUNDATION FOR FINANCE** | | |  |
| Understand the need for financial planning-basic concepts-life goals and financial goals-form of a sample financial plan for young adults.  **Economics-**Meaning-scope-key concepts influencing decisions making both micro and macro.  Banking in India- Types of Bank Deposits, Deposit Insurance (PMJDY), Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System-Internet Banking (NEFT, RTGS and IMPS) Mobile Banking, Mobile Wallets, AEPS, UPI.  Orientation to Financial Statements-financial terms and concepts, model for reading financial statements, basic ratios for evaluating companies while investing-Time Value of Money-Concept of Compounding and Discounting. | | | **04**  **Hours** |
| **Module No. 2: INVESTMENT MANAGEMENT** | | |  |

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| **Investment Goals**-Basic investment objectives-investment goals-time framing- assessing risk profile-concept of diversification-riskmeasurement tools. **Investment and Saving Alternatives for a Common Investor:**Insurance-Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance etc). Retirement and Pension Plans-National Pension System, Atal Pension Yojana, PM-SYM Yojana, PMLVMY, PMKMDY etc., stocks, bonds, mutual funds. Investor Protection and Grievance Redressal. | **08**  **Hours** |

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| **Stock Markets:** Primary Market and Secondary Market, Stock Exchanges, Stock Exchange  Operations-Trading and Settlement, DematAccount, Depository and Depository Participants.  **Stock Selection:** Fundamental Analysis-Economy Analysis, Industry Analysis and Company Analysis. Technical Analysis Graphical Patterns, Candle-Stick Patterns, Indicator and Oscillators.  Stock Return and Risk: Analysing risk and returns trade off-relationship investment risk. |  |
| **Module No. 3: MUTUAL FUNDS AND FINANCIAL PLANNING**  **ESSENTIALS** |  |
| Mutual Funds: Features of Mutual Funds, Mutual Fund History in India, Major funds houses in India and Mutual Fund Schemes. Types of Mutual Funds Plan. Net Asset Value.  Criteria for Selection of Mutual Funds: Returns, Performance Measures Sharpe, Treynor, Alpha, Beta and R Square.  Financial Planning-Sample formats-integrating all the concepts learnt with a personal financial plan.  Giving and Supporting-Family Support-Charitable giving-crowd sourcing for needs. | **03 Hours** |
| **Module No. 4: PRACTICAL COMPONENT**: |  |
| **Unit 1: Foundation of Finance**  • Spreadsheet Modeling  • IF Function  • SUM Function  • AVERAGE Function: INDEX,  MATCH andVLOOKUPFunction:  • RANK Function  • SUMPRODUCT Function  • MAX & MIN Function  • ERRORS in Modeling (#VALUE!,  #NAME?,#DIV/O!,#REF!, #NUM!,  #NA)  • PRESENT VALUE Functions  • FUTURE VALUE Functions  • ANNUITY Functions  • PERPETUITY Functions  • Statistical Functions in Excel  • Financial Statements in Excel | **06 Hours** |

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| **Unit 2: Investment Management**  • Administering Risk Tolerance Tool  • Group Presentations on Investment Alternatives  (Advantages,Suitability and Limitations)  • Demonstration of Stock Trading  • Economy Analysis (www.tradingeconomics.com)  • Industry Analysis (www.ibef.org)  • Company Analysis (www.valueresearchonline.com) • Spreadsheet Modelling for Stock Valuation (Dividend Discount • Model, Free Cash Flow Model and Relative Valuation) • Demonstration of Technical Analysis and Exercises (NSE - • TAME)  • Spreadsheet Modelling for calculating Stock Return, Risk andBeta | **15 Hours** |
| **Unit 3: Mutual Funds and Financial Planning Essentials**  • Identification of Fund Houses in India, Schemes and Plans of each  Mutual Fund House (www.amfiindia.in, www.valueresearchonline.com) • Exercises on Calculation of Net Asset Value  • Demonstration of Mutual Fund Fact Sheet  • Exercises on reading performance measures and selection ofmutualfunds.  • Preparation of Financial Plan. | **06 hours** |
| **Skill Developments Activities:**  1. Prepare a Spreadsheet modeling using financial functions.  2. Prepare a group presentation on investment alternatives (advantages,sustainability and limitations)  3. Prepare a exercise on calculation of net asset value of mutual fund scheme. | |

