



NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution affiliated to Bharathiar University)

(Reaccredited with “A” Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified)

Recognized by UGC with 2(f) & 12(B), Under Star College Scheme by DBT, Govt. of India)

Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



REGULATIONS, CURRICULUM & SYLLABUS

B.B.A. INTERNATIONAL BUSINESS



Effective from 2022 - 2023



SCHOOL OF MANAGEMENT
BBA INTERNATIONAL BUSINESS
BATCH 2022-2025
PROGRAMME OUTCOMES

| | | |
|------------|---------------------------------------|---|
| PO1 | Critical Thinking | Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment. |
| PO2 | Usage Of Technology | Efficient team leaders, effective communicators and capable of working in multi- disciplinary environment following ethical values. |
| PO3 | Effective Communication | Identify evaluates, analyze, interpret and apply information to address problems and make decisions in a business context. |
| PO4 | Environment And Sustainability | Communicate in a business context in a clear, concise, coherent and professional manner. |
| PO5 | Individual And Team Work | Apply business discipline knowledge in an integrative manner to business problems. |
| PO6 | Ethics And Values | Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations and an understanding of the law and its application to business |
| PO7 | Social Interactions | Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings. |
| PO8 | Life Long Learning | Capable of adapting to new technologies and constantly upgrades their skills with an attitude towards lifelong learning |

PROGRAMMESPECIFICOUTCOMES(PSOs)

| | |
|-------------|--|
| PSO1 | Demonstrate functional knowledge of International Business in broad based business areas. |
| PSO2 | Appraise Managerial issues and problems related to the global economy and international business. |
| PSO3 | Develop competencies that helps in performing roles in Multinational organizations. |
| PSO4 | Analyse various feasible and appropriate means of international business so as to facilitate business transactions between nations |
| PSO5 | Analyze socio-political-economic environment of business organizations and Develop Lifelong learning. |



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Scheme of Examination

Programme Name: BBA INTERNATIONAL BUSINESS

Programme Code : UBI

(Applicable to the students admitted during the year 2022-2023 onwards)

| Semester | Part | Sub. Code | Name of the Subject | Instruction hours / week | Duration of Examination | Examination Marks | | | Credits |
|------------|-------------|---|---|--------------------------|-------------------------|-------------------|----------|------------|-----------|
| | | | | | | CIA | ESE | Total | |
| I | I | 22U1TAM101/ | Elanthamizh | 5 | 3 | 50 | 50 | 100 | 4 |
| | | 22U1HIN101 / | Rachnathmak Hindi | | | | | | |
| | | 22U1MAL101/ | Kadhayum Samskaravum | | | | | | |
| | | 22U1FRN101 | Le Français Fondamental – I | | | | | | |
| | II | 22U2ENG101 | Professional English I | 5 | 3 | 50 | 50 | 100 | 4 |
| | III | 22U3BMC101 | Core Paper – I Principles of Management | 5 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BMC102 | Core Paper – II Business Environment | 6 | 3 | 50 | 50 | 100 | 4 |
| 22U3MDA101 | | Allied Paper – I Mathematics for Management – I | 6 | 3 | 50 | 50 | 100 | 4 | |
| IV | 21U4ENV101 | *@ Ability Enhancement Compulsory Course Environmental Studies | 2 | 3 | 50 | - | 50 | 2 | |
| | 22U4HVVY201 | @ Value Education : Human Values and Yoga Practice | 1 | - | - | - | - | - | |
| | | | | 30 | - | - | - | 550 | 22 |
| II | I | 22U1TAM202/ | Pienthamizh | 5 | 3 | 50 | 50 | 100 | 4 |
| | | 22U1HIN202/ | Sanchar Hindi | | | | | | |
| | | 22U1MAL202/ | Novelum Bhashapadanavum | | | | | | |
| | | 22U1FRN202 | Le Français Fondamental – II | | | | | | |
| | II | 22U2ENG202 | Professional English II | 5 | 3 | 50 | 50 | 100 | 4 |
| | III | 22U3BMC203 | Core Paper – III Organisational Behaviour | 5 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BMC204 | Core Paper – IV Economics for Executives | 6 | 3 | 50 | 50 | 100 | 4 |
| 22U3MDA202 | | Allied Paper – II Mathematics for Management – II | 6 | 3 | 50 | 50 | 100 | 4 | |
| IV | 21U4HRC202 | *@ Ability Enhancement Compulsory Course Human Rights and Constitution of India | 2 | 3 | 50 | - | 50 | 2 | |
| | 22U4HVVY201 | @ Value Education : Human Values and Yoga Practice | 1 | 2 | 50 | - | 50 | 2 | |
| | | | | 30 | - | - | - | 600 | 24 |

| | | | | | | | | | | |
|------------|-----|--|---|---|-----------|----|----|------------|------------|-----------|
| III | I | 22U1THA303/ 22U1HND303/ 22U1MLA303/ 22U1FEN303 | Narunthamizh Prernathmak Hindi Sanchaara Saahithyam Le Français Preliminarie | 3 | 3 | 30 | 45 | 75 | 3 | |
| | II | 22U2ENG303 | Communicative English – I | 3 | 3 | 30 | 45 | 75 | 3 | |
| | III | 22U3BMC305 | Core Paper – V Accounting for Business | 5 | 3 | 50 | 50 | 100 | 4 | |
| | | 22U3BMC306 | Core Paper – VI Production and Inventory Management | 4 | 3 | 50 | 50 | 100 | 4 | |
| | | 22U3BIC307 | Core Paper – VII Global Business Management | 4 | 3 | 50 | 50 | 100 | 4 | |
| | | 22U3BMA303 | Allied Paper – III Business Law | 4 | 3 | 30 | 45 | 75 | 3 | |
| | IV | 22U4BMZ301 | Skill Based Paper – I Business Correspondence (VivaVoce) | 3 | 3 | 30 | 45 | 75 | 3 | |
| | | 22U4NM3BT1 / 22U4NM3AT1 / 22U4NM3CAF / 22U4NM3GST / 22U4NM3WRT | # @Basic Tamil – I / ##Advanced Tamil – I / * NME: Consumer Affairs / Gender Sensitization / Women’s Rights | 2 | 2 | 50 | 50 | 2 | | |
| | | SBOEC | Skill Based Open Elective Courses - Extra Departmental Course | 2 | 3 | - | 50 | 50 | 2 | |
| | | 22U4CDVALC | Skill Enhancement- Add on Course – Institute Industry Linkage | - | - | - | - | - | - | |
| | | | | | 30 | - | - | - | 700 | 28 |
| | IV | I | 22U1THA404/ 22U1HND404/ 22U1MLA404/ 22U1FEN404 | Senthamizh Vaicharak Hindi Trisyakalayum Computarum LeFrançais Elementaire | 3 | 3 | 30 | 45 | 75 | 3 |
| | | II | 22U2ENG404 | Communicative English – II | 3 | 3 | 30 | 45 | 75 | 3 |
| | | III | 22U3BMC408 | Core Paper – VIII Marketing Management | 6 | 3 | 50 | 50 | 100 | 4 |
| | | | 22U3BMC409 | Core Paper – IX Financial Management | 6 | 3 | 50 | 50 | 100 | 4 |
| 22U3BIC410 | | | Core Paper – X Foreign Trade Procedure and Documentation | 5 | 3 | 50 | 50 | 100 | 4 | |
| IV | | 22U4BMZ402 | Skill Based Paper – II: Insurance Principles and Practices | 3 | 3 | 30 | 45 | 75 | 3 | |
| | | 22U4NM4BT2 / 22U4NM4AT2 / 22U4NM4GEN | # @Basic Tamil – II / ##Advanced Tamil – II / General Awareness | 2 | 2 | 50 | 50 | 2 | | |
| | | VBOE | Value Based Open Elective Courses – Intra School Course | 2 | 3 | - | 50 | 50 | 2 | |
| | | 22U4CDVALC | Skill Enhancement Add on Course – Institute Industry Linkage | - | - | - | - | - | Gr ade | |
| | | | | 30 | - | - | - | 625 | 25 | |

| | | | | | | | | | |
|------------------------------|-----|--|--|-----------|---|----|----|-------------|------------|
| V | III | 22U3BMC511 | Core Paper – XI Investment Analysis and Portfolio Management | 6 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BMC512 | Core Paper – XII Human Resource Management | 5 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BIC513 | Core Paper – XIII Foreign Exchange Management | 6 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BMA504 | Allied Paper – IV Business Research Methods | 5 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BIE501/ 22U3BIE502/ 22U3BIE503 | Discipline Specific Elective I | 4 | 3 | 30 | 45 | 75 | 3 |
| | IV | 22U4BMZ503 | Skill Based Paper – III Tally Practical | 4 | 3 | 30 | 45 | 75 | 3 |
| | | | | 30 | | | | 550 | 22 |
| VI | III | 22U3BMC614 | Core Paper – XIV Strategic Management | 6 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BIC615 | Core Paper – XV Merchandising Management | 6 | 3 | 50 | 50 | 100 | 4 |
| | | 22U3BMV616 | Project and Viva Voce | 6 | 3 | 40 | 60 | 100 | 4 |
| | | 22U3BIE604/ 22U3BIE605/ 22U3BIE606 | Discipline Specific Elective II | 4 | 3 | 30 | 45 | 75 | 3 |
| | | 22U3BIE607/ 22U3BIE608/ 22U3BIE609 | Discipline Specific Elective III | 4 | 3 | 30 | 45 | 75 | 3 |
| | IV | 22U4BMZ604 | Skill Based Paper – IV Campus to Corporate | 4 | 3 | 30 | 45 | 75 | 3 |
| | V | 22U5EXT601 | Extension Activities | - | - | 50 | - | 50 | 2 |
| | | | | 30 | | | | 575 | 23 |
| Total | | | | | | | | 3600 | 144 |
| Additional Credit (Optional) | | Semester II – VI | | | | | | | 8 \$ |

Basic Tamil – Students who have not studied Tamil up to 12th standard.

Advanced Tamil – Students who have studied Tamil language up to 12th standard chosen other languages under part I of the UG programme but would like to advance their Tamil language skills.

* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

\$ - Not included in Total marks & CGPA Calculation

** Examination and Evaluation for value added course shall be conducted by the Industry and the marks shall be submitted to the Controller of Examination for the award of the degree.

List of Discipline Specific Elective Papers (Choose any one of the paper):

| Elective Papers | Course Code | Group | Name of the Course |
|--------------------|-------------|-------|--|
| Elective Paper I | 22U3BIE501 | A | Intellectual Property Rights |
| | 22U3BIE502 | B | M-Commerce and Information Technology Services |
| | 22U3BIE503 | C | Consumer Behavior |
| Elective Paper II | 22U3BIE604 | A | Services Marketing |
| | 22U3BIE605 | B | Enterprise Resource Planning |
| | 22U3BIE606 | C | Brand Management |
| Elective Paper III | 22U3BIE607 | A | Rural Marketing |
| | 22U3BIE608 | B | Customer Value Management |
| | 22U3BIE609 | C | Entrepreneurship and Small Business Management |

Extra Departmental Course (EDC):

| S. No. | Semester | Course Code | Course Title |
|--------|----------|-------------|------------------------------|
| 1 | III | 22U4BM3ED1 | Entrepreneurship Development |
| 2 | | 22U4BM3ED2 | Soft Skill Development |

Intra School Course offered by the Department to other Department Students (within the School):

| S. No | Course Code | Name of the Course |
|-------|-------------|--|
| 1 | 22U4VBOE01 | Design Ecosystem |
| 2 | 22U4VBOE02 | Design Thinking |
| 3 | 22U4VBOE03 | Disaster Management |
| 4 | 22U4VBOE04 | Environmental Pollution and Waste Management (EMS) |
| 5 | 22U4VBOE05 | History of Ancient India |
| 6 | 22U4VBOE06 | Indian Knowledge System |
| 7 | 22U4VBOE07 | Principles of IPR |
| 8 | 22U4VBOE08 | Science, Society and Culture |
| 9 | 22U4VBOE09 | Community Engagement |
| 10 | 22U4VBOE10 | Emotional Intelligence |
| 11 | 22U4VBOE11 | Fundamentals of Tourism |
| 12 | 22U4VBOE12 | Health Education |
| 13 | 22U4VBOE13 | Media and Politics |
| 14 | 22U4VBOE14 | Positive Psychology and Work Life |
| 15 | 22U4VBOE15 | Professional Ethics |
| 16 | 22U4VBOE16 | The Science of Happiness |
| 17 | NCC | |

- Students shall opt any course within their Schools.

NCC – Students who qualify NCC B Certificate Examination need not appear for these open Electives. The Credits shall be transferred.

Self Study paper offered by School of Management:

| S. No. | Semester | Course code | Course Title |
|--------|---------------------|-------------|----------------------------------|
| 1 | Semester II to V | 22UBMSS01 | Customer Relationship Management |
| 2 | | 22UBMSS02 | Disaster Management |

Chairman

Board of Studies in Business Administration

Nehru Arts and Science College

Coimbatore

| Course Code | | Title | |
|--|--|---|--------------------|
| 22U3BMC305 | | Core Paper: V - Accounting for Business | |
| Semester: III | | Credits: 4 | CIA: 50 Marks |
| | | ESE: 50 Marks | |
| (Common to BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | | To impart working knowledge of Accounting concepts, detailed procedures and documentations involved in financial accounting system. | |
| Course Category | | Employability | |
| Development Needs | | National | |
| Course Description | | Accounting Concepts and Conventions of Accounting | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Prepare financial statement in accordance with appropriate standards. | Lecture/ Case Study | Assignment |
| CO2 | Identify and analyse the reason for the difference between cash book and passbook balances. | Lecture/ Role Play | Seminar |
| CO3 | Equip with the knowledge of accounting process for the preparation of final accounts and balance sheet. | Lecture/ Peer Teaching | Seminar |
| CO4 | Determine the value of depreciable assets. | Lecture/ Role Play | Assignment |
| CO5 | Interpreting the business implications of financial statement information. | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 5 | |
| Unit | Description | Text Book | Chapters |
| I | Accounting -Meaning-Scope and Objectives-Types of Accounts - Basic terms used in Accounts-Accounting Concepts and Conventions of Accounting-Single and Double Entry System of Book keeping. Preparation of Journal -Ledger and Trial Balance- Classifications and Rectification of errors in Trial Balance. | 1 | 1&2 |
| Instructional Hours | | | 15 Hrs |
| Suggested Learning Methods : Video lectures | | | |
| II | Subsidiary Books - Purchase Book-Sales Book, and Purchase Return book-Sales Return Book –Cash Book- Types of Cash Book Bank Reconciliation Statement -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements | 1,2 | 5,20,23,24 |
| Instructional Hours | | | 15 Hrs |
| Suggested Learning Methods : Video lectures | | | |
| III | Final Accounts - Trading Account. Profit and Loss Account - Balance Sheet with simple- Adjustment. | 1 | 5,6 |
| Instructional Hours | | | 15 Hrs |

| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | |
|---|--|-----------|------------------------|---------------|------------|-----------|----------------------------|-----|-------|-------|------|------|------|
| IV | Depreciation – Meaning, Causes, Methods of Depreciation. Problems related to Straight line method and written down method | | 2 | 31,32 | | | | | | | | | |
| Instructional Hours | | | | 15 Hrs | | | | | | | | | |
| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | |
| V | Accounts from Incomplete Record- Ascertainment of Profit or Loss Final Accounts of Non-Profit Organization- Receipts and Payments account-Income and Expenditure Account-Balance Sheet. | | 1 | 19 | | | | | | | | | |
| Instructional Hours | | | | 15 Hrs | | | | | | | | | |
| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | |
| Total Hours | | | | 75 Hrs | | | | | | | | | |
| Text Books | 1. T. S. Reddy & A. Murthy, Financial Accounting , Margham Publications, Chennai, 7th Revised Edition 2012. 2. Jain & Narang, Financial Accounting , Kalyani Publishers, Chennai, 3 rd Revised Edition 2017. | | | | | | | | | | | | |
| Reference Books | 1. M. C. Shukla & T. S. Grewal, Advanced Accounting , Volume II, S. Chand, 1st Edition Reprint 2016, New Delhi. 2. R.L Gupta & V. K. Gupta, Advanced Accounting , Sultan Chand, 13 th Edition 2016, New Delhi. | | | | | | | | | | | | |
| Web. URLs | 1. https://www.civildserviceindia.com/subject/Management/notes/financialaccounting.html 2. https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Balance sheet Analysis | Seminar | Assignment | Total | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO 1 | PSO 2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | - | H | - | H | M | M | - | H | M | - | M |
| CO2 | M | - | L | M | L | L | L | H | - | L | - | M | - |
| CO3 | L | L | M | M | - | H | M | M | M | M | - | - | - |
| CO4 | - | L | M | H | L | M | M | H | - | H | M | M | - |
| CO5 | M | M | L | H | - | H | L | L | - | M | M | - | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|--|--|---------------------------|--------------------|
| 22U3BMC306 | Core Paper: VI- Production and Inventory Management | | |
| Semester:III | Credits:4 | CIA:50 Marks | ESE:50 Marks |
| (Common to BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | To impart knowledge on the role and functions of production management and to develop an understanding of quality and modern production concepts. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | Modern production Management Tools | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Develop an understanding of production concepts and to select a suitable production system. | Lecture/ Case Study | Assignment |
| CO2 | Understand Product design and Service Process. | Lecture/ Role Play | Seminar |
| CO3 | Analyse and decide a good location for the plant and its layout. | Lecture/ Peer Teaching | Seminar |
| CO4 | Demonstrate efficient planning and control of production activities. | Lecture/ Role Play | Assignment |
| CO5 | Identify the ways and means to attain a competitive edge in the market through Quality Management. | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | Instructional Hours / Week : 4 | | |
| Unit | Description | Text Book | Chapters |
| I | Production Management – Definition- Scope- Systems Concept of Production- Types of Production System- Production Function - Importance - Difference between Goods and Services- Productivity | 1 | 1&2 |
| Instructional Hours | | | 12 Hrs |
| Suggested Learning Methods:Video lectures | | | |
| II | Production Design: Importance- Factors influencing Product Design – Characteristics – Approaches-Service Design Process Design: Definition; Planning, Selection; ProcessStrategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics. | 1 | 2 |
| Instructional Hours | | | 12 Hrs |
| Suggested Learning Methods :Video lectures | | | |
| III | Plant layout: Definition; Objectives; Principles of Layout- Factor influencing Facility Layout-Types of Layout Plant Location: Factors influencing plant location, - Steps in Location Selection- Service Location Strategy | 1 | 3,4 |
| Instructional Hours | | | 12 Hrs |
| Suggested Learning Methods : Video lectures | | | |

| | | | | | | | | | | | | | |
|--|--|----------------|-------------------|------------|------------|-------------------------|----------------------------|------------|---------------|-------------|-------------|-------------|-------------|
| IV | Production Planning & Control: Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning Inventory Management: Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques | | | | | | | | 2 | 2,3 | | | |
| Instructional Hours | | | | | | | | | 12 Hrs | | | | |
| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | |
| V | Quality Management: Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality Assurance; SQC. Modern Production Management Tools: Just-In-time (JIT) Manufacturing; Total quality management; ISO 9001: 9015 Series | | | | | | | | 1 | 19 | | | |
| Instructional Hours | | | | | | | | | 12 Hrs | | | | |
| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | 60Hrs | | | | |
| Text Books | <ol style="list-style-type: none"> 1. K. Aswathappa, K. Shridhara Bhat, Production and Operations Management, Himalaya Publishing House, Mumbai, 2015. 2. JayHeizer, Barry Render, JagadeeshRajashekhar, Operations Management, Pearson, New Delhi, 2018. | | | | | | | | | | | | |
| Reference Books | <ol style="list-style-type: none"> 1. Deepak Kumar Bhattacharyya, Production and Operations Management, Universities Press (India) Pvt. Ltd.2012. 2. Chary, Productions and Operations Management, Tata McGraw- Hill Publishing 2009. | | | | | | | | | | | | |
| Web. URLs | <ol style="list-style-type: none"> 1. http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf 2. https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Case Study | | | Industrial Visit | Group Discussion | | Total | | | | |
| 8 | 8 | 10 | 8 | | | 8 | 8 | | 50 | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | - | H | - | H | M | M | - | H | M | - | - |
| CO2 | M | - | L | M | L | L | L | H | - | L | - | M | - |
| CO3 | L | L | M | M | - | H | M | M | - | H | M | - | M |
| CO4 | - | L | M | H | L | M | M | H | - | H | H | - | - |
| CO5 | M | M | L | H | - | H | L | L | - | M | M | - | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | | |
|--|--|---|--------------------|---------------|
| 22U3BIC307 | | Core Paper : VII - Global Business Management | | |
| Semester III | | Credits: 4 | CIA: 50 Marks | ESE: 50 Marks |
| (BBA International Business) | | | | |
| Course Objective | | To enable the students to understand the impact of economic, political/legal, and financial environments on international business operations. | | |
| Course Category | | Employability | | |
| Development Needs | | National | | |
| Course Description | | To Understand the relevance of International trade, knowledge on functioning of multinational enterprises, Environmental protection International policy, export procedures | | |
| Course Outcomes | | Teaching Methods | Assessment Methods | |
| CO1 | Understand the relevance of International trade | Lecture/Role Play | Case Study | |
| CO2 | Understand the Export promotion and Export policy | Lecture/Assignment | Group Discussion | |
| CO3 | Understand about Export procedures, FIFO, IIFT | Lecture/Peer Teaching | Group Discussion | |
| CO4 | Know the Export Financing | Lecture/Inquiry Based Learning | Field Visit | |
| CO5 | To know international agencies and agreement | Lecture/Group Discussion | Field Visit | |
| Offered by | Business Administration | | | |
| Course Content | | Instructional Hours/ Week : 4 | | |
| Unit | Description | Text Book | Chapters | |
| I | Introduction – Meaning, Importance, Scope of IB, Fundamental Concepts of International Business - External Influence Internationalization Process – Macro environment and Micro environment - Trade and Investments - Brief background of import trade | 1, 2 & 3 | 1 & 2 | |
| Instructional Hours | | | 12 | |
| Suggested Learning Methods: Case Study | | | | |
| II | Comparison of various business cultures - Western, Eastern, Middle East countries culture. Business mannerism | 3 | 6 | |
| | Export policy – Features and measures - Infrastructure setup and aids-Trade development authority- FIFO, IIFT | 1 | 4 & 6 | |
| Instructional Hours | | | 12 | |
| Suggested Learning Methods : Group Discussion | | | | |
| III | Export procedures: Offer and receipt of confirmed orders. Production and Shipping and banking procedure. Legal Environment: International law in international marketing, IMF & GATT International trade agreements. Trade preference UNCIAD EEC, Customs union | 1, 2 & 4 | 1, 6 & 9 | |
| Instructional Hours | | | 12 | |

| Suggested Learning Methods : Flipped Classroom | | | | | | | | | | | | | | |
|---|--|-------|-----|---------|-----|------------|----------------------------|-------------|-------|------------------|------|---------------|------|--|
| IV | Export financing: Procedure for Pre-shipment finance – Post-shipment finance – Terms of payment in international trade. International Standards Organization (ISO) - SAARC, EEC – European Free Trade Associations. | | | | | | | | 1 & 4 | 1 & 9 | | | | |
| Instructional Hours | | | | | | | | | | | | 12 | | |
| Suggested Learning Methods: Field Visit | | | | | | | | | | | | | | |
| V | International agencies and agreement: IMF – World Bank – Functions and features – WTO features – Import policy features - Law of Environment - Environmental protection. International policy on natures - land, forest, water | | | | | | | | 1 & 4 | 1 & 10 | | | | |
| Instructional Hours | | | | | | | | | | | | 12 | | |
| Suggested Learning Methods: Mini Case Analysis | | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 60 Hrs | | |
| Text Books | <ol style="list-style-type: none"> 1. TAS Balagopal, International Trade, Himalaya Publications, 2010 Edition. 2. Francis Cherunilam, International Business, Prentice Hall of India Private Ltd, 2010. 3. Daniels, D. and Radebanh. H, “International Business”, Pearson Education Asia, New Delhi, 2017. 4. Griffin and Pustay, “International Business”, Pearson Education Asia, New Delhi, 2010. | | | | | | | | | | | | | |
| Reference Books | <ol style="list-style-type: none"> 1. Raj Kumar, Nidhi Goel, International Business: Text, UDH Publishers & Distributors, 2016. 2. Subba Rao, “International Business”, Himalaya, Mumbai, 2010. 3. Schaffer, “International Business Law and Its Environment”, Thomson, 2017. 4. Roger Bennett, International Business, Pearson, 2009. | | | | | | | | | | | | | |
| Web. URLs | <ol style="list-style-type: none"> 1. https://onlinecourses.nptel.ac.in/noc20_mg54/preview 2. https://onlinecourses.nptel.ac.in/noc23_mg23/preview 3. https://nptel.ac.in/courses/110107145 4. https://in.coursera.org/learn/fundamentals-of-international-business 5. https://onlinecourses.nptel.ac.in/noc20_mg54/preview | | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | | |
| CIAI | | CIAII | | CIA III | | Case Study | | Field Visit | | Group Discussion | | Total | | |
| 8 | | 8 | | 10 | | 8 | | 8 | | 8 | | 50 | | |
| Mapping | | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | |
| CO1 | H | H | M | - | M | - | - | M | H | M | M | H | M | |
| CO2 | H | M | M | M | - | - | - | M | H | M | M | M | M | |
| CO3 | H | M | - | M | M | H | H | M | M | M | M | H | - | |
| CO4 | M | M | M | - | M | - | - | M | M | H | M | H | M | |
| CO5 | H | M | - | - | M | M | M | M | H | M | M | H | M | |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | | |
| | | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | | |

| Course Code | Title | | |
|--|--|----------------------------------|--------------------|
| 22U3BMA303 | Allied Paper III Business Law | | |
| Semester: III | Credits: 3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to all BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | Enable the students to acquire the knowledge of legal aspect of business. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | Understand the legal aspects in different types of companies | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understand the legal aspects in different types of Companies. | Lecture/ Case Study | Seminar |
| CO2 | Apply legal Principles of Breach of Contract in Contractual Dealings. | Lecture/ Role Play | Assignment |
| CO3 | Demonstrate the Contract of Sale and Agreement to Sell. | Lecture/ Activity Based Learning | Group Discussion |
| CO4 | Develop knowledge on Creation of Agency. | Lecture/ Peer Teaching | Assignment |
| CO5 | Identify the applications of Negotiable Instruments Act. | Lecture/ Group Discussion | Assignment |
| Offered by | Business Administration | | |
| Course Content | Instructional Hours / Week : 4 | | |
| Unit | Description | Text Book | Chapters |
| I | Introduction to Business Law - Legal Aspects in Different Types of Companies. Contracts - Essentials of Contract - Agreements - Void - Voidable and Illegal contracts - Express and Implied - Contracts - Executed and Executory Contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract - Consideration - Legal rules as to Consideration – Contract without Consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact | 1 | 1,2 &3 |
| Instructional Hours | | | 12 Hrs |
| Suggested Learning Methods : Case Study | | | |
| II | Legality of Object - Unlawful and Illegal agreements -Effects of Illegality – Wagering Agreements – Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of Contract - Remedies for Breach of Contract | 1 | 6,7, 10,11,12 |
| Instructional Hours | | | 12 Hrs |
| Suggested Learning Methods : Role play | | | |

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|---|--|----------------|------------|------------|----------------|------------|----------------------------|-------------------|-------------|-------------------------|--------------|-------------|-------------|
| III | Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Capacity to buy and sell - Subject matter of contract of sale - Conditions and Warranties Sale by Non - Owners - Right of lien - Termination of lien - Right of resale - Right of stoppage in transit | | | | | | | | 2 | 12,7 | | | |
| Instructional Hours | | | | | | | | | | 12 Hrs | | | |
| Suggested Learning Methods : Activity Based Learning | | | | | | | | | | | | | |
| IV | Creation of Agency - Classification of agents - Relations of Principal and Agent - Power of Attorney- Relation of principal with third parties - Personal liability of Agent - Termination of Agency | | | | | | | | 2 | 2,2 | | | |
| Instructional Hours | | | | | | | | | | 12 Hrs | | | |
| Suggested Learning Methods : Peer Teaching | | | | | | | | | | | | | |
| V | Negotiable Instruments Act 1881 – Negotiable Instruments - Essentials requirements –Endorsements – Kinds –Crossing – Types of Financial Instruments - Bills of Exchange - Tax Laws – Direct, Indirect tax laws – GST – Practical application of GST laws. | | | | | | | | 2 | 6 | | | |
| Instructional Hours | | | | | | | | | | 12 Hrs | | | |
| Suggested Learning Methods : Group Discussion | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | 60 Hrs | | | |
| Text Books | 1. N.D. Kapoor, Elements of Mercantile Law , Sultan Chands & Sons, 38 th Edition 2020. | | | | | | | | | | | | |
| Reference Books | 1. Shukla. M. C, A Manual of Mercantile Law , Sultan Chands & Sons, 13 th Edition 2017. 2. R. S. N. Pillai & Bhagavathi, Business Law , Sultan Chands & Sons, 2017. | | | | | | | | | | | | |
| Web. URLs | 1. https://www.lawnotes.in/Indian_Contract_Act,_1872 2. https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | | | Seminar | | | Assignment | | Group Discussion | Total | | |
| 4 | 4 | 7 | | | 5 | | | 5 | | 5 | 30 | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO 2 | PSO 3 | PSO4 | PSO5 |
| CO1 | M | - | | | M | | M | M | M | M | M | M | - |
| CO2 | | L | - | H | - | H | L | H | - | - | M | - | H |
| CO3 | H | L | L | H | M | H | - | M | L | - | H | M | - |
| CO4 | H | - | L | H | H | H | H | L | - | - | H | - | - |
| CO5 | H | L | - | H | L | H | L | L | - | M | M | - | - |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | | |
|--|--|---|--------------------------------|---------------|
| 22U4BMZ301 | | Skill Based Paper- I : Business Correspondence (Viva voce) | | |
| Semester: III | | Credits: 3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to all BBA CA/ IB / LOGISTICS) | | | | |
| Course Objective | | To familiarize the students with various forms of communication that exists in business and to train them in practical applications of communication. | | |
| Course Category | | Skill development | | |
| Development Needs | | National | | |
| Course Description | | Utilize the principles of communication for effective business operations | | |
| Course Outcomes | | Teaching Methods | Assessment Methods | |
| CO1 | Utilize the principles of communication for effective business operations | Lecture/ Case Study | Assignment | |
| CO2 | Demonstrate written communication skills in appropriate business situation | Lecture/ Role Play | Seminar | |
| CO3 | Understand the methods of Nonverbal Communication | Lecture/ Peer Teaching | Seminar | |
| CO4 | Prepare business reports, agenda and minutes of meetings | Lecture/ Role Play | Assignment | |
| CO5 | Acquire knowledge on Media Communication | Lecture/ Group Discussion | Quiz | |
| Offered by | | Business Administration | | |
| Course Content | | | Instructional Hours / Week : 3 | |
| Unit | Description | Text Book | Chapters | |
| I | Communication: Meaning - Objectives – Importance – Channels - Barriers to Communication Essentials of Effective Communication | 1 | 1,5 | |
| Instructional Hours | | | 09 Hrs | |
| Suggested Learning Methods : Video Lectures | | | | |
| II | Communication through letters - Layout of letter –Business letter format - Enquiries and Reply – Offers and Quotations - Orders and Execution - Claims and adjustments – Collection – Status Enquiries – Bank Correspondence – Application for jobs | 1 | 3,5 | |
| Instructional Hours | | | 09 Hrs | |
| Suggested Learning Methods : Video Lectures | | | | |
| III | Non-Verbal Communication - Body Language -Making presentation Use of Charts, Diagrams and Tables – Preparation of Agenda and minutes | 2 | 12,7 | |
| Instructional Hours | | | 09 Hrs | |
| Suggested Learning Methods : Video Lectures | | | | |

