

BBA – REGULAR PROGRAM
REGULATIONS PERTAINING TO B.B.A DEGREE

SEMESTER – I

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language -I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language -II	AECC	3+1+0	60	40	100	3
3	BBA1.1	Management Principles & Practice	DSC-1	4+0+0	60	40	100	4
4	BBA1.2	Fundamentals of Accounting	DSC-2	3+0+2	60	40	100	4
5	BBA1.3	Marketing Management	DSC-3	4+0+0	60	40	100	4
6	BBA1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA1.5	Any one of the following: a. Business Organization b. Office Organization and Management	OEC-1	3+0+0	60	40	100	3
8	BBA1.6	Yoga	SEC-VB	0+0+2	-	25	25	1
9	BBA.1.7	Health & Wellness	SEC-VB	0+0+2	-	25	25	1
SUB TOTAL (A)					385	315	700	25

SEMESTER – II

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
10	Lang.2.1	Language -I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA2.1	Financial Accounting & Reporting	DSC-4	3+0+2	60	40	100	4
13	BBA2.2	Human Resource Management	DSC-5	3+0+2	60	40	100	4
14	BBA2.3	Business Environment / Business Mathematics	DSC-6	4+0+0	60	40	100	4
15	BBA2.4	Environmental Studies	AECC	2+0+0	25	25	50	2
16	BBA2.5	Any one of the following: a. People Management b. Public Administration And Business	OEC-2	3+0+0	60	40	100	3
17	BBA2.6	Sports	SEC-VB	0+0+2	-	25	25	1
18	BBA2.7	NCC/NSS/R&R(S&G)/ Cultural	SEC-VB	0+0+2	-	25	25	1
SUB TOTAL (B)					385	315	700	25

**EXIT OPTION WITH CERTIFICATION –
WITH ABILITY TO SOLVE WELL DEFINED PROBLEMS**

SEMESTER – III

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
19	Lang.3.1	Language -I	AECC	3+1+0	60	40	100	3
20	Lang.3.2	Language – II	AECC	3+1+0	60	40	100	3
21	BBA.3.1	Cost Accounting	DSC– 7	3+0+2	60	40	100	4
22	BBA.3.2	Organizational Behaviour	DSC– 8	3+0+2	60	40	100	4
23	BBA.3.3	Statistics for Business Decisions	DSC– 9	3+0+2	60	40	100	4
24	BBA.3.4	Artificial Intelligence	SEC	1+0+2	25	25	50	2
25	BBA.3.5	Any one of the following: a. Social Media Marketing b. Rural Marketing c. Advertising Skills d. Entrepreneurship Skills	OEG-3	3+0+0	60	40	100	3
26	BBA.3.6	Sports	SEGV B	0+0+2	-	25	25	1
27	BBA.3.7	NCC/NSS/R&R(S&G)/ Cultural	SEGV B	0+0+2	-	25	25	1
SUB TOTAL (C)					385	315	700	25

SEMESTER – IV

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
28	Lang.4.1	Language -I	AECC	3+1+0	60	40	100	3
29	Lang.4.2	Language – II	AECC	3+1+0	60	40	100	3
30	BBA.4.1	Management Accounting	DSC– 10	3+0+2	60	40	100	4
31	BBA.4.2	Business Analytics/ Financial Markets & Services	DSC– 11	3+0+2	60	40	100	4
32	BBA.4.3	Financial Management	DSC– 12	3+0+2	60	40	100	4
33	BBA.4.4	Constitution of India	AECGSB	2+0+0	25	25	50	2
34	BBA.4.5	Any one of the following: a. Business Leadership Skills b. Personal Wealth Management c. Creativity & Innovation d. Sustainable Development	OEG-4	3+0+0	60	40	100	3
35	BBA.4.6	Sports	SEGV B	0+0+2	-	25	25	1
36	BBA.4.7	NCC/NSS/R&R(S&G)/ Cultural	SEGV B	0+0+2	-	25	25	1
SUB TOTAL (D)					385	315	700	25

EXIT OPTION WITH DIPLOMA – ABILITY TO SOLVE BROADLY DEFINED PROBLEMS.

SEMESTER – V

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.5.1	Production And Operations Management/ International Business	DSC-13	4+0+0	60	40	100	4
38	BBA.5.2	Income Tax	DSC-14	3+0+2	60	40	100	4
39	BBA.5.3	Elective1 (Paper -1)	DSE-1	3+0+2(P) 4+0+0(T)	60	40	100	3
40	BBA.5.4	Elective2 (Paper -2)	DSE-2	3+0+2(P) 4+0+0(T)	60	40	100	3
41	BBA.5.5	Information Technology for Managers	VOC-1	3+0+2	60	40	100	3
42	BBA.5.6	Cyber Security or some other	SEC-SB	1+0+2	25	25	50	2
43	BBA.5.7	Internship -1	Intern -1	1+0+2	-	50	50	2
44	BBA.5.8	Sports	SEC- VB	0+0+2	-	25	25	1
45	BBA.5.9	NCC/NSS/R&R(S&G)/ Cultural	SEC- VB	0+0+2	-	25	25	1
SUB TOTAL (E)					325	325	650	23

SEMESTER – VI

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
46	BBA.6.1	Business Laws	DSC-15	4+0+0	60	40	100	4
47	BBA.6.2	Entrepreneurship & Start-up Management	DSC-16	4+0+0	60	40	100	4
48	BBA.6.3	Elective1 (PAPER 2)	DSE-3	3+0+2(P) 4+0+0(T)	60	40	100	3
49	BBA.6.4	Elective2(PAPER 2)	DSE-4	3+0+2(P) 4+0+0(T)	60	40	100	3
50	BBA.6.5	Goods and Services tax (GST)	VOC-2	3+0+2	60	40	100	3
51	BBA.6.6	Professional Communication	SEC- SB	2+0+2	25	25	50	2
52	BBA.6.7	Internship -2	Intern – 1	1+0+2	-	50	50	2
53	BBA.6.8	Sports	SEC- VB	0+0+2	-	25	25	1
54	BBA.6.9	NCC/NSS/R&R(S&G)/ Cultural	SEC- VB	0+0+2	-	25	25	1
SUB TOTAL (F)					325	325	650	23

Students have to select dual electives out of the list of electives given in Fifth and Sixth Semester. Electives selected in the fifth semester should be continued in the sixth semester. However the y can change the electives in the seventh semester. The electives selected in the seventh semester will continue in the eighth semester.

EXIT OPTION WITH BACHELOR DEGREE -ABILITY TO SOLVE COMPLEX PROBLEMS THAT ARE ILL-STRUCTURED REQUIRING MULTI-DISCIPLINARY SKILLS TO SOLVE THEM.