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| **Text Books:**  1. RBI Financial Education Handbook  2. Prasanna Chandra, Financial Management, Mc Graw Hill.  3. Aswath Damodaran, Corporate Finance, John Wiley & Sons Inc. 4. Pitabas Mohanty, Spreadsheet Skills for Finance Professionals, Taxmann Publications.  5. Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall. 6. NSE Knowledge Hub, AI-powered Learning Experience Platform for BFSI 7. NSE Academy Certification in Financial Markets (NCFM) Modules:  a. Macroeconomics for Financial Markets  b. Financial Markets (Beginners Module)  c. Mutual Funds (Beginners Module)  d. Technical Analysis  **Note: Latest edition of text books may be used.** |

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| **BBA 4.6 – Sports/ NCC/NSS/R&R(S&G) /Cultural**  **(SEC-VB)** | |
| Course Credits 02 | Total Contact Hours 30 |
| Internal Assessment Marks : 25+25 | Semester End Examination Marks : Nil |

**Common syllabus for all UG**

**Programmes**

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**FINANCIAL EDUCATION AND INVESTMENT AWARENESS** COMMON SYLLABUS FOR ALL UG PROGRAMS

**Semester III & IV**

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| *Course Title:*  ***Financial Education and Investment Awareness*** | *Course Credits: 2* |
| *Total Contact Hours:*  ***15 Hours of Theory and***  ***30 Hours of Practical Sessions*** | *Duration of ESA:* ***90 Minutes*** |
| *Formative Assessment Marks:* ***20*** | *Summative Assessment Marks:* ***30*** |
| *Model Syllabus Authors:*  ***NSE Academy and Karnataka State Higher EducationCouncil (through Model***  ***Curriculum***  ***Committee for Commerce and Management)*** |  |

***Course Outcomes***

The Course aims to:

*1. Provide the foundations for financial decision making*

*2. List out various saving and investment alternatives available for a common man*

*3. Give a detailed overview of stock markets and stock selection*

*4. Orient the learners about mutual funds and the criteria for selection*

**Course Articulation Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Program Outcomes / Course Outcomes*** | ***1*** | ***2*** | ***3*** | ***4*** | ***5*** | ***6*** | ***7*** | ***8*** | ***9*** | ***10*** | ***11*** | ***12*** |
| *1. Provide the foundations for financial decision*  *making* |  |  |  |  |  |  |  |  |  |  |  |  |
| *2. List out various saving and investment alternatives*  *available*  *for a common man* |  |  |  |  |  |  |  |  |  |  |  |  |
| *3. Give a detailed overview of stock markets and stock*  *selection* |  |  |  |  |  |  |  |  |  |  |  |  |
| *4. Orient the learners about*  *mutual funds and*  *the criteria for selection* |  |  |  |  |  |  |  |  |  |  |  |  |



***Course Content for ‘Financial Education and Investment***

***Awareness’Theory Content***

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| ***Module***  ***No.*** | ***Theory Content under the Module*** | ***Duratio***  ***n*** |
| ***One*** | ***Foundations for Finance***  ***Introduction to Basic Concepts:*** *Understand the need for financial planning – basic concepts – life goals and financial goals – format of asample financial plan for a young adult*  ***Economics:*** *Meaning – scope – key concepts influencingdecision making both micro & macro*  ***Banking in India:*** *Types of Bank Deposits, Deposit Insurance (PMJDY). Traditional and New Banking Models. Debit and Credit Cards. Digital Payment System – Internet Banking (NEFT, RTGS and IMPS), Mobile Banking, Mobile Wallet, AEPS, UPI*  ***Orientation to Financial Statements:*** *financial terms and concepts, modelfor reading financial statements, basic ratios for evaluating companies while investing – Time Value of Money – Concept of Compounding and Discounting* | ***4 hours*** |