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|--|---|----------------------|----------------|-------------------------|-------------------|--------------|----------------------------|------------|--------------|-------------|-------------|-------------|-------------|
| IV | Reports: Types, Preparation, Structure and organization of reports. Reports by individual and committees. | | 2 | 2,2 | | | | | | | | | |
| Instructional Hours | | | | 09 Hrs | | | | | | | | | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| V | Press releases - Letters to Editors | | 2 | 6 | | | | | | | | | |
| Instructional Hours | | | | 09 Hrs | | | | | | | | | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| Total Hours | | | | 45 Hrs | | | | | | | | | |
| Text Books | 1. Rajendra Pal & Korlahalli, Essentials of Business Communication , Sultan Chand & Sons, New Delhi, 13 th Edition, 2011. 2. Urmila and S. M Rai, Business Communication , Himalaya Publication House, New Delhi, 2011. | | | | | | | | | | | | |
| Reference Books | 1. Varinder Kumar & Bodh Raj, Business Communication , Kalyani Publishers, New Delhi, 2014. 2. Kathiresan & Radha, Office Management , Prasanna Publishers & Distributors, 2011. | | | | | | | | | | | | |
| Web. URLs | 1. https://onlinecourses.swayam2.ac.in/imb19_mg14/preview 2. https://nptel.ac.in/courses/110105052 | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| Review I | Review II | Documentation | Seminar | Group Discussion | Assignment | Total | | | | | | | |
| 6 | 6 | 3 | 5 | 5 | 5 | 30 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | - | M | H | M | M | M | - | - | H | M | L | H |
| CO2 | H | M | | - | M | H | - | H | M | M | M | - | - |
| CO3 | M | | M | H | - | L | M | M | M | - | H | M | H |
| CO4 | H | M | | H | M | M | H | H | - | M | M | - | M |
| CO5 | H | H | H | L | - | H | M | M | L | - | H | - | H |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | |
|--|---|--|--------------------|
| 22U4BM3ED1 | | Extra Departmental Course: Entrepreneurship Development | |
| Semester: III | | Credits: 2 | ESE: 50 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | |
| Course Objective | | To study the concepts, techniques, instruments and institutions involved in new venture finance and private equity, with a special focus on the technology sector, and gain an understanding of the different stages of investment in an entrepreneurial firm. | |
| Course Category | | Employability | |
| Development Needs | | National | |
| Course Description | | Understand the fundamentals and emerging concept of Entrepreneurship Development | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understand the basics of entrepreneurship | Lecture | Assignment |
| CO2 | Identify factors influencing to become an entrepreneurship career | Lecture | Seminar |
| CO3 | Analyse the steps involved in setting up a business firm | Lecture | Seminar |
| CO4 | Understand the procedure of preparation of project report | Lecture | Assignment |
| CO5 | Develop the various government policies supporting entrepreneurship | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 2 | |
| Unit | Description | Text Book | Chapters |
| I | Entrepreneurship: Entrepreneur - Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur - Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth. | 1 | 1,2 |
| Instructional Hours | | | 6 Hrs |
| Suggested Learning Methods : Video Lectures | | | |
| II | Motivation: Major Motives Influencing an Entrepreneur - Achievement Motivation Training, Self-Rating, Business Game, Thematic Apperception Test - Entrepreneurship Development objectives | 1 | 6,9 |
| Instructional Hours | | | 6 Hrs |
| Suggested Learning Methods : Video Lectures | | | |
| III | Business: Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Steps involved in setting up a Business - identifying, selecting a Good Business opportunity. | 2 | 1,2 |

| Instructional Hours | | | | | | | | | | | | 6 Hrs | |
|--|--|-----|-----|-----|-----|-----|----------------------------|-----|------|------|------|--------|-------|
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| IV | Setting up Business Venture: Market Survey and Research- Techno Economic Feasibility Assessment- Preparation of Preliminary Project Reports - Project Appraisal - Sources of Information - Classification of Needs and Agencies | | | | | | | | | | 2 | 3 | |
| | Instructional Hours | | | | | | | | | | | | 6 Hrs |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| V | Support to Entrepreneurs: Government Policy for Small Scale Enterprises Institution for the development of small-scale industries - NSIC, SIDCO, SIDO, SISI, Development Commissioner -TANSI, SIDCO, DIC, Directorate of Industries and commerce- Crowd financing | | | | | | | | | | 2 | 5 | |
| | Instructional Hours | | | | | | | | | | | | 6 Hrs |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 30 Hrs | |
| Text Books | 1. S. S. Khanka - Entrepreneurial Development S. Chand & Co. Ltd. Ram Nagar, New Delhi, 2012. | | | | | | | | | | | | |
| | 2. Hisrich R D and Peters M P, Entrepreneurship 8th, Edition Tata McGraw-Hill, 2013. | | | | | | | | | | | | |
| Reference Books | 1. Rabindra N. Kanungo - Entrepreneurship and innovation , Sage Publications, New Delhi, 1998. | | | | | | | | | | | | |
| | 2. EDII " Faulty and External Experts - A Handbook for New Entrepreneurs Publishers:Entrepreneurship Development" Institute of India, Ahmadabad, 1986. | | | | | | | | | | | | |
| Web. URLs | 1. https://onlinecourses.nptel.ac.in/noc21_mg70/preview | | | | | | | | | | | | |
| | 2. https://onlinecourses.swavam2.ac.in/cec20_mg19/preview | | | | | | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | - | - | - | - | H | L | - | L | H | M | - |
| CO2 | H | - | - | - | - | - | H | - | M | M | - | - | - |
| CO3 | M | - | M | - | - | - | M | - | M | H | - | M | - |
| CO4 | - | - | - | H | - | M | L | - | M | M | M | - | H |
| CO5 | H | H | M | M | - | - | M | M | H | H | L | - | - |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | |
|--|--|--|--------------------|
| 22U4BM3ED2 | | Extra Departmental Course - Soft Skill Development - Viva Voce | |
| Semester: III | | Credits: 2 | ESE: 50 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | |
| Course Objective | This course enables the students to understand speaking and writing skills by reinforcing their listening and reading skills and habituating them. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | Understand the basics and concept of Soft Skill Development | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understanding the need of effective presentation skills | Lecture | Assignment |
| CO2 | To self-analysis the need for being assertive | Lecture | Seminar |
| CO3 | Enabling them to face interviews | Lecture | Seminar |
| CO4 | Plan and have Career focus | Lecture | Assignment |
| CO5 | Develop the LSRW skills | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 2 | |
| Unit | Description | Text Book | Chapters |
| I | Presentation skills – Effective presentation of an idea or concept – Use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged.Negotiation Skills – Dealing and preparing for negotiation – Clinching and compromising – Observe and record – Practical role plays | 1 | 5,12 |
| Instructional Hours | | | 6 Hrs |
| Suggested Learning Methods : Video Lectures | | | |
| II | Assertiveness building – How to say ‘no’ and ‘yes’ – Knowing limits – Identify and list the occasions where you could not be assertive | 1 | 10 |
| Instructional Hours | | | 6 Hrs |
| Suggested Learning Methods : Video Lectures | | | |
| III | Facing interviews – How to prepare – How to presents – FAQs Conduct a vox pop-make a brief report – Present to the group - Non-verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions | 1,2 | 12,26 |
| Instructional Hours | | | 6 Hrs |
| Suggested Learning Methods : Video Lectures | | | |

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|--|--|------------|------------|---------------|------------|------------|----------------------------|------------|-------------|-------------|-------------|-------------|-------------|
| IV | Career Options – Skills and physique vis-à-vis career options – Career planning –SWOT analysis (self) - Career focus - Awareness of different career and its sources of information, choosing a career | | 2 | 4 | | | | | | | | | |
| Instructional Hours | | | | 6 Hrs | | | | | | | | | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| V | SDRN to have In-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus | | 2 | 25, 27 | | | | | | | | | |
| Instructional Hours | | | | 6 Hrs | | | | | | | | | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| Total Hours | | | | 30 Hrs | | | | | | | | | |
| Text Books | <ol style="list-style-type: none"> 1. Matthew McKay, Martha Davis & Patrick Fanning, Communication Skills, New Harbinger Publications, 2nd edition, 2009. 2. Aruna Koneru, Professional Communication-, McGraw-Hill Education India Pvt.Ltd New Delhi, 2014. | | | | | | | | | | | | |
| Reference Books | <ol style="list-style-type: none"> 1. P.Bhaskaran Nair & Krishna Pillai Communication Skills a multi-skill course-MacMillan Press, New Delhi, 2000. 2. Biswajit Das, Ipseeta Satpathy - Business Communication and Personality Development, Excel Book, New Delhi, 2009. | | | | | | | | | | | | |
| Web. URLs | <ol style="list-style-type: none"> 1. https://onlinecourses.swavam2.ac.in/nou21_lb11/preview 2. https://nptel.ac.in/courses/109104031 | | | | | | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | - | - | - | - | H | L | - | L | H | M | - |
| CO2 | H | - | - | - | - | - | H | - | M | M | - | - | - |
| CO3 | M | - | M | - | - | - | M | - | M | H | - | M | - |
| CO4 | - | - | - | H | - | M | L | - | M | M | M | - | H |
| CO5 | H | H | M | M | - | - | M | M | H | H | L | - | - |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|--|--|---------------------------|--------------------|
| 22U3BMC408 | Core Paper VIII Marketing Management | | |
| Semester: IV | Credits: 4 | CIA: 50 Marks | ESE: 50 Marks |
| (Common to BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | Enable the students to do market research and design promotional strategies for developing business. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | Relationship and value through marketing, marketing strategies.. | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understand the Marketing Strategies | Lecture/ Case Study | Assignment |
| CO2 | Understand the factors influencing of Consumer Behaviour | Lecture/ Role Play | Seminar |
| CO3 | Apply tools and methods to do Marketing Research | Lecture/ Peer Teaching | Seminar |
| CO4 | Formulate effective Product Strategies | Lecture/ Role Play | Assignment |
| CO5 | Promote product in the Social Media. | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | Instructional Hours / Week : 6 | | |
| Unit | Description | Text Book | Chapters |
| I | Introduction to Marketing – Definitions - Conceptual frame work - Relationship and value through marketing, Marketing Strategies- Ethics and Social Responsibility: Marketing Environment, Ethical behaviour, Social Responsibility | 1 | 1&2 |
| Instructional Hours | | | 18 Hrs |
| Suggested Learning Methods : Video lectures | | | |
| II | Consumer Behaviour: Consumer purchase decision process and experience, Factors influencing consumer behaviour Global Markets: Economic Protectionism and considerations, Global Companies | 1,2 | 5,6 |
| Instructional Hours | | | 18 Hrs |
| Suggested Learning Methods : Video lectures | | | |
| III | Marketing Research: Scope, Research process Measuring social media Brand Building: Segmentation, Targeting and Positioning, Brand Equity, addressing competition and driving growth. Packaging- Characteristics of a good Package, Packaging Decision | 2 | 2,4,19 & 20,23 |
| Instructional Hours | | | 18 Hrs |
| Suggested Learning Methods : Video lectures | | | |

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|--|--|----------------|-------------------------------|----------------|-------------------|--------------|----------------------------|---------------|-------------|-------------|-------------|-------------|-------------|
| IV | Advertising in retailing - Advertising principles - Steps in planning a retail advertising campaign advertising for the retail store. Personal selling – Publicity and Special events - Role of personal selling in Retailing - Process in personal selling. | | | | | | | 2 | 31,32 | | | | |
| Instructional Hours | | | | | | | | 18 Hrs | | | | | |
| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | |
| V | Channels of Distributions – Roles of Marketing Channels, Channel - Design Decisions Promotion: Advertising, Sales Promotion, Public Relations & Social Media Introduction to digital marketing concepts. Digital Marketing: Introduction to digital marketing concepts. | | | | | | | 1 | 19 | | | | |
| Instructional Hours | | | | | | | | 18 Hrs | | | | | |
| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | |
| Total Hours | | | | | | | | 90 Hrs | | | | | |
| Text Books | 1. Kerin & Hartley, Marketing the Core , Tata McGraw Hill, 6 th Edition 2016. 2. Kotler, P., & Keller, K.L. (2016). <i>Marketing Management</i> (15th ed.), Pearson Education. | | | | | | | | | | | | |
| Reference Books | 1. Harris, L.C., Kotler, P., Armstrong, G., & He, H. (2020). <i>Principles of Marketing</i> , Pearson. 2. Kotler, P., Armstrong, G., Swee-Hoon, A., Siew-Meng, L., Chin-Tiong, T., & Hong-Mng Yau, O. (2017). <i>Principles of Marketing, An Asian Perspective</i> , Pearson. | | | | | | | | | | | | |
| Web. URLs | 1. https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm 2. https://www.feedough.com/market-segmentation-definition-basis-types-examples/ | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Balance sheet Analysis | Seminar | Assignment | Total | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | - | H | - | H | M | M | - | H | M | - | H |
| CO2 | M | - | L | M | - | - | - | H | - | L | - | M | - |
| CO3 | L | L | M | M | - | H | M | M | H | - | H | - | H |
| CO4 | - | L | M | H | L | M | M | H | - | H | - | - | - |
| CO5 | M | H | - | M | - | - | M | - | H | - | - | - | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | | |
|--|---|--|---------------------------------------|----------------------|
| 22U3BMC409 | | Core Paper – IX - Financial Management | | |
| Semester: IV | | Credits: 4 | CIA: 50 Marks | ESE: 50 Marks |
| (Common to BBA CA/ IB / LOGISTICS) | | | | |
| Course Objective | | To enable the students to understand the theories and the working methods of Financial Management | | |
| Course Category | | Employability | | |
| Development Needs | | National | | |
| Course Description | | An introduction to Financial Function, Fund management, Working Capital Management and Capital Budgeting | | |
| Course Outcomes | | | Teaching Methods | Assessment Methods |
| CO1 | Understand the concepts of Financial Management and Financial Function | | Lecture/ Quiz | Assignment |
| CO2 | Identify the sources of funds and Computation of Cost of Capital | | Lecture/ Quiz | Seminar |
| CO3 | Analyse the determinants of Dividend Policy and Computation of EBS and EBIT | | Lecture/ Assignment | Seminar |
| CO4 | Develop knowledge in Working Capital Management | | Lecture/ Peer Teaching | Case Study |
| CO5 | Analyse the different methods of Capital Budgeting | | Lecture/ Assignment | Case Study |
| Offered by | | Business Administration | | |
| Course Content | | | Instructional Hours / Week : 6 | |
| Unit | Description | | Text Book | Chapters |
| I | Financial Management: An Overview – Introduction – Meaning : Importance; Objectives of Financial Management Finance Function: Meaning; Scope of Finance Function; Aims and approaches of finance function | | 1 | 1 |
| Instructional Hours | | | | 18 Hrs |
| Suggested Learning Methods : Quiz | | | | |
| II | Funds Management: Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital - Computation of Cost of Capital: Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios | | 1 | 16,20 |
| Instructional Hours | | | | 18 Hrs |
| Suggested Learning Methods : Quiz | | | | |
| III | Net Income Approach: Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy - Computation of EBS and EBIT – Computation of | | 1 | 17 |