SEMESTER – VII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
55	BBA.7.1	Business Ethics & Corporate Governance	DSC-17	4+0+0	60	40	100	4
56	BBA.7.2	E Commerce	DSC-18	4+0+0	60	40	100	4
57	BBA.7.3	Advance Statistics for Business Research	DSC-19	2+0+2	60	40	100	3
58	BBA.7.4	One Course from the Selected Elective Group	DSE-5	3+0+2(P) 4+0+0(T)	60	40	100	4
59	BBA.7.5	Vocational-3 Application of Statistical Software (Any one Statistical Software)	VOC-3	1+0+2	60	40	100	3
60	BBA.7.6	Research Methodology	RM-1	3+1+0	60	40	100	3
SUB TOTAL (G)					360	240	600	21

SEMESTER – VIII

SL NO	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
61	BBA.8.1	Strategic Management	DSC-20	4+0+0	60	40	100	4
62	BBA.8.2	Operations Research and Quantitative Techniques	DSC-21	4+0+0	60	40	100	4
63	BBA.8.3	Project Management	DSC-22	2+0+2	60	40	100	4
64	BBA.8.4	Digital Marketing	VOC-4	40	60	40	100	3
65	BBA.8.5	Research Projects/Internship with Viva – voce	RM-2	3+1+0	120	80	200	6
65	OR BBA.8.5	OR	DSE-6*	2+0+2(P) 3+0+0(T)	60	40	100*	3*
66	BBA.8.6	Elective Paper (Two Courses from the Selected Elective Group)	DSE-7*	2+0+2(P) 3+0+0(T)	60	40	100*	3*
SUB TOTAL (H)					360	240	600	21
Grand Total (A+B+C+D+E+F+G+H) (SEE+CIE+TM+C)					2910	2390	5300	188

*In lieu of the research Project, two additional elective papers/ Internship may be offered
Award of Bachelor of Commerce Degree with Honours, (With the completion of courses equal to a minimum of 180 credits)

BACHELOR DEGREE WITH HONORS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.

NOTES:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit

Acronyms Expanded

AECC	: Ability Enhancement Compulsory Course
DSC ©	: Discipline Specific Core (Course)
SEC-SB/VB	: Skill Enhancement Course-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: 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.

ELECTIVE GROUPS AND COURSES:

Discipline Specific Electives - V Semester						
Sl. No	Finance	Marketing	Human Resource Management	Data Analytics	Retailing	Logistics And Supply Chain Management
Paper-1	Advanced Corporate Financial Management	Consumer Behavior	Compensation and Performance Management	Financial Analytics	Retail Operations Management	Freight Transport Management

Discipline Specific Electives - VI Semester						
Sl. No	Finance	Marketing	HRM	Data Analytics	Retailing	LSCM
Paper-2	Security Analysis and Portfolio Management	Advertising Management & Sales promotion	Employee Welfare & Social Security	Marketing Analytics	Strategic Brand Management	Sourcing for Logistics and SCM

Discipline Specific Electives - VII Semester						
Sl. No	Finance	Marketing	HRM	Data Analytics	Retailing	LSCM
Paper-3	Strategic Financial Management	Brand Management / Rural Marketing	Labor Laws & IR	HR Analytics	Merchandising Planning and Buying	Managing Procurement contract and relationship

Discipline Specific Electives - VIII Semester						
Sl. No	Finance	Marketing	HRM	Data Analytics	Retailing	LSCM
Paper-4	Derivatives and Risk Management	B to B Marketing (Industrial Marketing)	HRD	Web and Social Intelligence	IT applications in Retail Business	Global Environment for Supply chain Management
Paper-5	International Financial Management	Sales & Distribution Management	International HRM	Machine Learning in Business	Visual Merchandising	International Supply Chain

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.1 Name of the Course: Management Principles & Practice		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none"> · 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-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-2: PLANNING AND DECISION MAKING		08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)		
MODULE -3: ORGANIZING AND STAFFING		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-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-5: COORDINATING AND CONTROLLING	07
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
MODULE-6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	07
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.	
<p>Skill Developments Activities:</p> <ol style="list-style-type: none"> Two cases on the above syllabus should be analysed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. Draft different types of Organization structure. Draft Control charts. 	
<p>Text Books:</p> <ol style="list-style-type: none"> Harold Koontz and Heinz Weihrich (2017), Essentials of Management: An International and Leadership Perspective, McGraw Hill Education, 10th Edition. Rajkumar.S and Nagarajan. G (2021) Management Principles and Applications, Jayvee International Publications, Bangalore Stephen P Robbins and Madhushree Nanda Agrawal (2009), Fundamentals of Management: Essential Concepts and Applications, Pearson Education, 6th Edition. James H. Donnelly, (1990) Fundamentals of Management, Pearson Education, 7th Edition. B.P. Singh and A.K.Singh (2002), Essentials of Management, Excel Books P C Tripathi & P N Reddy (2005), Principles of Management, TMH Publications, 3rd Edition. LM Prasad, Principles of management, Sultan Chand and Sons Appanniah and Reddy, Management, HPH. T. Ramaswamy : Principles of Management, HPH. <p>Note: Latest edition of text books may be used.</p>	

NAME OF THE PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION - Course Code: BBA 1.2 NAME OF THE COURSE: FUNDAMENTALS OF ACCOUNTING		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Class rooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the Students will be able to a) Understand the framework of accounting as well accounting standards. b) The Ability to pass journal entries and prepare ledger accounts c) The Ability to prepare various subsidiary books d) The Ability to prepare trial balance and final accounts of proprietary concern. e) Construct final accounts through application of accounting software tally.		
SYLLABUS:		HOURS
Module-1: Introduction to Financial Accounting		08
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting-Significance 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. (INDAS).		
Module -2: Accounting Process		12
Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
Module- 3: Subsidiary Books		14
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book -Problems. Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement.		
Module -4: Final Accounts of Proprietary Concern		10
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding expenses and prepaid expenses, outstanding incomes and incomes received in advance and provision for doubtful debts, interest on drawings and interest on capital.		

Module No.-5: Computerized Accounting	12
<p>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 vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal register, Statement of Accounts, Trading and profit account and Balance Sheet.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List out the accounting concepts and conventions. 2. Prepare a Bank Reconciliation Statement with imaginary figures 3. Prepare a cash Book with imaginary figures. 4. Collect the financial statement of a proprietary concern and record it. 5. List out pre-determined Groups and ledgers created by tally software. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Muninarayanappa. M and Nirmala. M (2021); Financial Accounting, Jayvee International Publications, Bangalore 2. ICAI Study Materials on Principles & Practice of Accounting, Accounting and Advanced Accounting. 3. Robert N Anthony, David Hawkins, Kenneth A. Merchant, (2017) Accounting: Text and Cases, Mc Graw-Hill Education, 13th Edition. 4. S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa – Financial Accounting, Himalaya Publishing House, New Delhi. 5. SPIyengar (2005), Advanced Accounting, Sultan Chand & Sons, Vol.1. 6. Charles T. Horngren and Donna Philbrick, (2013) Introduction to Financial Accounting, Pearson Education, 11th Edition. 7. J.R. Monga, Financial Accounting: Concepts and Applications. Mayur Paper Backs, New Delhi, 32nd Edition. 8. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi, 6th Edition. 9. B.S. Raman (2008), Financial Accounting Vol. I & II, United Publishers & Distributors 10. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.3 Name of the Course: Marketing Management		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to a) Understand the concepts and functions of marketing. b) Analyse marketing environment impacting the business. c) Segment the market and understand the consumer behaviour d) Describe the 4 p's of marketing and also strategize marketing mix e) Describe 7 p's of service marketing mix.		
SYLLABUS:		HOURS
Module No. 1: INTRODUCTION TO MARKETING		10
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).		
Module No. 2: MARKETING ENVIRONMENT		10
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR		10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.		
Module No. 4: MARKETING MIX		20
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)		