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| ***Two*** | ***Investment Management***  ***Investment Goals:*** *Basic investment objectives – Investment goals – time frame – assessing risk profile – concept of diversification – risk measurement tools*  ***Investment and Saving Alternatives for a Common Investor:*** *Insurance – Health, Life and Other General Insurance (Vehicle Insurance, Property Insurance, etc), Retirement and Pension Plans – National Pension System,Atal Pension Yojana, PM-SYM Yojana, PMLVMY PMKMDY etc., Stocks, Bonds, Mutual Funds.*  *Investor Protection and Grievance Redressal(To be*  *studied Meaning Only-Briefly)*  ***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 – Graphical Patterns, Candle-stick Patterns, Indicators and* |  |



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|  | *Oscillators* |  |
| ***Three*** | ***Mutual Funds and Financial Planning Essentials***  ***Mutual Funds:*** *Features of Mutual Funds, Mutual Fund History in India, Major Fund Houses in India and Mutual Fund Schemes.*  *Types of Mutual Fund Plans. Net Asset Value.*  ***Criteria for selection of Mutual Funds:*** *Returns, Performance Measures****Financial Planning:*** *Sample formats – Integrating all the concepts learnt with a personal financial plan (basic Evaluation by considering Relevant scheme approved by Government)****Giving and supporting:*** *Family support – charitablegiving –*  *crowd sourcing for needs* | ***3 hours*** |

**Practical Content**

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| ***Module***  ***No.*** | ***Practical Coverage under the Module*** | ***Duratio***  ***n*** |
| ***One*** | ***Foundations for Finance***  *• Statistical Functions in Excel*  *• Financial Statements in Excel* | ***7 hours*** |
| ***Two*** | ***Investment Management***  *• Administering Risk Tolerance Tool* | ***17***  ***hours*** |



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|  | *• Group Presentations on Investment Alternatives*  *(Advantages, Suitability and Limitations)*  *• Demonstration of Stock Trading*  *• Economy Analysis (www.tradingeconomics.com)*  *• Industry Analysis (www.ibef.org)*  *• Company Analysis (www.valueresearchonline.com)* |  |
| ***Three*** | ***Mutual Funds and Financial Planning Essentials***  *• Identification of Fund Houses in India, Schemes and Plans ofeach Mutual Fund House (www.amfiindia.in ,*  *www.valueresearchonline.com)* | ***6 hours*** |

***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:*

*a. Macroeconomics for Financial Markets*

*b. Financial Markets (Beginners Module)*

*c. Mutual Funds (Beginners Module)*

*d. Technical Analysis*

***Text Books:***

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| ***S. No*** | ***Author/s*** | ***Title of the Book*** | ***Publisher*** |
| *1* | *Prasanna Chandra* | *Financial Management* | *McGraw Hill*  *Education* |
| *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* | *Prentice Hall* |



***Websites:***

*1. www.sebi.gov.in*

*2. www.nseindia.com*

*3. www.amfiindia.com*

**Question Paper Pattern**

***1. Internal Assessment – 20 marks (based on practical lab-based assignments)***

***2. End Semester Exam – 30 marks***

Section A: 5 out of 6 questions (2 marks each) 2 X 5 = **10 Marks**

Section B: 2 out of 3 questions (5 marks each) 5 X 2 = **10 Marks**

Section C: Compulsory:

Analysis of One Case (or) Two Case-lets 10 X 1 = **10 Marks**

**Pedagogy**

***1. Highlights of the contents of interactive E-workbook***

*• Micro and Macro-Indicators affecting Personal Financial Planning*

*• Financial plan templates with examples/ scenarios*

*• Financial Goal setting / Financial Goals Worksheet*

*• Stock Selection*

*• Criteria for selection of Mutual Funds*

*• Investment options for young adults who enter professions*

*• Financial security worksheet*

*• Glossary of must know key terms*

***2. Online Diagnostic Assessments / Instruments***

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| ***Type*** | ***Method*** | ***Outcome*** |
| *Quiz* | *Flash cards and games* | *Instructive and persuasive for*  *behavioural change* |
| *Projections* | *Personal Budget based*  *assessment* | *Assimilation, application and retention through case scenarios* |
| *Preassessments* | *Financial life skills*  *Investor Risk Profile Risk*  *Measurement Skills* | *Benchmark knowledge according*  *to the requirements of the age and situation* |
| *Psychometric*  *assessments* | *Financial stress scale* | *Create follow up assignments that sustain changed behaviours* |

***3. 10 Recorded self-help videos 12 minutes each from experts***

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