| | | | | | | | | | | | | | |
|--|--|----------------|-------------------|----------------|-------------------|--------------|----------------------------|------------|-------------|-------------|-------------|-------------|-------------|
| | Operating Leverage; Financial Leverage; working capital leverage (Problem) | | | | | | | | | | | | |
| Instructional Hours | | | 18 Hrs | | | | | | | | | | |
| Suggested Learning Methods : Assignment | | | | | | | | | | | | | |
| IV | Working capital Management: Concept of working capital; Sources of Working Capital: Kinds of working capital - Receivables Management; Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables: Dimensions of Receivables. | 1 | 22,23 | | | | | | | | | | |
| Instructional Hours | | | 18 Hrs | | | | | | | | | | |
| Suggested Learning Methods : Mini Case Analysis | | | | | | | | | | | | | |
| V | Capital Budgeting: Needs and importance of capital budgeting- Process of Capital Budgeting – kinds of capital budgeting decisions Method of Capital budgeting: Traditional Method; Time Adjusted Method (Problem) | 1 | 32 | | | | | | | | | | |
| Instructional Hours | | | 18 Hrs | | | | | | | | | | |
| Suggested Learning Methods : Mini Case Analysis | | | | | | | | | | | | | |
| Total Hours | | | 90 Hrs | | | | | | | | | | |
| Text Books | 1. Shashi.K.Gupta and Sharma.R.K, Financial Management, Kalyani Publisher, Ludhiana, 6 th Revised Edition, 2015. 2. Khan.M.Y, Jain.P.K, Financial Management, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017. | | | | | | | | | | | | |
| Reference Books | 1. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw hill Publishing Company Ltd, New Delhi, 9 th Edition, (2017). | | | | | | | | | | | | |
| Web. URLs | 1. https://onlinecourses.nptel.ac.in/noc21_mg06/preview 2. https://onlinecourses.swayam2.ac.in/cec20_mg05/preview | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Assignment | Seminar | Case Study | Total | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | - | - | - | - | - | - | M | - | M | - | - | - |
| CO2 | M | - | - | - | M | - | M | - | - | H | M | M | - |
| CO3 | - | - | - | - | H | - | - | M | - | H | - | M | - |
| CO4 | - | M | - | - | - | - | -M | H | M | - | - | M | - |
| CO5 | H | - | - | - | - | - | - | M | - | M | - | - | - |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|--|---|---------------------------------------|----------------------|
| 22U3BIC410 | Core Paper – X : Foreign Trade procedure and Documentation | | |
| Semester: IV | Credits: 4 | CIA: 50 Marks | ESE: 50 Marks |
| (BBA International Business) | | | |
| Course Objective | Enable the Students to acquire knowledge in the Concepts and Practices of Foreign Trade procedure and Documentation | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the Foreign Trade Policy, EOU Scheme, Import Export Documentation, Procedure for Registration of Importers, Special Economic Zones (SEZ) scheme. | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understand the Foreign Trade Policy and Procedure for Exports | Lecture/ Role Play | Seminar |
| CO2 | Acquire knowledge in Export Oriented Units and Special Economic Zone | Lecture/ Assignment | Group Discussion |
| CO3 | Identify the Procedure and Registration of Importers | Lecture/ Peer Teaching | Seminar |
| CO4 | Understand the General Provisions for Imports | Lecture/Inquiry Based Learning | Case Study |
| CO5 | Analyze Export and Import documentation. | Lecture/ Group Discussion | Case Study |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 5 | |
| Unit | Description | Text Book | Chapters |
| I | Foreign trade policy 2015-2020 – Export licensing Procedures and formalities – Export price quotations Deemed Exports: Benefits – Categories of supply. Role of Export Promotion in Export Credits Guarantee Corporation(ECGC) – Inco terms - Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes | 1 | 1,4,6 |
| Instructional Hours | | | 15 |
| Suggested Learning Methods : Seminar | | | |
| II | EOU scheme (Export Oriented Units): Eligibility – Setting up EOUs– Supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones - Special Economic Zones (SEZ) scheme – Eligibility Approval – Conditions –Fiscal Incentives for developer of SEZ“s– New status Holder Categorization – One-to-five-star Export Houses–Free trade and warehousing zones | 2 | 23,24 |
| Instructional Hours | | | 15 |
| Suggested Learning Methods : Group Discussion | | | |

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|--|--|----------------|----------------|-------------------------|-------------------|--------------|----------------------------|------------|-------------|-------------|-------------|-------------|-------------|
| III | Procedure for Registration of Importers: Categories of Importers –Importer Registration with regional Licensing authorities import of capital goods under EPCG - Duty Exemption / Remission Scheme | 2 | 4 | | | | | | | | | | |
| Instructional Hours | | | 15 | | | | | | | | | | |
| Suggested Learning Methods : Seminar | | | | | | | | | | | | | |
| IV | General provisions for Imports: Financing Import – Foreign Exchange Goods and Services Tax(GST)-Drawbacks in Export goods – Foreign Currency Accounts in India and Abroad permitted - Currencies and methods of payment | 1 | 4,5 | | | | | | | | | | |
| Instructional Hours | | | 15 | | | | | | | | | | |
| Suggested Learning Methods : Case Study | | | | | | | | | | | | | |
| V | Import and Export documentation: Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents. | 1 | 2 | | | | | | | | | | |
| Instructional Hours | | | 15 | | | | | | | | | | |
| Suggested Learning Methods : Mini Case Analysis | | | | | | | | | | | | | |
| Total Hours | | | 75 Hrs | | | | | | | | | | |
| Text Books | 1. M. I. Mahajan, Foreign Trade Policy Procedures and Documents, Snow White Publications Pvt Ltd, Mumbai, 26 th Edition, 2015. 2. M. L. Mahajan, Export do it yourself, Snow White Publications Pvt Ltd, Mumbai 2015. | | | | | | | | | | | | |
| Reference Books | 1. Nabhis, New Import Export Policy and Hand book of Procedures, Third Edition, 2008. 2. Nand Kishore Sharma, Import Management, RBSA Publishers, 2004. | | | | | | | | | | | | |
| Web. URLs | 1. http://niryatbandhu.iift.ac.in/exim/ 2. https://www.dgft.gov.in/CP/?opt=ft-policy | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Seminar | Group Discussion | Case Study | Total | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | M | - | - | - | - | - | M | H | H | - | - | - | - |
| CO2 | - | - | M | - | - | - | - | M | H | - | - | M | - |
| CO3 | M | - | - | - | - | - | - | H | M | - | - | - | - |
| CO4 | M | - | - | - | - | - | M | H | H | - | - | M | - |
| CO5 | M | - | - | - | - | M | M | M | H | - | - | M | - |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | | |
|--|--|--|--------------------------------|---------------|
| 22U4BMZ402 | | Skill Based Paper – II: Insurance Principles And Practices IRDA Insurance Certification (Industry Linked) | | |
| Semester: IV | | Credits: 3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to all BBA CA/ IB / LOGISTICS) | | | | |
| Course Objective | | To familiarize the students with fundamental concepts of risk and insurance. | | |
| Course Category | | Skill development | | |
| Development Needs | | National | | |
| Course Description | | To Understand the principles of Insurance and Legal Characteristics of Insurance Contract. | | |
| Course Outcomes | | Teaching Methods | Assessment Methods | |
| CO1 | Understand basic terminology of insurance and principles of Insurance. | Lecture/ Case Study | Assignment | |
| CO2 | Understand appropriate methods of risk management. | Lecture/ Role Play | Seminar | |
| CO3 | Demonstrate Legal And Regulatory Aspects of Insurance | Lecture/ Peer Teaching | Seminar | |
| CO4 | Prepare Product design, pricing, distribution of Insurance | Lecture/ Role Play | Assignment | |
| CO5 | Acquire knowledge on Insurance Lines And Products | Lecture/ Group Discussion | Quiz | |
| Offered by | Business Administration | | | |
| Course Content | | | Instructional Hours / Week : 3 | |
| Unit | Description | Text Book | Chapters | |
| I | Principles And Practices Of Insurance - History of Indian Insurance, principles of Insurance - Insurance as Security- Legal Characteristics of Insurance Contract- IRDA (Insurance Brokers) Regulations 2013. | 1 | 1 | |
| | | | Instructional Hours | 09 Hrs |
| Suggested Learning Methods:Video Lectures | | | | |
| II | Risk Management - Risk and uncertainty, pooling and diversification of risk, Indemnity and Insurable interest- Risk Management Documentation - Risk Self-Assessment Reports, Internal Audit Reports, Unit Risk Management Reports, External Disclosure Reports- Risk Control Techniques | 1 | 3 | |
| | | | Instructional Hours | 09 Hrs |
| Suggested Learning Methods :Video Lectures | | | | |
| III | Legal And Regulatory Aspects Of Insurance Legal foundations of insurance, basics in Group/Health Insurance/Pensions, Intermediation: role in mobilizing savings, evolution of various types and Bancassurance in India. | 1 | 7 | |
| | | | Instructional Hours | 09 Hrs |
| Suggested Learning Methods : Video Lectures | | | | |
| IV | Functions Performed By Insurers - Product design, pricing, distribution, underwriting, claims, Investment and Reinsurance. | 2 | 2 | |
| | | | Instructional Hours | 09 Hrs |

| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
|---|---|---------------|---------|------------------|------------|-------|----------------------------|-----|------|------|------|---------------|------|
| V | Insurance Lines And Products - Property-Liability, Life Insurance and Annuities and Health Insurance, Liability risks and Insurance, valuation and solvency requirements, Specialist Insurance lines in India – Agricultural and Export Credit Guarantee, Reinsurance, GIC of India, obligator sessions and retention of risk within the Country. | | | | | | | | | | 2 | 6 | |
| Instructional Hours | | | | | | | | | | | | 09 Hrs | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 45 Hrs | |
| Text Books | 1. Gupta P.K, “ Insurance and Risk Management”, Himalya Publishing House; 2004 2. Principles of Risk Management and Insurance; Pearson; 13th Edition, by George E. Rejda and Michael J. McNamar | | | | | | | | | | | | |
| Reference Books | 1. Panda G.S., “Principles and Practices of Insurance” Kalyani Publications, 2004 2. Mishra M.N., “ Principles and Practices of Insurance”, S. Chand and Co; 2004 | | | | | | | | | | | | |
| Web. URLs | 1. http://www.mas.gov.sg/~media/MAS/Regulations.pdf 2. http://www.hse.gov.uk/risk/controlling-risks.htm | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| Review I | Review II | Documentation | Seminar | Group Discussion | Assignment | Total | | | | | | | |
| 6 | 6 | 3 | 5 | 5 | 5 | 30 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | - | M | H | M | M | M | - | - | H | M | L | H |
| CO2 | H | M | | - | M | H | - | H | M | M | M | - | - |
| CO3 | M | | - | H | - | L | M | - | M | - | H | M | H |
| CO4 | H | M | | - | M | M | H | - | - | M | M | - | M |
| CO5 | H | H | H | L | - | H | M | - | L | - | H | - | H |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|---|--------------------------------|--------------------|
| 22U3BMC511 | Core Paper - XI Investment Analysis and Portfolio Management | | |
| Semester:V | Credits: 4 | CIA: 50 Marks | ESE: 50 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | |
| Course Objective | To enable the students to acquire knowledge of Investment Management. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | Security Analysis – Fundamental Analysis- Economic, Industry and Company | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Demonstrate a Basic understanding of Investment and Shares | Lecture/ Case Study | Assignment |
| CO2 | Exhibit the Acquaintance of the Securities Market | Lecture/ Role Play | Seminar |
| CO3 | Measure the Risk and Return of a Portfolio Position | Lecture/ Peer Teaching | Seminar |
| CO4 | Understanding the Security and Technical Analysis Portfolio Management | Lecture/ Role Play | Assignment |
| CO5 | Analyse the Market Risk and Predict the Future Market. | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 6 | |
| Unit | Description | Text Book | Chapters |
| I | Concept of Investment - Important - Alternate Forms of Investment Types of Shares - Important Share Patterns -Government Securities-Mutual Fund Schemes-Post Office Schemes-Provident Fund-Company Deposits-Real Investment in Shares and Debentures-Comparison with Other Forms of Investment | 1 | 1 |
| Instructional Hours | | | 18 |
| Suggested Learning Methods:Video lectures | | | |
| II | Primary Market- Role of NIM Mechanics of Floating New Issues Secondary Market - Function Mechanics of Security Trading-OTCEI-NSE Futures & Options. | 1 | 3 |
| Instructional Hours | | | 18 |
| Suggested Learning Methods :Mini Case Analysis | | | |
| III | Risk: Kinds-Measures of Risk>Returns. Valuation of Securities : Valuation of Bonds, Debentures – Valuation Preference and Equality Shares. | 2 | 5 |
| Instructional Hours | | | 18 |
| Suggested Learning Methods : Group Discussion | | | |

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|--|--|----------------|-------------------|-------------------|----------------|--------------|----------------------------|------------|-------------|-------------|-------------|-------------|-------------|
| IV | Security analysis: Fundamental Analysis: Economic, Industry and Company Analysis Technical analysis: Dow theory- NSE, BSE, Chart Patterns, Risk Measurement Techniques. | | 2 | 8 | | | | | | | | | |
| Instructional Hours | | | | 18 | | | | | | | | | |
| Suggested Learning Methods : Role Play | | | | | | | | | | | | | |
| V | Efficient Market theory: Random Walk Theory-weak form-semi strong form Portfolio Analysis: Markowitz theory-optimum portfolio. | | 2 | 9 | | | | | | | | | |
| Instructional Hours | | | | 18 | | | | | | | | | |
| Suggested Learning Methods : Group Discussion | | | | | | | | | | | | | |
| Total Hours | | | | 90Hrs | | | | | | | | | |
| Text Books | 1. Ranganathan, M., &Madhumathi, R, Investment Analysis and Portfolio Management . New Delhi: Pearson Education, 2006. 2. Prasanna Chandra, Investment Analysis and Portfolio Management , Tata Mc-Graw Hill Publication,4 th edition, 2012. | | | | | | | | | | | | |
| Reference Books | 1. Punithavathy Pandian, Security Analysis and Portfolio Management , Vikas Publishing House, 2012. 2. S.Kevin, Security Analysis and Portfolio Management , PHI Publications, 2015. | | | | | | | | | | | | |
| Web. URLs | 1. https://nptel.ac.in/courses/110105035 2. https://onlinecourses.nptel.ac.in/noc23_mg62/preview | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Case Study | Assignment | Seminar | Total | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | M | M | M | - | M | M | H | M | H | H | M |
| CO2 | M | H | - | M | M | - | M | M | M | H | M | M | - |
| CO3 | M | M | - | M | H | - | M | M | H | - | M | M | M |
| CO4 | H | H | M | H | M | - | M | M | H | M | M | M | M |
| CO5 | H | M | - | M | M | - | M | H | H | M | M | M | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|---|--------------------------------|--------------------|
| 22U3BMC512 | Core Paper-XII Human Resource Management | | |
| Semester:V | Credits:4 | CIA: 50 Marks | ESE:50 Marks |
| (Common to BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | Enable the Students to acquire knowledge in the Concepts and Practices of Human Resource Management. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | An introduction to Human Resource Management involved in Manpower Planning, Performance Appraisal, Compensation Administration and International Human Resource Management | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understand the functions of HR Department and role of HR Managers | Lecture/ Role Play | Seminar |
| CO2 | Identify the Human Recourse Requirement and Select Suitable Work force. | Lecture/ Assignment | Group Discussion |
| CO3 | Evaluate the performance of Human Resource and develop suitable Career Planning Programs. | Lecture/ Peer Teaching | Seminar |
| CO4 | Conduct HR Audit and Frame sound Compensation Policy | Lecture/Inquiry Based Learning | Case Study |
| CO5 | AnalyzeHRM in a Global perspective and employ e-HRM | Lecture/ Group Discussion | Case Study |
| Offered by | Business Administration | | |
| Course Content | Instructional Hours / Week : 5 | | |
| Unit | Description | Text Book | Chapters |
| I | Human Resource Management Introduction, Meaning Concept and Evolution of HRM , HR Strategies,Functions of HR Department – The Role of HR manager-Organization of personnel department | 1 | 1 |
| Instructional Hours | | | 15 Hrs |
| Suggested Learning Methods:Role Play | | | |
| II | Manpower planning- Job description, Job analysis, Role analysis, Job specification - Recruitment & Selection - Meaning, Steps, Process Training and development – Types of training – Process | 1,2 | 4,8 |
| Instructional Hours | | | 15 Hrs |
| Suggested Learning Methods :Video lectures on Corporate Training | | | |
| III | Performance Appraisal- Types –Process - Promotion -Meaning and Importance – Seniority Vs Merit –Demotion Job Evaluation and Merit Rating | 2 | 11,14 |
| Instructional Hours | | | 15 Hrs |
| Suggested Learning Methods : Activity Based Learning | | | |