Module No. 5: SERVICES MARKETING	06
<p>Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Two cases on the above syllabus should be analyzed and recorded in the skill development 2. Design a logo and tagline for a product of your choice 3. Develop an advertisement copy for a product. 4. Prepare a chart for distribution network for different products. 	
<p>Reference Materials</p> <ol style="list-style-type: none"> 1. Philip Kotler, Marketing Management, Prentice Hall. 2. Muninarayanappa. M and Rajkumar. S (2021); Marketing Management, Jayvee International Publications, Bangalore. 3. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi 4. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill 5. Bose Biplab, Marketing Management, Himalaya Publishers. 6. J.C. Gandhi, Marketing Management, Tata McGraw Hill. 7. Ramesh and Jayanti Prasad: Marketing Management, I.K. International 8. Sontakki, Marketing Management, Kalyani Publishers. 9. PN Reddy and Appanniah, Marketing Management 10. Saxena Rajan, (2017) Marketing Management, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition. 	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.5 a (OEC) Name of the Course: Business Organization		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to a) An understanding of the nature, objectives and social responsibilities of business b) An ability to describe the different forms of organisations c) An understanding of the basic concepts of management d) An understanding of functions of management. e) An understanding of different types of business combinations		
SYLLABUS:		HOURS
Module No. 1: INTRODUCTION TO BUSINESS		10
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.		
Module No. 2: FORMS OF BUSINESS ORGANIZATION:		10
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		07
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: 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 in Business 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.		

Skill Development Activities:

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

Text Books:

1. Muninarayanappa. M and Nirmala. M (2021), Business Organisation, Jayvee International Publications, Bangalore.
2. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
3. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
4. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
5. S.A Sherlekar - Business Organization, Himalaya Publishing House.
6. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
7. R.K. Sharma, Business Organisation & Management Kalyani Publishers
8. Dr. I.M. Sahai, Dr. Padmakar Asthana,' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 1.5 b Name of the Course: Office Organization and Management (OEC)		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Students will be able to 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	08
<p>Introduction to records: Importance of Records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management</p> <p>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.</p> <p>Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, advantage and disadvantages.</p> <p>Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing</p> <p>Office manual: contents, Importance, types of office manuals.</p> <p>Indexing: Meaning, importance, advantages and essentials of good indexing, type of index</p> <p>Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.</p>	
Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING	08
<p>Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation</p> <p>Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines</p> <p>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</p> <p>Data presentation Methods of Presentation of Data</p> <p>Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation</p> <p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Visit an office and enlist the different types of machines used in the office 2. Identify the different types of stationery used in offices today 3. Draw a data life cycle chart 4. Draw charts indicating different types of office layouts. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Muninarayanappa and Raghunath Reddy (2021), Office Organisation and Management, Jayvee International Publication, Bangalore. 2. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt 3. M.E Thakuram Rao, Office organisation and Management, Atlantic 4. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.1 Name of the Course: Financial Accounting		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Class rooms lecture, tutorials, and Problem solving.		
Course Outcomes: On successful completion of the course, the Students will be able to a) Ability to understand the conversion of single entry into double entry. b) The ability to prepare final accounts of partnership firms c) The ability to understand the process of public issue of shares and accounting for the same d) The ability to prepare final accounts of joint stock companies. e) The ability to prepare and evaluate vertical and horizontal analysis of financial statements		
SYLLABUS:		HOURS
Module -1: Conversion of Single-Entry System into Double Entry System		10
Single entry system- Meaning – Features – Merits – Demerits – Types. Conversion into Double Entry system – Need for Conversion – Preparation of Statement of Affairs – Cash book – Memorandum Trading Account – Total Debtors Account – Total Creditors Account – Bills Receivable Account – Bills Payable Account – Trading and Profit & Loss Account and Balance Sheet.		
Module -2: Final Accounts of Partnership Firms		10
. Meaning of Partnership Firm- features of Partnership. Partnership deed-contents of partnership deed. Preparation of Final accounts of partnership firms-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partner's Capital Account and Balance Sheet.		
Module-3: Issue of Shares and Debentures		12
. 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 and debentures; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form -Problems		
Module - 4: Final Accounts of Joint Stock Companies		12
Statutory Provisions regarding preparation of Company's Financial statements – Treatment of Special Items, 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 Statement of Profit and Loss and Balance Sheet Schedule -III of Companies Act,2013		

Module -5: Analysis of Financial Statements	08
Meaning of financial analysis-Types of Analysis – Methods of Financial Analysis – Comparative Statements – Common Size Statements – Trend Analysis – Problems.	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Prepare different accounts with imaginary figures to find out missing items while converting single entry into double entry system. 2. Refer annual reports of two companies and present it in comparative form. 3. Draft a partnership deed as per Partnership Act. With imaginary data. 4. Prepare a Balance sheet of a company as per schedule III part I of the companies Act 2013 with imaginary figures. 5. Collect financial statement of a company for five years and analyze the same using trend analysis. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Nirmala. M and Raghu V.N, Financial Accounting, Jayvee International Publication, Bangalore. 2. Anil Kumar, Rajesh Kumar and Mariyappa, Advanced Financial Accounting, HPH 3. Arulanandam & Raman; Advanced Accountancy, HPH. 3. Hanif and Mukherjee, Corporate Accounting, Mc Graw Hill Publishers. 4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication 5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication 6. Soundarajan & K. Venkataramana, Financial Accounting, SHBP. 7. Dr. Janardhanan: Advanced Financial Accounting, Kalyani Publishers 8. Radhaswamy and R.L. Gupta, Advanced Accounting, Sultan Chand 9. M.C. Shukla and Grewal, Advanced Accounting <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.2 Name of the Course: Human Resource Management		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
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 a) Ability to describe the role and responsibility of Human resources management functions on business b) Ability to describe HRP, Recruitment and Selection process c) Ability to describe to induction, training, and compensation aspects. d) Ability to explain performance appraisal and its process. e) 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, Role of HR Manager, 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
<p>Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal</p> <p>Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion</p> <p>Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing</p>	
Module No. 5: Employee Engagement and Psychological Contract	08
<p>Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE.</p> <p>Psychological contract: Meaning and features</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Preparation of Job Descriptions and Job specifications for a Job profile 2. Choose any MNC and present your observations on training program 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 different sectors. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Rajkumar S, and Nirmala M (2021); Jayvee International Publications, Bangalore. 2. Aswathappa, Human Resource Management, McGraw Hill 3. Edwin Flippo, Personnel Management, McGraw Hill 4. C.B.Mamoria, Personnel Management, HPH 5. Subba Rao, Personnel and Human Resources Management, HPH 6. Reddy & Appanainah, Human Resource Management, HPH 7. Madhurimalal, Human Resource Management, HPH 8. S.Sadri & Others: Geometry of HR, HPH 9. Rajkumar: Human Resource Management I.K. Intl 10. Michael Porter, HRM and Human Relations, Juta & Co.Ltd. 11. K. Venkataramana, Human Resource Management, SHBP 12. Chartered Accountants of India, New Delhi. <p>Note: Latest edition of textbooks may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 Name of the Course: BUSINESS ENVIRONMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
4 CREDITS	4 HOURS	56 HOURS
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate a) An Understanding of components of business environment. b) Ability to analyse the environmental factors influencing business organisation. c) Ability to demonstrate Competitive structure analysis for select industry. d) Ability to explain the impact of fiscal policy and monetary policy on business. e) Ability to analyse the impact of economic environmental factors on business.		
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.	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> List out key features of recent Monetary policy published by RBI impacting businesses. Give your observation as to how technology has helped society. Draft Five Forces Model for Imaginary business. Identify the benefits of Digital transformation in India. 	
<p>Text Books:</p> <ol style="list-style-type: none"> Muninarayanappa. M, Nagarajan. G (2021); Business Environment, Jayvee International Publications, Bangalore. Aswathappa. K, Essentials Of Business Environment Sundaram & Black: The International Business Environment; Prentice Hall Chidambaram: Business Environment; Vikas Publishing Upadhyay, S: Business Environment, Asia Books Chopra, BK: Business Environment in India, Everest Publishing Suresh Bedi: Business Environment, Excel Books Economic Environment of Business by M. Ashikary. Business Environment by Francis Cherrinulam <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.3 Name of the Course: Business Mathematics		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	56 HOURS
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion Student will demonstrate:		
a) The application of equations to solve business problems. b) The Application AP and GP in solving business problems. c) The calculation of simple interest, compound interest and discounting of Bills of Exchange. d) The application of matrices in business. e) The Application of ratios and proportions in business.		
SYLLABUS:		HOURS
Module -1: Number system, Indices and Logarithms		12
Number System: Introduction – Natural numbers, Even numbers, Odd numbers, Integers, Prime numbers, Rational & Irrational numbers, Real numbers, HCF & LCM (Simple problems). Indices- Meaning-Basic laws of indices and their application for simplification. Logarithms- Meaning, Laws of Logarithms-Common logarithms application of log table for simplification.		
Module -2: Theory of Equations:		12
. Introduction – Meaning - Types of Equations – Simple or Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems-Application of equations in business.		
Module- 3: Progressions		12
Meaning-Types of Progression-Arithmetic Progression – Finding the 'nth' term of AP and Sum to 'nth' term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean-problems		
Module -4: Financial Mathematics		10
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting-problems. Ratios and Proportions-Duplicate-triplicate and sub-duplicate of a ratio. Proportions- third, fourth and inverse proportion – problems.		
Module- 5: Matrices and Determinants		10
. Meaning – types of matrices-Dimension of matrix -Operation of matrices – additions – subtractions and multiplication of two matrices – transpose of a matrix – determinants – minor of an element – co-factor of an element –inverse of a square matrix – crammer's rule in two variables – problems		