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|--|--|----------------|-------------------------|----------------|-------------------|--------------|----------------------------|------------|-------------|-------------|-------------|-------------|-------------|
| IV | Compensation administration- Employee welfare - Social security- Safety and Health- Job stress – HR Audit – Meaning , Objective & Importance | | 3 | 6 | | | | | | | | | |
| Instructional Hours | | | | 15 Hrs | | | | | | | | | |
| Suggested Learning Methods : Flipped Classroom | | | | | | | | | | | | | |
| V | International Human Resource Management- Challenges in Human Resource Management E-HRM- Empowering employees – Business case study | | 3 | 6 | | | | | | | | | |
| Instructional Hours | | | | 15 Hrs | | | | | | | | | |
| Suggested Learning Methods : Mini Case Analysis | | | | | | | | | | | | | |
| Total Hours | | | | 75Hrs | | | | | | | | | |
| Text Books | 1. Memoria C. B., Personnel Management, Himalaya publications, New Delhi, 2011 2. V. S. P. Rao, Human Resource Management, Excel publishers, New Delhi, 2016 | | | | | | | | | | | | |
| Reference Books | 1. K. Aswathappa, Human Resource Management, Tata McGraw Hill publication, New Delhi, 2013 2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, Human Resource Management, Wiley, 11th Edition, 2016. | | | | | | | | | | | | |
| Web. URLs | 1. https://onlinecourses.nptel.ac.in/noc20_mg15/preview 2. https://onlinecourses.nptel.ac.in/noc19_mg51/preview | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Group Discussion | Seminar | Case Study | Total | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | - | - | - | - | H | M | M | H | - | H | H | - | - |
| CO2 | H | - | - | - | M | H | M | M | - | H | M | M | - |
| CO3 | - | - | - | - | H | M | - | M | - | M | M | - | - |
| CO4 | M | - | - | - | M | H | M | M | - | M | - | - | - |
| CO5 | M | - | - | - | - | M | M | H | H | M | H | - | - |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|---|--------------------------------------|--------------------|
| 22U3BIC513 | Core Paper-XIII: Foreign Exchange Management | | |
| Semester: IV | Credits: 4 | CIA: 50 Marks | ESE: 50 Marks |
| (BBA INTERNATIONAL BUSINESS) | | | |
| Course Objective | To enable the students to understand the Concepts and Procedure of Foreign Exchange Management | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the Foreign Trade, Foreign Exchange, Foreign Currency and the role of International Financial Institutions | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO 1 | Learn the Concept of Foreign Trade and functions of International Financial Institutions | Lecture/Case Analysis | Assignment |
| CO 2 | Acquire knowledge on rules and regulations of FERA & FEMA | Lecture/Assignment | Seminar |
| CO 3 | Analyse the determination of Foreign Exchange Rate | Lecture/ Peer Teaching | Group Discussion |
| CO 4 | Identify the methods of Foreign Exchange Contracts | Lecture/ Group Discussion | Assignment |
| CO 5 | Assess the Foreign Exchange Risk and Exposure | Lecture/ Case Study | Seminar |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week: 6 | |
| Unit | Description | Text Book | Chapters |
| I | Foreign Trade and Foreign Exchange - Balance of Payment and BOP accounting -Problems associated with Exporters and Importers. | 1 | 3,4 |
| | International Financial Institutions - IMF – Instruments, SDR -Nature and utilization, IBRD functions and leading activities, IFC, IDA. | | |
| Instructional Hours | | | 18 hrs |
| Suggested Learning Methods: Mini Case Analysis | | | |
| II | Administration of foreign exchange – FERA - Rules and Regulations under FEMA, Types of transactions – For-ex Markets and its Participants - Transaction in Inter-bank markets - Factors determining Forward Margins. | 1 | 5 |
| Instructional Hours | | | 18 hrs |
| Suggested Learning Methods: Assignment | | | |
| III | Ready Exchange Rates – Exchange Quotations (Direct & Indirect), Foreign Exchange Rates – Basis – Types of Rates – Buying and Selling Rates – Cross Rates | 1 | 12,13,14 |
| | Foreign Trade Contracts - Documentation for Foreign Trade | | |
| Instructional Hours | | | 18 hrs |

| Suggested Learning Methods: Peer Teaching | | | | | | | | | | | | | | |
|---|---|--|------------|---------|------|-------|-----|----------------------------|------|--------|------|---------------|------|--|
| IV | Foreign Exchange Contracts (Exchange Arithmetic) - Exchange Control Regulations – Booking of Forward Contracts – Calculation of fixed Forward Contracts. | | | | | | | | 1 | 14, 15 | | | | |
| Instructional Hours | | | | | | | | | | | | 18 hrs | | |
| Suggested Learning Methods: Group Discussion | | | | | | | | | | | | | | |
| V | Foreign Exchange Risk and Exposure – Types of Exchange risk and Exposure, Internal Techniques of Exposure – External Techniques of Exposure. | | | | | | | | 2 | 3 | | | | |
| Instructional Hours | | | | | | | | | | | | 18 hrs | | |
| Suggested Learning Methods: Case Study | | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 90 hrs | | |
| Text Books | | <ol style="list-style-type: none"> 1. C. Jeevanandam, Foreign exchange & Risk Management, Sultan Chand & Sons, 2018. 2. MadhuVij, International Financial Management, Excel Books, Chennai, 2006. 3. Francis Cherunilam, International Business Environment, Tata McGraw, New Delhi, 2017. | | | | | | | | | | | | |
| Reference Books | | <ol style="list-style-type: none"> 1. V. K. Bhalla, International Financial Management, S. Chand Publishing, New Delhi, 2016. 2. V. Sharan, International Financial Management, Prentice Hall India Learning Private Limited, 6th edition 2015. | | | | | | | | | | | | |
| Web. URLs | | <ol style="list-style-type: none"> 1. https://nptel.ac.in/courses/110105057 2. https://onlinecourses.nptel.ac.in/noc23_mg46/preview 3. https://www.coursera.org/lecture/country-level-economics/3-1-1-the-foreign-exchange-market-basics-v2MEK | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Assignment | Seminar | Quiz | Total | | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | | |
| Mapping | | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | |
| CO1 | M | - | - | - | - | - | - | H | H | - | - | H | - | |
| CO2 | M | - | - | - | - | - | - | M | H | - | - | M | M | |
| CO3 | - | - | - | - | - | - | M | H | H | - | M | - | M | |
| CO4 | M | - | - | - | - | - | M | H | H | - | M | - | M | |
| CO5 | - | - | - | - | - | - | M | M | H | - | M | M | M | |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | | |
| Course designed by | | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | | |
| Name and Department | | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|--|--|--------------------------------|--------------------|
| 22U3BMA504 | Allied Paper: IV- Business Research Methods | | |
| Semester: V | Credits: 4 | CIA: 50 Marks | ESE: 50 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | |
| Course Objective | To enable, the students to demonstrate Knowledge and understanding of data collection, Data analysis and interpretation in relation to the research process and Research report preparation. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | An introduction to the understand the fundamental theoretical ideas and logic of research. | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understand Different Types of Research and Formulate the Research Problem | Lecture/ Case Study | Assignment |
| CO2 | Know about Types of Data Collection and Measurement of Scaling Technique | Lecture/ Role Play | Seminar |
| CO3 | Understand and Apply Various Tests of Significance | Lecture/ Peer Teaching | Seminar |
| CO4 | Write a Research Report | Lecture/ Role Play | Assignment |
| CO5 | Knowledge about Marketing Research. | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 5 | |
| Unit | Description | Text Book | Chapters |
| I | Research - Definition - Importance - Advantages and Limitations – Research process – Problem Design of Research - Types of Design - Sampling process and selection - Sample types -Sample size and sampling errors. | 1 | 1,3,4 |
| Instructional Hours | | | 15 |
| Suggested Learning Methods : Video lectures | | | |
| II | Data Collection - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data Scaling Technique: Attitude measurement – Editing –Coding - Tabulation | 1 | 5,6,7 |
| Instructional Hours | | | 15 |
| Suggested Learning Methods : Video lectures | | | |
| III | Statistical Data Analysis - Hypothesis - Sources, formulation and testing of Hypothesis - Z test, T test (Theory Only) Chi-square test - Basics of Parametric and Non-Parametric test (Theory Only) | 1 | 9,10 |
| Instructional Hours | | | 15 |

| Suggested Learning Methods : Case Study | | | | | | | | | | | | | | |
|--|--|---------|---------|------------|--------------|-------|----------------------------|-----|------|-------|---------------|------|-------|--|
| IV | Interpretation and Report writing - Steps in writing reports - Layout of report, types, and principles of report writing – Graphical representation of results | | | | | | | | | 1 | 14 | | | |
| Instructional Hours | | | | | | | | | | | 15 | | | |
| Suggested Learning Methods : Case Study | | | | | | | | | | | | | | |
| V | Product Research- Price research, Motivation Research Promotion Research - Distribution research – Sales control research - Media research. | | | | | | | | | 2 | 17,19,21 | | | |
| Instructional Hours | | | | | | | | | | | 15 | | | |
| Suggested Learning Methods : Video lectures | | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | 75 Hrs | | | |
| Text Books | 1. C. R. Kothari and Gaurav Garg: Research Methodology Methods and Techniques , New Age International (P) limited, New Delhi, 2 nd Edition, 2020. 2. S. Sumathi P Saravanavel: Marketing Research & Consumer Behavior , Vikas Publishing, New Delhi, 1 st Edition, 2009. | | | | | | | | | | | | | |
| Reference Books | 1. Boyd and Westfall, Marketing Research , McGraw-Hill Professional Publishing, 9 th Edition, New Delhi, 2009. 2. Emma Bell, Alan Bryan and Bill Harley Business Research Methods , (Fifth Edition), Oxford University Press. 2019. | | | | | | | | | | | | | |
| Web. URLs | 1. https://www.classcentral.com/course/swayam-business-research-methods-19811 2. https://onlinecourses.nptel.ac.in/noc22_ge08/preview | | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Seminar | Assignment | Mini Project | Total | | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | | |
| Mapping | | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO 2 | PSO3 | PSO4 | PSO 5 | |
| CO1 | H | M | - | M | H | M | M | H | - | - | M | M | M | |
| CO2 | H | H | M | M | M | - | H | H | M | - | - | - | - | |
| CO3 | H | - | - | M | M | - | M | M | - | - | - | - | M | |
| CO4 | H | M | M | - | M | - | - | M | M | - | - | - | M | |
| CO5 | H | M | M | M | M | - | M | M | M | - | - | - | M | |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | | |
| | | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | | |

| Course Code | Title | | |
|---|---|---------------------------------------|---------------------|
| 22U3BIE501 | Discipline Specific Elective Paper: I (A) Intellectual Property Rights | | |
| Semester:V | Credits: 3 | CIA: 30 Marks | ESE:45 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | |
| Course Objective | To make the students aware of their rights for the protection and knowledge of patents, copy right, Trademarks. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of Intellectual Property Rights | | |
| Course Outcomes | | | |
| CO 1 | Understand basic concepts and need of IPR | | |
| CO 2 | Learn the practical aspects of registration of patents | | |
| CO 3 | Understand the patent Act of India and International treaties | | |
| CO 4 | Compare cyber law and IPR | | |
| CO 5 | Analyse the infringement of IPRs | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Introduction to IPRs, Basic concepts and need for Intellectual Property – Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Development Nature of Intellectual Property, Industrial Property, technological Research, Inventions and Innovations –Important Examples of IPR | 1 | 1&2 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods:Video Lecture | | | |
| II | Meaning and Practical aspects of registration of copy Rights- Trademarks-Patents - Geographical Indications – Trade Secrets and Industrial Design registration in India and Abroad | 1 | 4 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | International Treaties and Conventions on IPRs-TRIPS Agreement-PCT Agreement Patent Act of India-Patent Amendment Act-Design Act, Trademark Act-Geographical Indication Act. | 1 | 5,6 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| IV | Digital Innovations and Developments as Knowledge Assets-IP Laws, Cyber Law and Digital Content Protection Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws – Case Studies | 2 | 5 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |

| | | | | | | | | | | | | | |
|---|---|---------------|------------|----------------|------------|-------------------|------------|----------------------------|-------------|-------------------|---------------|--------------|-------------|
| V | Infringement of IPRs, Enforcement Measures - Emerging issues – Case Studies | | | | | | | | | | 2 | 7 | |
| Instructional Hours | | | | | | | | | | | 12 | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | 60 Hrs | | |
| Text Books | 1. Vinod.V.Sople, Managing Intellectual Property, Prentice Hall of India pvt Ltd, Fifth Edition 2016. 2. Law relating to Intellectual Property Rights Paperback, by V K Ahuja, Lexis Nexis; Third edition, 2017. | | | | | | | | | | | | |
| Reference Books | 1. Deborah E.Bouchoux, —Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets, Cengage Learning, Third Edition, 2013. | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | | CIA II | | CIA III | | Case Study | | Seminar | | Assignment | | Total | |
| 4 | | 4 | | 7 | | 5 | | 5 | | 5 | | 30 | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | M | - | - | M | - | L | - | M | - | - | H | - | - |
| CO2 | H | M | - | - | - | M | H | M | - | - | M | - | - |
| CO3 | M | M | M | - | - | L | M | - | - | M | - | M | - |
| CO4 | L | - | H | M | M | H | - | - | - | H | M | M | M |
| CO5 | M | - | - | - | M | M | M | M | - | - | - | - | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | | Verified by | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | | Name and BoS Chairman SEAL | | | | | |

| Course Code | Title | | |
|---|--|---------------------------------------|----------------------|
| 22U3BIE502 | Discipline Specific Elective Paper I (B) M-Commerce & Information Technology Services | | |
| Semester:V | Credits: 3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to BBA CA / IB) | | | |
| Course Objective | To know how to derive meaning form huge volume of data and information | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of Information Technology Services | | |
| Course Outcomes | | | |
| CO 1 | To understand the concepts of M- Commerce | | |
| CO 2 | Study the impact of Technology advances in strategy formulation | | |
| CO 3 | Understand M- Commerce Business Models | | |
| CO 4 | Know the usage of hardware and software's components | | |
| CO 5 | Analyse the different types software's in M- Commerce | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Introduction – Infrastructure of M–Commerce – Types of Mobile Commerce Services – Technologies of Wireless Business Mobile Marketing & Advertisement, Non – Internet Applications in M–Commerce – Wireless / Wired Commerce Comparisons. | 1 | 1,2 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods:Video Lecture | | | |
| II | Wireless Devices for Mobile Commerce – Classification Framework for Mobile Location Based Services - Wireless Personal and Local Area Networks –The Impact of Technology Advances on Strategy Formulation In Mobile Communications Networks. | 1 | 2 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | The Ecology of Mobile Commerce –Wireless Application protocol – Mobile Business Services – Mobile Portal – Factors Influencing Mobile Gaming Services - The Role of Mobile Advertising in Building a Brand – M–commerce Business Models | 2 | 1 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| IV | Meaning – Scope- Characteristics & Applications, Advantage and Disadvantage of IT Outsourcing - H/W and S/W components of a computer-Recent developments in Hardware and Software-Peripherals Devices | 2 | 1,2 |