Skill Development Activities:

- a) Secondary overhead distribution using simultaneous equations method.
- b) State the various laws of indices and Logarithms
- c) Demonstrate the application of matrices in solving business problems.
- d) Narrate the use of AP and GP in solving commercial application problems.
- e) Develop an Amortization Table for Loan Amount – EMI Calculation.

Text Books:

1. Nirmala.M, Gurunath Rao Vaidya and Nirmala Joseph (2021); Business Mathematics, Jayvee International Publications, Bangalore.
2. Dr.Sancheti & Kapoor: Business Mathematics and Statistics, Sultan Chand
3. Madappa, Mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash Publications
4. Saha: Mathematics for Cost Accountants, Central Publishers.
5. Azharuddin: Business Mathematics, Vikas Publishers.
6. R.S Bhardwaj: Mathematics for Economics & Business

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 a(Open Elective Course) NAME OF THE COURSE: : PEOPLE MANAGEMENT		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> 1. Ability to examine the difference between People Management with Human resource Management 2. Ability to explain the need for and importance of People Management. 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 1: Introduction to People Management		07 Hours
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.		
Module 2: Getting Work Done and Assessment and Evaluation		10 Hours
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 3: Building Peer Networks and Essentials of Communication		10 Hours
Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.		

Module 4: Motivation	08Hours
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation	
Module 5: Managing Self	07Hours
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.	
<p>Skill Development Activities:</p> <p>The learners are required to:</p> <ol style="list-style-type: none"> Analyse two cases on any of the above content indicated above. List out the modern tools to performance assessment and evaluation. Conduct a survey of work life balance of working individuals Draft a Career development of working individual in the middle level management. 	
<p>Text Books:</p> <ol style="list-style-type: none"> Nirmala. M and Nitu Sharma (2021); People Management, Jayvee International Publication, Bangalore McShane, 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. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163 Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to student's leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172. 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. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books, <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 2.5 b (Open Elective Course) Name of the Course: PUBLIC ADMINISTRATION AND BUSINESS		
COURSE CREDITS	NO. OF HOURS PER WEEK	TOTAL NO. OF TEACHING HOURS
3 CREDITS	3 HOURS	42 HOURS
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ol style="list-style-type: none"> 1. Explain the basic concept of public administration and its relevance for business; 2. Explain the difference between Public administration and Business Administration; 3. Analyze the concept of good society and its impact on business; 4. Analyze the impact of political system on business environment in India; 5. Evaluate the impact of judicial system on business environment in India; 6. Assess the impact of governance and public policies on business. 		
SYLLABUS:		HOURS
Module 1: Introduction		08 Hours
Public Administration- meaning, nature and scope and limitations; Concept and functions of a welfare state; Emergence of civil society; Factors leading to emergence of civil society; Concept of liberty, Theories of liberty; Concept of equality, Dimensions of equality; Concept of justice, dimensions of justice. Similarity and Dissimilarity between Public Administration and Business Administration.		
Module 2: Idea of a Good Society		08 Hours
Good society: Need and Importance, Moral Reasoning, Theories of Moral Reasoning; Diversity, Equity and Equality; Leadership; Responsibility, Accountability; Globalization and society; Cross cultural issues; Ethical Conduct of National and Multinational Corporations.		
Module 3: Political System and Business		08 Hours
Constitution of India- Preamble, Fundamental rights, Directive Principles of state policies; India's federal system, NITI AYOOG-role and functions; Impact of political system on business environment- policies, programmes and procedure; Ease of doing business; Start-up India, Stand Up India, Make in India, Recent trends in taxation policies-impact on investment and business.		
Module 4: Judicial System and Business		08 Hours
Judicial System- features and structure; Jurisdiction, Powers and Functions, Judicial Review, Judicial Activism and business, Human Rights and business-challenges and opportunities, Social Justice. Public Interest Litigation and writs-challenges and opportunities for business.		

Module 5: Governance and Public Policy	10 Hours
<p>Governance- Concept and Nature; Public accountability; Redressal of public grievances with special reference to RTI, Lokpal and Lokayukta, Election Commission, Association for Democratic Reforms (ADR), Bringing people closer to Administration: E-governance; Political Representation, Decentralization of Governance- Panchayati Raj System, Urban Local Bodies.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Analyze cases from real life regarding fundamental rights, freedom of expression, and civil society 2. Discuss case studies from real life regarding equity and equality in the context of organisations. 3a. Evaluate the ease of doing business parameters in the context of a specific sector. 3b. Practice session as Mock Parliament. 4. Practice session as Moot Court related to business cases. 5. Discuss case study on decentralization of governance and present key learnings. 	
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Muninarayanappa. M, Nagarajan.G, Rajkumar.S and Raghu.V.N (2021); Public Administration and Business, Jayvee International Publication, Bangalore. 2. Basu, D. D. (2015). Introduction to the Constitution of India. New York: LexisNexis. 3. Fadia, B. L., & Fadia, K. (2017). Indian Government and Politics. Uttar Pradesh: Sahitya Bhawan. 4. Granville, A. (1999). The Indian Constitution: Cornerstone of a Nation. Oxford: Oxford University Press. 5. Granville, A. (2003). Working a Democratic Constitution: A History of the Indian Experience. Oxford: Oxford University Press. 6. Kashyap, S. C. (2011). Our Constitution. New Delhi: National Book Trust. 7. Sapru, R. K. (2012). Public Policy: Formation, Implementation and Evaluation. New York: Sterling Publishers. 8. Singh, M. P., & Saxena, R. (2008). Indian Politics: Contemporary Issues and Concerns. Delhi: PHI Learning. <p>Note: Latest edition of text books may be used.</p>	