| | | | | | | | | | | | | | |
|---|---|----------------|-------------------|------------|------------|------------|----------------------------|----------------|-------------|-------------|-------------------------|--------------|--------------|
| Instructional Hours | | | | | | | | | | | | | 12 |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| V | Memory – ROM / RAM,-Storage Devices- Machine Language - Assembly Language- High Level Language -Types of Software's | | | | | | | | | | | 2 | 12 |
| Instructional Hours | | | | | | | | | | | | | 12 |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | | 60Hrs |
| Text Books | 1. E.BrianMennecke, J.TroyStrader, “Mobile Commerce: Technology, Theory and Applications”, Idea Group Inc., IRM press, 2003. 2. Ravi Kalakota, B.AndrewWhinston, “Frontiers of Electronic Commerce”, PearsonEducation, 2003. | | | | | | | | | | | | |
| Reference Books | 1. P. J. Louis, “M-Commerce Crash Course”, McGraw- Hill Companies February 2001 | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Assignment | | | | | Seminar | | | Group Discussion | Total | |
| 4 | 4 | 7 | 5 | | | | | 5 | | | 5 | 30 | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | - | M | H | M | - | M | M | L | H | - | M | - | M |
| CO2 | M | H | L | H | M | M | L | - | M | H | M | M | H |
| CO3 | H | - | M | M | M | M | M | M | M | L | L | H | - |
| CO4 | M | M | H | H | H | - | H | H | L | M | - | M | M |
| CO5 | L | H | L | L | H | H | - | L | - | M | - | L | H |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|--|---------------------------------------|---------------|
| 22U3BIE503 | Discipline Specific Elective Paper I (C) Consumer Behaviour | | |
| Semester:V | Credits: 3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to BBA CA / IB) | | | |
| Course Objective | This course enables the students to understand the basic laws and principles of Consumer behaviour in order to influence their purchasing decision. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of Consumer Behaviour | | |
| Course Outcomes | | | |
| CO 1 | Describe the basic laws and principles of consumer behaviour | | |
| CO 2 | Identify the different consumer behaviour and their impact on purchasing decisions. | | |
| CO 3 | Gain knowledge on the information searching, evaluation and decision making | | |
| CO 4 | They can understand the consumer communication in group and family which influences the buying decision. | | |
| CO 5 | To know cultural and behavioural pattern of consumers. | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Consumer behaviour – concepts; nature, scope and applications of consumer behaviour. Consumer behaviour and marketing strategy; profiling consumers and their needs - Market segmentation and consumer research; psychographics and lifestyle; Consumer behaviour audit. | 1 | 1,2,3 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods: Video Lecture | | | |
| II | Consumer involvement and decision-making, Consumer decision-making process - Information search process; Evaluative criteria and decision rules. | 1 | 7,14 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; - Consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement. Communication and consumer behaviour. Family life cycle and decision-making; Social class concept and measurement | 1 | 7 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |

| | | | | | | | | | | | | | |
|---|--|----------------|----------------|--------------------|-------------------------|--------------|----------------------------|------------|-------------|---------------|-------------|-------------|-------------|
| IV | The buying process: problem recognition and information search behavior - Information processing; alternative evaluation; Purchase process and post purchase behaviour. | | | | | | | | 1 | 11 | | | |
| Instructional Hours | | | | | | | | | | 12 | | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| V | Contemporary strategies in reaching consumers-word of mouth, consumer generated marketing-celebrity and athletic endorsers. Online consumer behaviour-- feature of well-designed website, the implication of a reduced search costs for information, the consumer advocacy paradigm - Problems faced by Indian consumers; Consumer protection in India | | | | | | | | 1 | 16 | | | |
| Instructional Hours | | | | | | | | | | 12 | | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | 60 Hrs | | | |
| Text Books | <ol style="list-style-type: none"> Schiff man, L.G. and Karuk, L.L, Consumer Behaviour, 8 th Edition ,Prentice Hall of India, New Delhi 2004. Loudon, David L and Bitter Albert J Della, Consumer Behaviour, Tata McGraw Hill, New Delhi 2005. | | | | | | | | | | | | |
| Reference Books | <ol style="list-style-type: none"> Jean Noel Kapferer, Strategic Brand Management, Prentice Hall, 2012. | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Seminar | Field Visit | Group Discussion | Total | | | | | | | |
| 4 | 4 | 7 | 5 | 5 | 5 | 30 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | H | M | - | M | L | M | M | H | - | H | M |
| CO2 | H | M | - | M | H | L | M | H | - | - | H | H | M |
| CO3 | M | H | M | H | - | M | H | L | H | M | L | M | H |
| CO4 | H | M | - | H | H | - | M | M | - | L | - | H | M |
| CO5 | H | M | L | M | M | L | - | H | L | H | M | H | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | |
|-------------------------------------|---|---|--------------------|
| 22U4BMZ503 | | Skill Based Paper – III Tally - Practical | |
| Semester: V | | Credits: 3 | CIA: 30 Marks |
| ESE: 45 Marks | | | |
| (Common to BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | | This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts | |
| Course Category | | Skill Development | |
| Development Needs | | National | |
| Course Description | | An introduction to the understand the creation and alteration of a company. | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Understand the creation and alteration of a company | Lecture/ Case Study | Assignment |
| CO2 | Analyse the Creation of Vouchers and maintenance of stock and go down creation | Lecture/ Role Play | Seminar |
| CO3 | Develop the bank reconciliation statement | Lecture/ Peer Teaching | Seminar |
| CO4 | Understand the preparation of final accounts using Accounting Package | Lecture/ Role Play | Assignment |
| CO5 | Analyse the Pay roll system. | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| S.No. | List of Programs | | |
| 1 | Create a new company – name and other relevant details and configure the company | | |
| 2 | Journalizing | | |
| 3 | Posting into ledger (with and without predefined groups) | | |
| 4 | Configuring, creating, displaying, altering and cancellation of Vouchers | | |
| 5 | Trail balance | | |
| 6 | Final accounts- trading account- profit and loss account and balance sheet | | |
| 7 | Final accounts with adjustments | | |
| 8 | Rectification off error | | |
| 9 | Show the cash, bank and other subsidiary books of the company | | |
| 10 | Show the Day Book | | |
| 11 | Integrate stock and inventory details (stock groups/ categories/measurement units | | |

| | |
|----|--|
| 12 | Stock summary |
| 13 | Bank reconciliation statement |
| 14 | Enable VAT in Tally and VAT Computation report |
| 15 | Integrate pay-roll system |

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures

Create a Company as —Vasavi Industries Ltd. in Tally with inventory management.

- Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
- He deposited Rs.1, 00,000/- cash at ICICI bank.
- He paid electricity bill for Rs.1,200/- by cash.
- He withdrawn Rs.10,000/- cash for his personal use.
- He purchased the following item from Computer Lab. Ltd. on Credits with 4% Vat rate.
- Computer - 10 Nos. - @20000/- each
- He sold the following item to Somnath Traders in cash with 4% Vat rate.
- Computer - 5 Nos. - @27500/- each
- He received Rs.6,000/- as commission from Rohit by cash.
- He paid House Rent for Rs.5,000/- by cash.
- He withdrawn Rs.25,000/- cash from ICICI Bank.
- He purchased furniture for Rs.25,000/- by cash for office use.
- Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd.

From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

| | |
|---|-------------------|
| Capital | 10, 00,000 |
| Reserves | 600,000 |
| Creditsors: | |
| Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits | 2,00,000 |
| Total | 18, 00,000 |
| Land and Building | 5,00,000 |
| Furniture and Equipments | 2,00,000 |
| Stock:- | |
| 10 Refrigerators @ Rs 8000 (LG) | 80,000 |

| | |
|--|-------------------|
| 5 semi automatic (LG) @ 7000 | 35000 |
| 5 fully automatic (LG) @ 14000 | 70,000 |
| 10 T.V sets sony @ Rs 10,000 | 100,000 |
| Debtors: (Both 45 days Credits) | |
| KEEN Bill No. S/ 1001 dt. 30/12/10 | 50,000 |
| Best Home Bill No.S/ 2010 dt. 22/12/10 | 60,000 |
| Bank current account with SBT | 600,000 |
| Cash in hand | 105,000 |
| Total | 18, 00,000 |

Create company with address - Cochin-5Income Tax No. PNR/ 1234000 NVAT TIN no. K GST/ L50006Inter state sales tax no. I/L1001Provide other assumed details for the company5/1/11
Purchased for cash:-

3. Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque VAT paid-12.5% and carriages-Rs 750 for the above purchase. 10/1 /11Sales made on Credits:-
QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%.
Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report

Tools for Assessment (30 Marks)

| Program Development | Program Execution | Lab Participation | Test 1 | Test II | Observation Note Maintenance | Total |
|---------------------|-------------------|-------------------|--------|---------|------------------------------|-------|
| 5 | 5 | 5 | 6 | 6 | 3 | 30 |

Mapping

| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | M | - | M | H | M | - | M | M | M | M | - | - | M |
| CO2 | M | - | M | H | M | M | M | H | - | M | M | - | M |
| CO3 | H | M | M | - | H | - | M | M | - | - | M | - | - |
| CO4 | H | M | M | M | H | - | M | M | - | - | M | - | - |
| CO5 | H | M | - | - | H | - | - | M | - | - | M | M | - |

H-High; M-Medium; L-Low

| Course designed by | Verified by |
|---------------------|----------------------------|
| | |
| Name and Department | Name and BoS Chairman SEAL |

| Course Code | | Title | | |
|---|--|---|--------------------|--------------|
| 22U3BMC614 | | Core Paper: XIV - Strategic Management | | |
| Semester:VI | | Credits:4 | CIA: 50 Marks | ESE:50 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | | |
| Course Objective | | Enable the students to develop the Strategic Thinking and decision making abilities in relation to understanding the employability of various strategies in different situations. | | |
| Course Category | | Employability | | |
| Development Needs | | National | | |
| Course Description | | To understand the concept of Strategy Formulation, Strategy Implementation and Strategy Evaluation | | |
| Course Outcomes | | Teaching Methods | Assessment Methods | |
| CO 1 | Understanding the concepts of strategic management. | Lecture/ Role Play | Seminar | |
| CO 2 | Develop the strategic formulation | Lecture/ Assignment | Case Study | |
| CO 3 | Evaluate the choice of strategy | Lecture/ Peer Teaching | Seminar | |
| CO 4 | Develop the strategic implementation | Lecture/Inquiry Based Learning | Field Visit | |
| CO 5 | Analyse and evaluate the strategic control and strategic evaluation. | Lecture/ Group Discussion | Case Study | |
| Offered by | Business Administration | | | |
| Course Content | | Instructional Hours / Week : 6 | | |
| Unit | Description | Text Book | Chapters | |
| I | Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit | 2 , 1 | 1 , 19 | |
| Instructional Hours | | | 18 | |
| Suggested Learning Methods:Role Play | | | | |
| II | Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features | 1 | 2 | |
| Instructional Hours | | | 18 | |
| Suggested Learning Methods : Assignment | | | | |
| III | Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies | 1 | 17 , 18 | |
| Instructional Hours | | | 18 | |
| Suggested Learning Methods : Activity Based Learning | | | | |
| IV | Strategic Implementation: Role of top management-Process- Approaches, Resource allocation-Factors -Approaches, Mckinsey’s 7’s framework, Strategic Positioning- Four routes to competitiveadvantage | 3 | 19 | |
| Instructional Hours | | | 18 | |

| Suggested Learning Methods : Field Visit | | | | | | | | | | | | | | |
|--|--|---------|------------|-------------|---------|-----|-----|----------------------------|------|------|------|--------------|--------|-------|
| V | Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems – Balance score card - Case Studies. | | | | | | | | | | | 3 | 1 , 14 | |
| Instructional Hours | | | | | | | | | | | | 18 | | |
| Suggested Learning Methods : Mini Case Analysis | | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 90Hrs | | |
| Text Books | 1. Strategic Management- Francis Cherunillam-Himalaya Publishing House. 2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000 3. Strategic Planning -Formulation of corporate strategy V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001. | | | | | | | | | | | | | |
| Reference Books | 1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Process, Content, andImplementation, Oxford University Press: USA 2. Ritson, N. (2008). Strategic Management. Neil Ritson&Ventus Publishing. | | | | | | | | | | | | | |
| Web. URLs | 1. https://nptel.ac.in/courses/110108047 2. https://archive.nptel.ac.in/courses/110/108/110108047/ | | | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Case Study | Field Visit | Seminar | | | | | | | | | Total |
| 8 | 8 | 10 | 8 | 8 | 8 | | | | | | | | | 50 |
| Mapping | | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | |
| CO1 | H | M | - | - | - | - | - | M | H | M | M | - | - | |
| CO2 | H | M | - | - | - | - | - | M | M | H | M | M | M | |
| CO3 | H | M | M | M | M | M | M | L | H | M | - | M | M | |
| CO4 | H | H | - | M | - | | - | - | M | M | M | M | - | |
| CO5 | H | H | - | M | - | M | M | H | H | - | H | M | - | |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | | |
| Course designed by | | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | | |
| Name and Department | | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|---|-------------------------------|--------------------|
| 22U3BIC615 | Core Paper: XV - Merchandising Management | | |
| Semester: V | Credits:4 | CIA:50 Marks | ESE:50 Marks |
| (BBA INTERNATIONAL BUSINESS) | | | |
| Course Objective | To enable the students to learn the basics of merchandising management | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | Understanding the importance of Merchandising Management | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO 1 | Acquire knowledge in Merchandise mix | Lecture/ Case Study | Assignment |
| CO 2 | Able to know Visual Merchandising | Lecture/ Role Play | Seminar |
| CO 3 | Analyze the Retail operations | Lecture/ Peer Teaching | Seminar |
| CO 4 | Managing retail home delivery | Lecture/ Role Play | Assignment |
| CO 5 | Acquire knowledge in retail ERP | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week: 6 | |
| Unit | Description | Text Book | Chapters |
| I | Merchandise Mix- Concept of Assortment Management-Merchandise Mix of Show off | 1 | 1 & 2 |
| | Concept of Merchandise Displays-Importance of Merchandise Displays-Concept of Space Management-Role of IT in Space Management- Concept of Planogram | | |
| Instructional Hours | | | 18 hrs |
| Suggested Learning Methods: Video Lectures | | | |
| II | Meaning of Visual Merchandising-Objectives of Visual Merchandising-Growth of Visual Merchandising. | 1 | 5& 6 |
| | Visual Merchandising in India- Product Positioning and Visual Merchandising. | | |
| Instructional Hours | | | 18 hrs |
| Suggested Learning Methods: Mini Case Analysis | | | |
| III | Concept of Merchandise Planning-Applications of Merchandise Planning-Elements of Merchandise Planning-Role of Merchandiser in Planning | 2 | 1 & 2 |
| | Concept of Category Management-Merchandise Forecasting-Merchandise Budgeting | | |
| Instructional Hours | | | 18 hrs |
| Suggested Learning Methods: Group Discussion | | | |
| IV | Concept of Merchandise Sourcing-Historical Perspective of Sourcing-Stock Management and Distribution-International Sourcing | 2 | 4 & 5 |