BENGALURU CENTRAL UNIVERSITY

**BBA DEGREE (REGULAR) COURSE
(CBCS -SEMESTER SCHEME) 2019 – 20
COURSEMATRIX**

I SEMESTER

	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
				IA	Exam	Total	
Part 1 Languages	Language I: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi / Hindi	4	3	30	70	100	2
	Language II: English	4	3	30	70	100	2
Part 2 Optional	Financial Accounting	4	3	30	70	100	2
	Principles of Management	4	3	30	70	100	2
	Corporate Administration	4	3	30	70	100	2
	Production and Operations Management	4	3	30	70	100	2
Part 3	Business Skill Development Course(BSDC)* Industrial Visits	-	-	100	-	100	2
Part 4	Foundation Course*	2	2	30	70	100	2
	CCandEC*	-	-	50	-	50	1
Total Credits							17

(Note: Students will have to do community service during the vacation between First and Second semester.)

**PART-3
BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*INDUSTRIAL VISITS**

OBJECTIVES

- To make students aware of Industrial Process and Practices
- To make students understand the Flow of Operations in an Organization

GUIDELINES TO THE INSTITUTION

1. The BBA department of the college shall organize visit to two business establishments (Manufacturing /Financial/ Banking/Service establishment), in the first semester for the students.
2. The students will have to record the learning from visiting these organization in a record book
3. For every organizational visit, information captured shall include -Profile of the organization consisting of Vision and Mission, Board of Directors, Department details, HR details, Manufacturing Process, Organization Structure, Turnover, Capital, No. of branches, Products/Services Marketed and so on.

MARKS ALLOCATION

- a. Each visit should be documented in a practical record book, the BBA department to award 30 marks per visit, the total of which comes to 60 Marks (30 marksX2).
- b. A Viva Voce to be conducted by the internal faculty for 40 Marks (20 + 20 marks) to assess the learning outcome of the two visits at the end of the semester.
- c. After assessment, marks scored by the candidate to be sent to BCU along with IA Marks.

II SEMESTER

		Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Languages	Language I: Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi / Hindi	2.1	4	3	30	70	100	2
	Language II: English	2.2	4	3	30	70	100	2
Part 2 Optional	Corporate Accounting	2.3	4	3	30	70	100	2
	Business Analytics – I	2.4	4	3	30	70	100	2
	Organizational Behavior	2.5	4	3	30	70	100	2
	Marketing Management	2.6	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)* Community Service	-	-	-	100	-	100	2
Part 4	Foundation Course*	-	2	2	30	70	100	2
	CC and EC*	-	-	-	50	-	50	1
	Total Credits							17

PART 3 BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*COMMUNITY SERVICE

OBJECTIVES:

- To sensitizethe students towards community service
- To enable students to learn about social entrepreneurship

GUIDELINES TO THE INSTITUTION:

1. Each student will have to work in a Social /Charitable Trust /NGO / Red Cross Society/ or any other social service organization / association for THREE WEEKS during the vacation (after the first semester exam).
2. The entire batch of students to be divided equally among the BBA department faculty members. The faculty members to help students in the process of community service and preparation of the Community Service report.
3. The students to submit the Certificate of Community Service issued by the organization to the college along with a brief report of not less than 30 pages during the second semester.
4. The report should contain a brief profile of the organization, nature of service provided by them, a write up on the learning outcome of the student from the community service carried out by them.

MARKS ALLOCATION:

Relevant marks to be awarded on submission of the certified letter by the organization along with the report prepared by the students. On receiving the letter and report, the Institution shall send the marks scored by the candidate to BCU along with IA Marks scored by them in the II Semester.

III SEMESTER

		Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 1 Language	Language I : Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi / Hindi	3.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication SkillsPart-I	3.2	4	3	30	70	100	2
	Cost Accounting	3.3	4	3	30	70	100	2
	Human Resource Management	3.4	4	3	30	70	100	2
	Financial Markets and Services	3.5	4	3	30	70	100	2
	Business Analytics –II	3.6	4	3	30	70	100	2
	Corporate Financial Management	3.7	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)*-Case Study Analysis		-	-	100	-	100	2
Part 4	Foundation Course* SDC	-	2	2	30	70	100	2
	CC and EC*	-	-	-	50	-	50	1
Total Credits								19

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*CASE STUDY ANALYSIS

OBJECTIVES:

- To develop thinking and analytical skills
- To develop managerial skills

GUIDELINES TO THE INSTITUTION:

1. Case Study Analysis Record Book should be prepared by the student during the third semester.
2. Five cases relating to subjects studied in the first three semesters have to be analyzed and recorded in the Case Study Analysis Record Book.
3. Students should submit Record Book 15 days before the completion of the third semester for which the marks shall be awarded by the BBA Department of the college.

MARKS ALLOCATION:

- 100 marks for Case Study Analysis Record Book for FIVE cases analyzed by the students (5 X 20)
- These marks should be sent to BCU along with IA marks at the end of the third semester

IV SEMESTER

	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits	
				IA	Exam	Total		
Part 1 Language	Language I : Kannada / Sanskrit / Urdu / Tamil / Telugu/Malayalam/ Additional English / Marathi / Hindi	4.1	4	3	30	70	100	2
Part 2 Optional	Corporate Communication Skills Part- II	4.2	4	3	30	70	100	2
	Business Research Methods	4.3	4	3	30	70	100	2
	Banking Law and Operations	4.4	4	3	30	70	100	2
	Entrepreneurship Development	4.5	4	3	30	70	100	2
	Management Accounting	4.6	4	3	30	70	100	2
	Customer Relationship Management	4.7	4	3	30	70	100	2
Part 3	Business Skill Development Course (BSDC)* Preparation of Business Plan for Start-ups	-	-	-	100	-	100	2
Part 4	Foundation Course	-	2	2	30	70	100	2
	CC and EC*	-	-	-	50	-	50	1
	Total Credits							19

(Note: Students shall conduct a Field Study in the area of business,during the vacation between Fourth and Fifthsemester.The respective guidelines for Field Study under the Fifth Semester Course Matrix. Related marks will be awarded in the Fifth Semester)

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*PREPARATION OF BUSINESS PLAN FOR START-UPS

OBJECTIVES:

- To provide exposure for Start-ups and New Age Business Models.
- To develop entrepreneurial mindset among students.

GUIDELINES TO THE INSTITUTION:

1. Each student shall prepare hypothetical/imaginary entrepreneurship project report by indicating products/services that will be produced, marketed, key resources that will be used, customer segment that will be targeted to, the investment that will be required, funds that will be raised, cost which will be incurred, turnover that will be achieved and profit that will be attained from the business .
2. Entrepreneurship Project Record Book should be submitted to the college 15 days before completion of the Fourth Semester

MARKS ALLOCATION:

60 marks for Business Plan Report and 40 marks for Presentation of the Plan shall be awarded by the BBA Department of the college.These marks should be sent to the University along with IA marks at the end of the Fourth semester.

V SEMESTER

		Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits
					IA	Exam	Total	
Part 2 Optional	Income Tax - I	5.1	4	3	30	70	100	3
	Business Regulations	5.2	4	3	30	70	100	3
	Indirect Taxes	5.3	4	3	30	70	100	3
	Information Technology for Business– I	5.4	4	3	30	70	100	3
	Elective 1	5.5	4	3	30	70	100	3
	Elective 2	5.6	4	3	30	70	100	3
Part 3	Business Skill Development Course (BSDC)* A. Field Study	-	-	-	100	-	100	2
	B. Skill Enhancement Course (SEC)** Employability Skills Training (Aptitude and GD Training)	-	2	-	100	-	100	2
Part 4	Ability Enhancement Compulsory Course	-	2	2	30	70	100	2
Total Credits								24

(Note: Students will have to undergo Internship with any Business Organization during the vacation between Fifth and Sixth semester.)

PART 3A BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*FIELD STUDY

OBJECTIVES:

- To enhance the classroom learning
- To support the students in contextual and experiential learning

GUIDELINES TO THE INSTITUTION:

1. Every student should have taken up field study during the vacation between fourth and fifth semester in the area of Marketing/Human Resource Management/Business Development/Finance/Entrepreneurship or any other aspect of business organization, for example:
 - a. Market survey for a product or service
 - b. A study on problems and challenges of small entrepreneurs
 - c. A study on awareness about various banking services
 - d. Student satisfaction survey about the quality of education
 - e. Employee satisfaction survey
 - f. Any other aspect related to business that can be covered under field study.
2. The Field Study report should essentially include:
 - a. Introduction
 - b. Design of the Study
 - c. Analysis
 - d. Findings and Conclusions.

3. The faculty members shall guide the students in field study process and preparation of the report.

MARKS ALLOCATION:

- a) 60 marks for the Field Study Report and 40 marks for Presentation of the Report shall be awarded by the Department.
- b) The marks should be sent to the University along with IA marks at the end of the Fifth semester.

PART 3BSkill Enhancement Course: EMPLOYABILITY SKILLS TRAINING**

OBJECTIVE:

To enable the student to prepare for corporate placements.

GUIDELINES TO THE INSTITUTION:

1. BBA department should conduct Aptitude and GD training for the students of BBA for minimum of two hour per week.
2. The students should be trained in the areas of quantitative aptitude and group discussion.

MARKS ALLOCATION

- a) The Relevant marks should be awarded to the students on completion of the training based on Aptitude Test (50 marks) and Mock Group Discussion (50 marks).
- b) The Institution should send the marksto the University along with IA Marks scored by them in the Fifth Semester.

VI SEMESTER

	Paper	Instruction hrs/week	Duration of Exam (hrs)	Marks			Credits	
				IA	Exam	Total		
Part 2 Optional	Income Tax–II	6.1	4	3	30	70	100	3
	Strategic Management	6.2	4	3	30	70	100	3
	International Business	6.3	4	3	30	70	100	3
	Information Technology for Business – II	6.4	4	3	30	70	100	3
	Elective 3	6.5	4	3	30	70	100	3
	Elective 4	6.6	4	3	30	70	100	3
Part 3	Business Skill Development Course (BSDC)* a. Internship with Business Organisation				100	-	100	2
	b. Skill Enhancement Course**Placement Training		2		100	-	100	2
Part 4	AECC		2	2	30	70	100	2
	Total Credits							24

PART 3

BUSINESS SKILL DEVELOPMENT COURSE (BSDC)*

A. INTERNSHIP WITH BUSINESS ORGANIZATIONS

OBJECTIVES:

- To enhance the classroom learning
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to professional context

GUIDELINES TO THE INSTITUTION:

1. Each student will have to work in a Business Organization for three weeks during the vacation between fifth and sixth semester.
2. The entire batch of students to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in internship process.
3. The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report to contain a brief detail of the organization, nature of business, a write up on the learning outcome from the internship carried out by them.

MARKS ALLOCATION:

- a. 75 marks for the Internship Report and 25 marks for Presentation shall be awarded by the Department.
- b. The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

B. Skill Enhancement Course - PLACEMENT TRAINING**

OBJECTIVE:

To prepare the student for corporate placements.

GUIDELINES TO THE INSTITUTION:

1. BBA department shall conduct placement training for a minimum of two hours per week.
2. The students should be trained in the areas of personal interview, resume preparation, email-etiquette, corporate etiquette and work discipline.

MARKS ALLOCATION

- a) The Relevant marks to be awarded to the students on completion of the training. IA marks shall be awarded on the basis of Practical Record (25 marks), Mock Personal-Interview (25 marks) and Test on Resume-preparation & Etiquettes (50 marks).
- b) The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

ELECTIVE GROUPS

FINANCE ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	FN1	Advanced Corporate Financial Management
	FN2	Security Analysis and Portfolio Management
VI	FN3	Risk Management and Derivatives
	FN4	International Finance

MARKETING ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	MK1	Consumer Behavior
	MK2	Integrated Marketing Communication
VI	MK3	Digital Marketing
	MK4	Supply Chain and Logistics Management

HUMAN RESOURCE ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	HR1	Industrial Relations and Employee Legislation
	HR2	Compensation and Performance Management
VI	HR3	International Human Resources Management
	HR4	Organization Development and Change Management

DATA ANALYTICS ELECTIVE

Semester No.	Paper Code	Title of the Paper
V	DA1	Business Analytics
	DA2	Marketing Analytics
VI	DA3	Financial Analytics
	DA4	HR Analytics

FOUNDATION COURSE / SKILL DEVELOPMENT / SKILL ENHANCEMENT COURSE (SEC) / ABILITY ENHANCEMENT COMPULSORY COURSE (AECC) / INTERDISCIPLINARY COURSES

- ❖ Common for all programmes, MCQ type of question paper shall be used and use of modern teaching aids and supply of study material is recommended.
 - Constitution of Indian and Human Rights
 - Environmental Science
 - Computer Applications and Information Technology
 - Business Entrepreneurship and Management
 - Philosophy, Psychology and Life Skills
 - Personality Development and Leadership
 - Culture, Diversity and Society
 - Research Methodology
 - Education and Literacy / Science and Society
 - Human Resource Development / Management
 - Anyone Foreign Language
 - Commodity & Stock Market
 - Mathematics in finance.
 - Any other Course prescribed by the University from time to time

1. Co-and Extra – Curricular Activities (CC& EC)

A student shall opt for any one of the following activities in the first four semesters offered in the college

- N.S.S / N.C.C./Rotary Activities / Rovers and Rangers
- Sports and Games / Activities related to Yoga
- A Small project work concerning the achievements of Indians in different fields
- Evolution of study groups/seminar circles on Indian thoughts and ideas
- Interaction with local communities in their neighborhood and learn about and from them
- Exploring different aspects of Indian civilizations
- Any other Co- curricular and Extra-curricular activities leading to Student Development as prescribed by the University.

Evaluation of Co-curricular and Extra Curricular Activities as per the procedure evolved by the University from time to time.

1.3 FINANCIAL ACCOUNTING

OBJECTIVES

- To enable the students to have a comprehensive understanding of Financial Accounting
- To know the conceptual frame work of accounting cycle
- To understand and prepare Final Accounts of Proprietary Concerns.

UNIT 1:INTRODUCTION TO ACCOUNTING

8Hrs

Accounting- meaning, definition, objectives, scope, basic terms, Accounting Principles, Concepts and Conventions, Accounting Equations, Accounting Standards- meaning, definition, objectives, role of ASB, List of Accounting Standards issued by ICAI.