| | | | | | | | | | | | | | |
|---|---|--|-------------------|----------------|-------------|--------------|----------------------------|------------|-------------|-------------|-------------|-------------|-------------|
| | Retail Replenishment-Importance of Replenishment- Direct Store Delivery (DSD). | | | | | | | | | | | | |
| Instructional Hours | | | | | | | 18 hrs | | | | | | |
| Suggested Learning Methods: Role Play | | | | | | | | | | | | | |
| V | Managing Retail Home Delivery-Measures for Retail Distribution and Replenishment - Role of IT in Retail Distribution and Replenishment. | | | | | | 2 | 6 & 7 | | | | | |
| | Information Systems-Bar coding- Retail ERP- Retail Analytics-RFID- Role of IT in CRM | | | | | | | | | | | | |
| Instructional Hours | | | | | | | 18 hrs | | | | | | |
| Suggested Learning Methods: Group Discussion | | | | | | | | | | | | | |
| Total Hours | | | | | | | 90 hrs | | | | | | |
| Text Books | | <ol style="list-style-type: none"> Chetan Bajaj and Ranjith, Retail Management, Oxford University Press, second edition 2010. Gillespie. Hecht and Lebowitz, Retail Business Management, McGraw Hill Book Company, Third edition 2002. G. Vedamani, Retail Management – Functional Principles & Practices”, Jaico Books Publications, Gibson, 2012. | | | | | | | | | | | |
| Reference Books | | <ol style="list-style-type: none"> Gibson G. V Edamani, Retail Management: Functional Principles and Practices, Jaico Publishing House, Second Edition 2012. James R. Ogden. Denise T.Ogden, Integrated Retail Management, Wiley Pvt Ltd, 2005. | | | | | | | | | | | |
| Web. URLs | | <ol style="list-style-type: none"> https://archive.nptel.ac.in/courses/110/105/110105158/ https://onlinecourses.swayam2.ac.in/cec22_mg03/preview | | | | | | | | | | | |
| Tools for Assessment (50 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Assignment | Seminar | Quiz | Total | | | | | | | |
| 8 | 8 | 10 | 8 | 8 | 8 | 50 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | M | M | H | - | L | M | M | L | H | M | H | M | - |
| CO2 | H | H | L | M | H | L | M | - | L | M | M | - | - |
| CO3 | H | - | M | M | - | M | M | - | M | H | L | - | M |
| CO4 | M | M | - | M | H | M | M | M | M | - | M | - | H |
| CO5 | M | L | H | M | - | H | M | H | - | M | L | H | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | | | | | | | | | | | |
|--|--|----------------------------|---------------|-------------------|----------|-------------------|----------|-----------------------|--|--|-----------------|--------------|-----------------|
| 22U3BMV616 | Core Paper XVI Project Work & Viva-Voce | | | | | | | | | | | | |
| Semester: VI | Credits: 4 | CIA: 40 Marks | ESE: 60 Marks | | | | | | | | | | |
| (Common to BBA CA / IB / LOGISTICS) | | | | | | | | | | | | | |
| Offered by | Business Administration | | | | | | | | | | | | |
| Course Content | | | | | | | | | | | | | |
| S.No | Description | | | | | | | | | | | | |
| 1. | A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce. | | | | | | | | | | | | |
| 2 | <p>CIA Marks Distribution:</p> <p>A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td>First Review</td> <td>10 Marks</td> </tr> <tr> <td>Second Review</td> <td>10 Marks</td> </tr> <tr> <td>Third Review</td> <td>10 Marks</td> </tr> <tr> <td>Document, Preparation and Implementation</td> <td>10 Marks</td> </tr> <tr> <td>Total</td> <td>40 Marks</td> </tr> </tbody> </table> | | | First Review | 10 Marks | Second Review | 10 Marks | Third Review | 10 Marks | Document, Preparation and Implementation | 10 Marks | Total | 40 Marks |
| First Review | 10 Marks | | | | | | | | | | | | |
| Second Review | 10 Marks | | | | | | | | | | | | |
| Third Review | 10 Marks | | | | | | | | | | | | |
| Document, Preparation and Implementation | 10 Marks | | | | | | | | | | | | |
| Total | 40 Marks | | | | | | | | | | | | |
| 3. | <p>End Semester Examination:</p> <p>The evaluation for the end semester examination should be as per the norms given below:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td>External Examiner</td> <td>20 Marks</td> </tr> <tr> <td>Internal Examiner</td> <td>20 Marks</td> </tr> <tr> <td>Viva-Voce Examination</td> <td>20 Marks (Jointly given by the external and internal examiner)</td> </tr> <tr> <td>Total</td> <td>60 Marks</td> </tr> </tbody> </table> | | | External Examiner | 20 Marks | Internal Examiner | 20 Marks | Viva-Voce Examination | 20 Marks (Jointly given by the external and internal examiner) | Total | 60 Marks | | |
| External Examiner | 20 Marks | | | | | | | | | | | | |
| Internal Examiner | 20 Marks | | | | | | | | | | | | |
| Viva-Voce Examination | 20 Marks (Jointly given by the external and internal examiner) | | | | | | | | | | | | |
| Total | 60 Marks | | | | | | | | | | | | |
| Course designed by | | Verified by | | | | | | | | | | | |
| Name and Department | | Name and BoS Chairman SEAL | | | | | | | | | | | |

| Course Code | Title | | |
|---|--|--------------------------------|--------------|
| 22U3BIE604 | Discipline Specific Elective Paper II (A) Services Marketing | | |
| Semester:VI | Credits:3 | CIA: 30 Marks | ESE:45 Marks |
| (Common to BBA CA / IB) | | | |
| Course Objective | To enable the student to understand concepts, philosophies, processes and techniques of managing the service operations of a firm | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of Services Marketing | | |
| Course Outcomes | | | |
| CO 1 | Understand the importance of Services Marketing. | | |
| CO 2 | Comprehend the contribution of service sector in solving marketing problems. | | |
| CO 3 | Identify the role and impact of services on the customers and employees. | | |
| CO 4 | Understand the communication strategies adopted by the organizations at Global front. | | |
| CO 5 | Acquire knowledge about global marketing in service industry. | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Introduction: Difference between product and services marketing; Characteristics of services. Service marketing system- Service quality: Understanding customer expectations and zone of tolerance - Targeting and positioning of service | 2 | 1,19,10 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods:Video Lecture | | | |
| II | Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions. | 1 | 11,13, 14,15 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing. | 1 | 17,18 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| IV | Marketing the Financial Services: Deciding the service Quality. Devising Financial Services Marketing Mix Strategies with special reference to Credits Cards, Home Loans, Insurance and Banking | 2 | 10 ,13 |

| Instructional Hours | | | | | | | | | | | | | 12 |
|---|--|---------|---------|-----|-----|-------------|----------------------------|------------------|------|------|-------|------|--------|
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| V | Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing. | | | | | | | | | | 1 | 1,14 | |
| Instructional Hours | | | | | | | | | | | | | 12 |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | | 60 Hrs |
| Text Books | 1. Bhattacharjee, Services Marketing , Excel books, New Delhi, First edition, 2009. 2. R. Srinivasan, Services Marketing , PHI Pvt. Ltd., New Delhi, 5 th edition, 2014. | | | | | | | | | | | | |
| Reference Books | 1. Valarie A. Zeithaml, Services Marketing , Tata McGraw-Hill, Mumbai, 3rd edition, | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Seminar | | | Field Visit | | Group Discussion | | | Total | | |
| 4 | 4 | 7 | 5 | | | 5 | | 5 | | | 30 | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | M | H | M | M | L | - | M | H | - | M | - | M | H |
| CO2 | M | H | M | H | - | M | H | M | - | - | - | M | H |
| CO3 | H | L | - | H | M | H | M | - | M | M | H | H | L |
| CO4 | M | M | M | M | L | - | L | M | - | M | M | M | M |
| CO5 | M | H | H | - | M | H | H | M | - | L | - | M | H |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|--|--------------------------------|--------------|
| 22U3BIE605 | Discipline Specific Elective Paper II (B) Enterprise Resource Planning | | |
| Semester:VI | Credits:3 | CIA: 30 Marks | ESE:45 Marks |
| (Common to BBA CA / IB) | | | |
| Course Objective | To understand the business process of. an enterprise and to grasp the activities of ERP project management cycle | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of ERP | | |
| Course Outcomes | | | |
| CO 1 | Issues in Planning design | | |
| CO 2 | ERP Software and Solutions | | |
| CO 3 | Evaluation of ERP System | | |
| CO 4 | Maintenance of ERP | | |
| CO 5 | Future trends in ERP system | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Overview of enterprise systems- Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP. | 1 | 1,2 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods:Video Lecture | | | |
| II | Overview of ERP software solutions- small, medium and large enterprise vendor solutions - BPR, and best business practices - Business process Management-Functional modules. | 1 | 3,4 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training Data Migration. People Organization in implementation- Consultants, Vendors and Employees. | 1 | 5,6 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| IV | Maintenance of ERP- Organizational and Industrial impact. Success and Failure factors of ERP Implementation. | 2 | 1,2 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |

| | | | | | | | | | | | | | |
|---|---|------------|----------------|------------|----------------|------------|----------------------------|--------------------|-------------|-------------------------|--------------|--------------|-------------|
| V | Extended ERP systems and ERP add-ons-CRM, SCM, Business analytics | | | | | | | | | | 2 | 3 | |
| | Future trends in ERP systems-web enabled, Wireless technologies, cloud computing | | | | | | | | | | | | |
| Instructional Hours | | | | | | | | | | | 12 | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | 60Hrs | | |
| Text Books | 1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2008. 2. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008 | | | | | | | | | | | | |
| Reference Books | 1. Valarie A. Zeithaml, Services Marketing , Tata McGraw-Hill, Mumbai, 3rd edition, | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | | CIA III | | Seminar | | | Field Visit | | Group Discussion | | Total | |
| 4 | 4 | | 7 | | 5 | | | 5 | | 5 | | 30 | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | H | - | L | M | - | L | M | M | H | H | M |
| CO2 | H | -S | M | H | - | H | H | M | - | - | - | H | -S |
| CO3 | M | M | H | M | M | H | - | - | M | H | L | M | M |
| CO4 | H | - | M | L | L | M | L | M | H | M | M | H | - |
| CO5 | M | M | M | M | - | L | - | L | - | M | - | M | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|--|---------------------------------------|--------------|
| 22U3BIE606 | Discipline Specific Elective Paper II (C) Brand Management | | |
| Semester:VI | Credits:3 | CIA: 30 Marks | ESE:45 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | |
| Course Objective | To enable the students to learn the basics Branding, Brand positioning Co-branding and brand strategies | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of Brand Management | | |
| Course Outcomes | | | |
| CO 1 | Identify Brand Management Process. | | |
| CO 2 | Develop Brand Positioning Strategies. | | |
| CO 3 | Construct the Brand Elements and Co-Branding. | | |
| CO 4 | Developing and Designing of Brand Strategy. | | |
| CO 5 | Implementing Brand Strategies. | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Introduction: Brand-history of branding-importance of branding Brand management process: brand image branding challenges and opportunities. | 1 | 1 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods:Video Lecture | | | |
| II | Brand Positioning -brand equity-sources building a strong brand-brand building Implications Identifying Brand Positioning -positioning guidelines - defining brand values-internal branding. | 1 | 3 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | Brand Elements: Planning and implementing brand marketing choosing brand elements-criteria-options. Tactics for brand elements-new perspective on marketing. Co-branding -guidelines-licensing guidelines | 1 | 4 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| IV | Brand Strategy: Measuring and interpreting brand performance brand value.Chain-brand tracking studies-establishing effective brand equity management systems. Capturing market performance-comparative methods. | 2 | 8 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |

| | | | | | | | | | | | | | |
|---|---|----------------|-------------------|------------|------------|--------------------|----------------------------|-------------------------|-------------|--------------|-------------|--------------|-------------|
| V | Implementing Brand Strategies: Brand product matrix- breadth and depth of branding strategy. Brand hierarchy-designing a long term brand strategy- brand extensions-advantages and disadvantages- reinforcing brands-adjusting brand portfolios. | | | | | | | | | | 2 | 11 | |
| Instructional Hours | | | | | | | | | | | | 12 | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 60Hrs | |
| Text Books | 1. Kelvin Lane Keller, Strategic Brand Management, Prentice Hall India, 4th Edition, 2011. 2. Sharad Sarin, Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation, SAGE Response; 1st Edition 2016. | | | | | | | | | | | | |
| Reference Books | 1. Jean Noel Kapferer, Strategic Brand Management, Prentice Hall, 3rd Edition 2004. | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Case Study | | | Field Visit | | Group Discussion | | Total | | | |
| 4 | 4 | 7 | 5 | | | 5 | | 5 | | 30 | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | M | L | H | H | M | M | - | - | - | - | - | - | M |
| CO2 | H | M | - | M | - | - | M | - | - | - | - | M | M |
| CO3 | H | L | M | - | - | M | M | - | M | H | - | M | M |
| CO4 | M | M | - | M | - | M | - | H | H | M | M | - | M |
| CO5 | M | - | L | H | - | M | - | - | - | H | - | - | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|---|---------------------------------------|----------------------|
| 22U3BIE607 | Discipline Specific Elective Paper III (A) Rural Marketing | | |
| Semester:VI | Credits: 3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to BBA CA / IB) | | | |
| Course Objective | To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of Rural Marketing | | |
| Course Outcomes | | | |
| CO 1 | Identify rural marketing in Indian and Global context. | | |
| CO 2 | Develop marketing mix in rural. | | |
| CO 3 | Choose consumer behavior model in rural marketing. | | |
| CO 4 | Develop CRM in rural marketing. | | |
| CO 5 | Identify the rural marketing and cooperative marketing | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Introduction of Rural marketing –Evolution of Rural Marketing in Indian and Global Context- Definition - Nature –Scope-Characteristics and potential of Rural Marketing Importance of Rural Marketing- Socio-Cultural- economic & other environmental factors affecting in Rural Marketing | 1 | 1 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods:Video Lecture | | | |
| II | Profile of Rural Marketing Dimensions & Consumer Profile-Rural Market Equilibrium-Classification of Rural Marketing – Regulated- Non Regulated - Marketing Mix- Segmentation-Targeting- Position- Rural Marketing Strategies- Role of Central, State Government and other Institutions in Rural Marketing Integrated Marketing Communication in Rural Marketing. | 1 | 3 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing- Brand Management in Rural Marketing- Rural Distribution in channel management Managing Physical distribution in Rural Marketing- Fostering Creativity& Innovation in Rural Marketing- Sales force Management in Rural Marketing | 1 | 4 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |

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|---|--|----------------|-------------------|------------|------------|--------------------|----------------------------|-------------------------|-------------|--------------|-------------|-------------|-------------|
| IV | Consumer Buyer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail & IT models in Rural marketing – CSR and Marketing Ethics in Rural Marketing Consumer Education & Consumer Methods in Promotion of Rural Marketing Advertisement & Media Role in Rural Marketing Promotion Methods. | | | | | | | | 2 | 8 | | | |
| Instructional Hours | | | | | | | | | | 12 | | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| V | e- Rural Marketing-CRM & e-CRM in Rural Marketing- Advanced Practices in Rural Marketing Social Marketing- Network Marketing- Green Marketing in Indian and Global Context Co-operative Marketing- Micro Credit Marketing- Public Private Partnership Model in Rural Marketing- Advancement of Technology in Rural Marketing- Structure of Competition in Rural India | | | | | | | | 2 | 11 | | | |
| Instructional Hours | | | | | | | | | | 12 | | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | 60Hrs | | | |
| Text Books | 1. C G Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing , Pearson Education, 2 nd Edition, 2011.. 2. Awadhesh Kumar Singh Satyaprakashpandey, Rural Marketing: Indian Perspective , By New age publishers, 2007. | | | | | | | | | | | | |
| Reference Books | 1. Ramkishen Y, New Perspectives on Rural Marketing: Includes Agricultural Marketing , Jaico Publishing house, 2011. | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Case Study | | | Field Visit | | Group Discussion | | Total | | | |
| 4 | 4 | 7 | 5 | | | 5 | | 5 | | 30 | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | L | M | - | L | H | M | - | L | M | H | M |
| CO2 | M | H | M | M | H | M | L | - | L | H | - | M | H |
| CO3 | H | M | - | M | M | L | M | M | - | - | M | H | M |
| CO4 | H | H | L | M | - | - | L | - | L | - | H | H | H |
| CO5 | H | - | H | M | M | L | M | H | M | L | - | H | - |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|---|---|--------------------------------|--------------|
| 22U3BIE608 | Discipline Specific Elective Paper III (B) Customer Value Management | | |
| Semester:VI | Credits:3 | CIA: 30 Marks | ESE:45 Marks |
| (Common to BBA CA / IB) | | | |
| Course Objective | To understand the need and importance of maintaining a good customer relationship | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the concept of customer value management | | |
| Course Outcomes | | | |
| CO 1 | Identify customer relationship management process | | |
| CO 2 | Develop CRM models | | |
| CO 3 | Choose customer information database | | |
| CO 4 | Develop CRM tools | | |
| CO 5 | Develop CRM software packages | | |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters |
| I | Definitions - Concepts and Context of relationship Management – Evolution Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders. | 1 | 1,2 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods:Video Lecture | | | |
| II | Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis Customer behaviour in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments | 1 | 3,4 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |
| III | Elements of CRM – CRM Process – Strategies for Customer acquisition - Retention and Prevention of defection – Models of CRM – CRM road map for business applications. | 1 | 5 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Video Lecture | | | |