UNIT 2:ACCOUNTING PROCEDURE

12Hrs

Double entry system – meaning, importance, rules of debit and credit; Journal –meaning, importance of journal entries, journalizing (Practical Problems); Ledger - meaning, importance, posting entries (Practical Problems).

Unit 3: CASH BOOK AND BANK RECONCILIATION

12Hrs

Cashbook, Types of Cashbook-single column, double column and petty cashbook (Practical Problems); Bank Reconciliation - meaning, causes of differences, importance, preparation and presentation of BRS (Practical Problems).

Unit 4: TRIAL BALANCE, FINAL ACCOUNTS OF PROPRIETARY CONCERN

16Hrs

Trial Balance- objectives, preparation, errors and rectification(Theory only); Preparation of Profit and Loss Account and Balance Sheet (Vertical Form)

Unit 5: ACCOUNTING SOFTWARE

8Hrs

Introduction to Tally - Company Creation, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing vouchers, voucher entry, making different types of vouchers, correcting sundry debtors and sundry creditors accounts, preparation of Trail Balance; Accounts books- Cash Book, Bank Books, Ledger Accounts, Group Summary, Journal Register, Statement of Accounts and Balance Sheet.

SKILL DEVELOPMENT

- Maintaining practical record for the accounting exercises executed during tally classes.

BOOKS FOR REFERENCE

1. Jawaharlal and Seema Srivastava: Financial Accounting, HPH
2. Anil Kumar, Rajesh Kumar and Mariyappa, Financial Accounting, HPH
3. Dr. S.N. Maheswari, Financial Accounting, HPH
4. Dr. Venkataraman R. and others, Fundamentals of Accounting, VBH5.
5. Grewal and Gupta, Advanced Accounting, Sultan Chand.
6. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.
7. Soundrarajan A and K. Venkataramana, Financial Accounting, SHB Publishers.
8. Manjunath, Gundu Rao – Computer Business Applications, HPH.
9. Sudaimuthu and Anthony: Computer Applications in Business, HPH

1.4 PRINCIPLES OF MANAGEMENT

OBJECTIVES:

To familiarize the students with concepts and principles of management

Unit1: INTRODUCTION TO MANAGEMENT

10 Hrs

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.

Unit2: PLANNING AND DECISION MAKING

08 Hrs

Nature, importance and purpose of planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- importance and steps; MBO and MBE (Meaning only)

Unit3: ORGANIZING AND STAFFING

12 Hrs

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.

Unit4: DIRECTING, COMMUNICATING AND COORDINATING

10 Hrs

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; Coordination–Meaning, importance and Principles.

Unit5: CONTROLLING

10 Hrs

Meaning and steps in controlling, Essentials of Effective Control system, techniques of control (in brief).

Unit 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS: 4 Hrs

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.

SKILL DEVELOPMENT

- Two cases on the above syllabus should be analyzed by the teacher in the classroom and same needs to be recorded by the student in the skill development book.
- Different types of Organization structure.
- Draft Control charts for different industries / business groups.

BOOKS FOR REFERENCE

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, Excel Books.
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

1.5 CORPORATE ADMINISTRATION

OBJECTIVE

To familiarize the students with the existing Company Law and Administration.

Unit 1: INTRODUCTION TO COMPANY

08 Hrs

Meaning and Definition – Features – Steps in formation of Joint Stock Company, High Lights of Companies Act 2013 - Kinds of Companies – One Person Company, Private Company, Public Company, Company limited by Guarantee, Company limited by Shares, Holding Company, Subsidiary Company, Government Company, Associate Company, Small Company, Foreign Company, Global Company, Body of Corporate, Listed Company (Meaning only)

Unit 2: FORMATION OF A COMPANY

14 Hrs

Promotion Stage-Meaning of Promoter, Position of Promoter and Functions of Promoter; Incorporation Stage – meaning and contents of Memorandum of Association and Articles of Association, Difference between Memorandum of Association and Articles of Association, Certificate of Incorporation; Subscription Stage – meaning and contents of Prospectus, Statement in lieu of Prospects and Book Building; Commencement Stage – Documents to be filed, e-filing, Registrar of Companies, Certificate of Commencement of Business.

Unit 3: COMPANY ADMINISTRATION

18 Hrs

Key Managerial Personnel – Managing Director, Whole Time Directors, Company Secretary, Chief Financial Officer, Resident Director, Independent Director; Auditors–Appointment, Powers, Duties and Responsibilities; Managing Director–Appointment, Powers, Duties and Responsibilities; Audit Committee; CSR Committee; Company Secretary - Meaning, Types, Qualification, Appointment, Position, Rights, Duties, Liabilities and Removal or dismissal.

Unit 4: CORPORATE MEETINGS

08 Hrs

Corporate Meetings - Types of Meetings, Annual General Meeting, Extraordinary General Meetings, Board Meeting; Requisites of a valid meeting; resolutions and kinds of resolution; preparation Agenda and minutes.

Unit 5: WINDING UP OF COMPANIES

08 Hrs

Meaning – Modes of Winding up; Official Liquidator-Powers and Duties; Consequences of Winding up

Unit 6: CSR LEGISLATION IN INDIA

04 Hrs

Meaning of CSR, Scope for CSR Activities under schedule VII of the Companies Act, 2013, Provisions of CSR mandate.

SKILL DEVELOPMENT

- Record specimen copy of Memorandum of Association and Articles of Association of any company.
- Drafting Notice of Company Meetings – Annual, Special, Extraordinary and Board meetings.
- Two cases related to corporate governance to be analyzed by the teacher in the classroom and same needs to be recorded by the student in the skill development record book.
- Write CSR summary of any two companies.

BOOKS FOR REFERENCE

1. N.D. Kapoor, Company Law and Secretarial Practice, Sultan Chand and Sons.
2. M.C. Shukla and Gulshan, Principles of Company Law, S. Chanda and Co.
3. C.L. Bansal, Business and Corporate law, Excel Books.
4. S.S Gulshan, Company Law, New Age International.
5. Maheshwari and Maheshwari, Elements of Corporate Laws, Himalaya Publishers
6. Dr. P.N. Reddy and H.R. Appanaiah, Essentials of Company Law and Secretarial Practice, Himalaya Publishers.
7. Pradeep K. Shinde, Corporate Environment, VBH.

1.6 PRODUCTION AND OPERATIONS MANAGEMENT

OBJECTIVE

To make the students understand the concepts of production and operations management.

Unit1: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT 12Hrs

Introduction - Meaning and Definition; Classification - Objectives and Scope of Production and Operation Management; Automation: Introduction, Meaning and Definition, Needs, Types, Advantages and Disadvantages.

Unit2: PLANT LOCATION AND LAYOUT 08 Hrs

Introduction – Meaning and Definition, Factors affecting location, theory and practices, cost factor in location- Plant layout principles, space requirement, Different types of facilities; Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

Unit3: MATERIALS MANAGEMENT 08Hrs

Introduction – Meaning and Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control, Techniques of inventory Control (Concept only).

Unit4: PRODUCTION PLANNING AND QUALITY CONTROL 16Hrs

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control Production Planning/operations planning and control-role of production planning and control in operation management-scope of production planning and control-main functions of PPC- Level of Production Planning-Production planning functions-production control functions-benefits of production planning and control-productions planning and control in different productions and system. Meaning of ISO and TQM.

Unit5: MAINTENANCE AND WASTE MANAGEMENT 12Hrs

Introduction – Meaning – Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

SKILL DEVELOPMENT

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and same needs to be recorded by the student in the skill development book.
2. Draw a ISO specification chart
3. Draw any two quality control charts

BOOKS FOR REFERENCE

1. Ashwathappa. K and Sridhar Bhatt : Production and Operations Management,HPH.
2. Gondhalekar and Salunkhe : Productivity Techniques,HPH.
3. SN Chary, Production and Operations Management, McGrawHill.
4. U. Kachru, Production and Operations Management, ExcelBooks.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production and Operations Management,PHI.
6. K KAhuja, Production Management, CBSPublishers.
7. S.A. Chunawallaand Patel: Production and Operations Management,HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production and Operations Management, SagePublishers.
9. Dr. L. N. Agarwal and Dr. K.C. Jain, ProductionManagement
10. Thomas E. Morton, Production Operations Management, South WesternCollege.
11. K. Venkataramana, Production Operations Management,SHBP.
12. Sridhara Bhatt - Production and Operation Management,HPH.
13. GhousiaKhaloon – Production and Operation Management,VBH.

2.3 CORPORATE ACCOUNTING AND REPORTING

OBJECTIVE

- To enable the students to have a comprehensive understanding about the provisions of the Company's Act and Corporate Accounts and Reporting.
- To analyse the Financial statements for economic decision at corporate level
- To enable the students to read annual report.

Unit 1: ISSUE OF SHARES

8Hrs

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).

Unit 2: COMPANY FINAL ACCOUNTS

20 Hrs

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).

Unit 3: FINANCIAL STATEMENTS ANALYSIS

10 Hrs

Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation)

Unit 4: INTERNATIONAL FINANCIAL REPORTING STANDARDS

10 Hrs

International Financial Reporting Standards- meaning of IFRS, relevance of IFRS in India, merits and limitations of IFRS; Process of setting IFRS- practical challenges in implementing IFRS; Convergence of IFRS in India; List of International Financial Reporting Standards issued by IASB.

Unit 4: CORPORATE REPORTING (ANNUAL REPORTING)

8 Hrs

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

SKILL DEVELOPMENT

- Collect financial statement of a company and analyse the same and write a summary for management decision making.
- Write a summary of two companies' annual report.
- List out the accounting policies in annual report of the company
- List 20 IFRSs

BOOKS FOR REFERENCE

1. Anil Kumar, Rajesh Kumar & Mariyappa – Corporate Accounting , HPH.
2. Soundrarajan A and K. Venkataramana, Corporate Accounting, SHBP.
3. S. P. Jain and K. L. Narang – Corporate Accounting, Kalyani Publishers.
4. SP Iyengar, Advanced Accountancy, Sultan Chand and Sons, New Delhi.
5. Tulsian and Tulsian, “ Financial Reporting”, S.Chand
6. Ramachandran, and Kakani, “How to Analyze Financial Statements”, Tata McGraw Hill
7. Palat, Raghu, “How to Read Annual Reports and Balance Sheets”, JAICO Publishing House
8. Dash A.P., “Financial Wisdom – Finance for Non-Finance Executives”, Biztantr

2.4 BUSINESS ANALYTICS - 1

OBJECTIVE

To provide basic knowledge of mathematics and their application to commercial situations.

Unit 1: NUMBER SYSTEM

04 Hrs

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems).

Unit 2: THEORY OF EQUATIONS

10 Hrs

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

Unit 3: INDICES, MATRICES AND LOGRITHEMS

16 Hrs

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

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

Unit 4: COMMERCIAL ARITHMETIC

16 Hrs

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

Unit 5: PROGRESSIONS

10 Hrs

PROGRESSIONS: Arithmetic Progression - Finding the 'nth'term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean Geometric Progression – Finding the 'nth'term of GP and sum to 'nth'term of GP and insertion of Geometric Mean

SKILL DEVELOPMENT:

- Develop an Amortization Table for Loan Amount – EMI Calculation.
- Secondary overhead distribution summary using Simultaneous Equations Method.
- Preparation of Bank Statement.
- Application of Matrix In Business Problems

BOOKS FOR REFERENCE:

- Saha: Mathematics for Cost Accountants, Central Publishers
- R.G. Saha and Others – Methods and Techniques for Business Decisions, VBH
- Dr. Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand
- Zamarudeen: Business Mathematics, Vikas
- R.S Bhardwaj :Mathematics for Economics and Business
- Madappa, mahadi Hassan, M. Iqbal Taiyab – Business Mathematics, Subhash
- G.R. Veena and Seema : Business Mathematics and Statistics I.K. Intl Publishers

2.5 ORGANIZATIONAL BEHAVIOR

OBJECTIVE:

- To enable the students to learn the basics of individual behavior and group behavior.
- To understand the organizational dynamics

Unit1: ORGANIZATIONALBEHAVIOUR

04Hrs

Organization Behavior– Meaning, Definition of OB, Importance of OB, Foundations of OB.

Unit2: FOUNDATIONS OF INDIVIDUAL BEHAVIOUR

22 Hrs

Personal Factors, Environmental Factors, organization systems and resources

Personality-Meaning, Nature,Determinants and Traits of Personality

Perception- Meaning, Factors influencing perception, Perceptual Process, Perceptual Errors, Managing Perceptions.

Learning-Nature, Theories of Learning-classical conditioning theory, Operant conditioning theory, Cognitive learning theory, Social learning theory, Principles of Learning.

Attitude - Nature, Formation, Barriers to change in attitude and ways to overcome barriers.

Unit 3: MOTIVATION AND LEADERSHIP

10Hrs

Motivation theories- Maslow’s Need hierarchy theory, Herzberg’s Two factor theory, McGregor’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, Transformative Leadership, Charismatic Leadership Style.

Unit4: GROUP AND TEAM DYNAMICS

16Hrs

Group Dynamics-meaning, Types of Group, Development of Groups- Stages of Group Development, Determinants of Group Behavior, Team Dynamics- meaning, Types of Teams: Conflict-sources of conflict and ways of resolving conflict, managing interpersonal relationships

Unit5: ORGANIZATIONAL CHANGE

04Hrs

Meaning, Natureofchange, Factors influencing change, Resistance to change, Overcoming resistance,

SKILL DEVELOPMENT

- Two cases on the above syllabus should be analyzed and record in the skill development
- Draw Blake and Mouton managerial grid
- List the determinants ofpersonality

BOOKS FOR REFERENCE

1. Fred Luthans, Organizational Behaviour. McGrawHill
2. Robbins, Organizational Behaviour, International BookHouse.
3. John W. NewstromandKieth Davis, Organizational Behaviour, McGrawHill.
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 Behavior, ExcelBooks.
9. M. Gangadhar. V.S.P.Rao and P.S.Narayan, OrganizationalBehaviour

2.6 MARKETING MANAGEMENT

OBJECTIVE

The objective is to enable students to understand the concept of marketing and its applications and the recent trends in Marketing.

Unit1: INTRODUCTION TO MARKETING

10 Hrs

Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing.

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

Unit2: MARKETING ENVIRONMENT (MACRO)

10 Hrs

Meaning, Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.

Unit3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR

10 Hrs

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

Unit4: MARKETING MIX

20 Hrs

Meaning, Elements of Marketing Mix(Four P's) – Product, Price, Place, Promotion.

Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling,

Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing;

Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels.

Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only).

Unit5: SERVICES MARKETING 06 Hrs

Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).

SKILL DEVELOPMENT

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

BOOKS FOR REFERENCE

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J.Etzel, Bruce JWalker, Fundamentals of Marketing, McGraw Hill Education.
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, HPH.