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|---|---|----------------|----------------|-------------------|-------------------------|--------------|----------------------------|------------|-------------|---------------|-------------|-------------|-------------|
| IV | Strategic CRM planning process – Implementation issues – CRM Tools. Analytical CRM – Operational CRM – Call center management – Role of CRM Managers. | | | | | | | | 2 | 1,2 | | | |
| Instructional Hours | | | | | | | | | | 12 | | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| V | e- CRM Solutions – Data Warehousing – Data mining for CRM - CRM software packages – Introduction, Usage – Procedure – Advantages and Limitations | | | | | | | | 2 | 3 | | | |
| Instructional Hours | | | | | | | | | | 12 | | | |
| Suggested Learning Methods : Video Lecture | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | 60 Hrs | | | |
| Text Books | <ol style="list-style-type: none"> G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2010. Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2013. | | | | | | | | | | | | |
| Reference Books | <ol style="list-style-type: none"> H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005., | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Seminar | Assignment | Group Discussion | Total | | | | | | | |
| 4 | 4 | 7 | 5 | 5 | 5 | 30 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | L | H | H | M | L | L | M | H | - | H | M | H | M |
| CO2 | H | M | L | M | - | M | - | M | - | L | - | H | -S |
| CO3 | M | H | - | M | - | - | H | M | M | M | L | M | M |
| CO4 | M | - | M | M | M | - | M | H | H | L | H | H | - |
| CO5 | H | M | L | H | - | H | - | L | L | H | - | M | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
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| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | | |
|--|---|--|---------------------------------------|---------------|
| 22U3BIE609 | | Discipline Specific Elective Paper III (C) - Entrepreneurship & Small Business Management | | |
| Semester:VI | | Credits:3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | | |
| Course Objective | | To know the concept of Entrepreneurship, Business Management, opportunities recognition, Quality and risk management in Small Business organizations. | | |
| Course Category | | Entrepreneurship | | |
| Development Needs | | National | | |
| Course Description | | To Understand Conceptual framework of Role of Entrepreneurship in economic development, Factors affecting Entrepreneurial growth, Start-ups and Buyouts, Selecting a Location and Planning the Facilities, Social and Ethical Issues in Small Business Management. | | |
| Course Outcomes | | Teaching Methods | Assessment Methods | |
| CO 1 | Understand entrepreneurial functions | Lecture/ Role Play | Role Play | |
| CO 2 | Understanding the factors affecting entrepreneurial growth, Development Programmes | Lecture/ Assignment | Group Discussion | |
| CO 3 | Familiarize on the concepts of Start Ups and Stand Ups | Lecture/ Peer Teaching | Group Discussion | |
| CO 4 | Understand location selection, Financial requirement, factors affecting choice of a business location | Lecture/Inquiry Based Learning | Seminar | |
| CO 5 | To Know social and ethical issues in small business management | Lecture/ Group Discussion | Role Play | |
| Offered by | | Business Administration | | |
| Course Content | | | Instructional Hours / Week : 4 | |
| Unit | Description | Text Book | Chapters | |
| I | Meaning of Entrepreneurship: Characteristics - functions and types of Entrepreneurships Entrepreneur: Types of Entrepreneur, Women Entrepreneurs in India Role of Entrepreneurship in economic development. | 2.1 | 2, 3 | |
| Instructional Hours | | | 12 | |
| Suggested Learning Methods:Role Play | | | | |
| II | Factors affecting Entrepreneurial growth – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs. | 1 | 5, 9 | |
| Instructional Hours | | | 12 | |
| Suggested Learning Methods : Flipped Classroom | | | | |
| III | Start-ups and Buyouts - Franchising Opportunities - The Family Business- Business Plan-Marketing Plan - Management Teams-Organized forms. | 2 | 6,7 | |
| Instructional Hours | | | 12 | |
| Suggested Learning Methods : Preparation of Business Plan | | | | |
| IV | Selecting a Location and Planning the Facilities - Projecting Financial Requirements – Finding Sources of Financing - Exit Strategies – Factors | 1 | 27 | |

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| affecting choice of a business location | | | | | | | | | | | | | |
| Instructional Hours | | | 12 | | | | | | | | | | |
| Suggested Learning Methods : Seminar | | | | | | | | | | | | | |
| V | Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies. | 1 | 28 | | | | | | | | | | |
| Instructional Hours | | | 12 | | | | | | | | | | |
| Suggested Learning Methods : Role Play | | | | | | | | | | | | | |
| Total Hours | | | 60 Hrs | | | | | | | | | | |
| Text Books | 1. S. S. Khanka, Entrepreneurial Development , S. Chand & Company New Delhi, 4 th Edition, 2013. 2. C. B. Gupta & N. P. Srinivasan, Entrepreneurial Development , Sultan Chands & Son New Delhi, 6 th Edition, 2013. | | | | | | | | | | | | |
| Refer ence Books | 1. S. Anil Kumar, Small Business and Entrepreneurship , I.K .International Publishing house Pvt Ltd, New Delhi, 2008. 2. Zimmer, Scarborough, Effective small business management , Hal Court College publisher 9 th Edition, 2009. | | | | | | | | | | | | |
| Web. URLs | 1. https://archive.nptel.ac.in/courses/110/106/110106141/ 2. https://onlinecourses.nptel.ac.in/noc21_mg70/preview | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| CIA I | CIA II | CIA III | Role Play | Seminar | Group Discussion | Total | | | | | | | |
| 4 | 4 | 7 | 5 | 5 | 5 | 30 | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| PO CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO 1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | M | - | M | M | M | M | M | H | M | M | - | M |
| CO2 | H | M | M | M | M | - | H | M | M | H | M | H | M |
| CO3 | H | H | H | - | - | M | H | M | M | H | H | - | H |
| CO4 | H | M | M | H | M | - | - | H | M | - | M | M | H |
| CO5 | M | - | - | M | M | H | M | H | H | M | H | M | H |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | Title | | |
|--|---|--------------------------------|--------------------|
| 22U4BMZ604 | Skill Based Paper IV : Campus to Corporate (Viva voce) | | |
| Semester: VI | Credits: 3 | CIA: 30 Marks | ESE: 45 Marks |
| (Common to BBA CA / IB / LOGISTICS) | | | |
| Course Objective | To enable the students to realize the concepts of Soft Skills, Business Correspondence, Group Discussion, Presentation. | | |
| Course Category | Skill Development | | |
| Development Needs | National | | |
| Course Description | To gain skill and knowledge regarding Etiquette Elaborated, Attire Aspects, E-communication, Overcoming problems in E-mail communication, Aptitude Appetizer, Attitude Building. | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO 1 | Develop various Organizational Etiquette | Lecture/ Seminar | Assignment |
| CO 2 | Understand Attire aspect, Dressing sense and grooming skill | Lecture/ Assignment | Seminar |
| CO 3 | Understand the E- Communication aspect | Lecture/ Peer Teaching | Assignment |
| CO 4 | Students have knowledge about Quantitative and verbal aptitude | Lecture/Inquiry Based Learning | Seminar |
| CO 5 | Identify and enumerate ways to nurture your positive attitude. | Lecture/ Assignment | Seminar |
| Offered by | Business Administration | | |
| Course Content | Instructional Hours / Week : 4 | | |
| Unit | Description | Text Book | Chapters |
| I | Etiquette Elaborated: Corporate etiquette –Workplace etiquette-Business etiquette - Email etiquette - Telephone and Meeting etiquette Video clippings to watch and noting down with the critical aspects pertaining to etiquettes. | 1 | 1 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Assignment | | | |
| II | Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions. | 1 | 5 |
| Instructional Hours | | | 12 |
| Suggested Learning Methods : Seminar | | | |
| III | E-communication: Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette - Overcoming problems in E-mail communication: Use of Electronic Devices in Modern Communication such as Fax, E-mail, chat using Skype – Work with social networking sites such as LinkedIn, Face book, Orkut, Tumblr, Twitter -narrate them in the SDRN with clippings as Evidence. | 2 | 6,4 |

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| Instructional Hours | | | | | | | | | | | | 12 | |
| Suggested Learning Methods : Assignment | | | | | | | | | | | | | |
| IV | Aptitude Appetizer: Quantitative vs. Verbal aptitude - practice –Shortcut routes – Workouts from previous year batch tests – Familiarize the various us types of problems From quantitative & Non-verbal reasoning areas in competitive exams for employment and/or higher studies. | | | | | | | | | | 2 | 5 | |
| Instructional Hours | | | | | | | | | | | | 12 | |
| Suggested Learning Methods : Seminar | | | | | | | | | | | | | |
| V | Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude. | | | | | | | | | | 2 | 5 | |
| Instructional Hours | | | | | | | | | | | | 12 | |
| Suggested Learning Methods : Seminar | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 60 Hrs | |
| Text Books | <ol style="list-style-type: none"> 1. Mathew McKay, Martha Davis Patrick Fanning, Communication Skills, B. Jain Publication Pvt Ltd, 4st Edition, 2018, New Delhi. 2. Aruna Koneru, Professional Communication, Tata McGraw Hill Publication Company Ltd, 2008, New Delhi. | | | | | | | | | | | | |
| Reference Books | <ol style="list-style-type: none"> 1. P. Bhaskaran Nair & Krishna Pillai, Communication Skills A Multi – Skill Course, Mac Millan Press, 2000, New Delhi. 2. Biswajit Das, IpseetaSatpathy, Business Communication and Personality Development, Excel Book, 2009, New Delhi. | | | | | | | | | | | | |
| Web. URLs | <ol style="list-style-type: none"> 1. https://nptel.ac.in/localchapter 2. https://archive.nptel.ac.in/LocalChapter/statistics/1511/ | | | | | | | | | | | | |
| Tools for Assessment (30 Marks) | | | | | | | | | | | | | |
| Review I | Review II | Documentation | | | Assignment | | | Seminar | | | Attendance | Total | |
| 6 | 6 | 3 | | | 5 | | | 5 | | | 5 | 30 | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | - | - | H | M | - | H | H | H | M | H | M | - | H |
| CO2 | M | M | H | H | M | H | H | H | M | - | M | M | M |
| CO3 | M | H | M | M | H | M | M | M | H | - | H | M | H |
| CO4 | H | H | M | - | M | H | - | M | H | M | M | - | M |
| CO5 | M | - | M | - | - | H | M | M | M | - | H | M | H |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | | Verified by | | | | | |
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| Name and Department | | | | | | | | Name and BoS Chairman SEAL | | | | | |

| Course Code | Title | | |
|--|---|--------------------------------|--------------------|
| 22UBMSS01 | Self-Study Paper - I- Customer Relationship Management | | |
| Semester: II - V | Credits: 2 | ESE: 50 Marks | |
| (Common to all BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | Prepare students to deal with the changes in the corporation and the global market place - by exploring issues related to challenges of developing and managing relationship marketing strategies and programs. | | |
| Course Category | Employability | | |
| Development Needs | National | | |
| Course Description | To understand the fundamentals and emerging concepts of customer relationship management | | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Create insight and new learning in the area of Customer Relationship Marketing. | Lecture/ Case Study | Assignment |
| CO2 | Equip students with both a conceptual understanding and the knowledge pertaining to Customer Relationship Management strategy. | Lecture/ Role Play | Seminar |
| CO3 | Discuss the conceptual foundations sales force automation. | Lecture/ Peer Teaching | Seminar |
| CO4 | Understand the concepts of value chain | Lecture/ Role Play | Assignment |
| CO5 | Analyse the customer relationship technologies. | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 3 | |
| Unit | Description | Text Book | Chapters |
| I | Overview of Relationship Marketing – Basis of building relationship Types of relationship marketing – Customer life cycle | 1 & 2 | 1 |
| Instructional Hours | | | 09 Hrs |
| Suggested Learning Methods: Video Lectures | | | |
| II | CRM – Overview and evolution of the concept – CRM and Relationship marketing CRM strategy – Importance of customer divisibility in CRM | 1 | 3 |
| Instructional Hours | | | 09 Hrs |
| Suggested Learning Methods :Video Lectures | | | |
| III | Sales Force Automation – contact management – concept Enterprise Marketing Management – core beliefs – CRM in India | 3 | 7 |
| Instructional Hours | | | 09 Hrs |
| Suggested Learning Methods : Video Lectures | | | |

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| IV | Value Chain – concept – Integration Business Management Benchmarks and Metrics – culture change Alignment with customer eco system – Vendor selection Database Marketing – Prospect database – Data warehouse and Data Mining | 4 | 5 | | | | | | | | | | |
| Instructional Hours | | | 09 Hrs | | | | | | | | | | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| V | Analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario | 3 | 6 | | | | | | | | | | |
| Instructional Hours | | | 09 Hrs | | | | | | | | | | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| Total Hours | | | 45Hrs | | | | | | | | | | |
| Text Books | <ol style="list-style-type: none"> 1. Baran Galka. Strunk - Customer Relationship Management - Cengage learning, 2008 South –Western. 2. Philip Kotler, Marketing Management, Prentice Hall, McGraw Hill, 2005. 3. Judith W. Kincaid - Customer Relationship Management, Pearson Education, 2008. 4. Kaushik Mukerjee, Customer Relationship Management, Eastern Economy Edition,2007 | | | | | | | | | | | | |
| Reference Books | <ol style="list-style-type: none"> 1. S. Shajahan – Relationship Marketing – Tata McGraw Hill, 1997 Paul Green Berg – CRM – Tata 2. Kaushik Mukerjee, Customer Relationship Management, Eastern Economy Edition,2007. | | | | | | | | | | | | |
| Web. URLs | <ol style="list-style-type: none"> 1. https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management 2. https://www.lucidchart.com/blog/crm-models#:~:text=CRM%20value%20chain,or%20service%20for%20the%20customer. 3. https://www.salesforce.com/in/blog/2022/02/crm-technology.html | | | | | | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | - | H | - | H | - | - | M | - | - | M | - | M |
| CO2 | - | H | - | - | H | - | - | - | M | M | M | - | M |
| CO3 | M | M | - | M | M | - | - | M | M | - | M | H | - |
| CO4 | M | M | - | H | M | - | - | H | M | - | H | M | - |
| CO5 | M | - | H | - | H | - | - | M | - | H | M | M | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |

| Course Code | | Title | |
|---|--|---|--------------------|
| 22UBMSS02 | | Self-Study Paper – II - Disaster Management | |
| Semester: II - V | | Credits: 2 | ESE: 50 Marks |
| (Common to all BBA CA/ IB / LOGISTICS) | | | |
| Course Objective | | This Course is designed to impart domain knowledge, values, capacities and skills to respond to disaster risk reduction initiatives and disasters in an effective, humane and sustainable manner. | |
| Course Category | | Employability | |
| Development Needs | | National | |
| Course Description | | To understand the disaster profile of India and Geo-informatics in Disaster Management | |
| Course Outcomes | | Teaching Methods | Assessment Methods |
| CO1 | Develop an understanding of the key concepts, definitions a key perspective of all Hazards Emergency Management | Lecture/ Case Study | Assignment |
| CO2 | Understand the Emergency/Disaster Management Cycle | Lecture/ Role Play | Seminar |
| CO3 | Have a basic understanding for the history of Emergency Management | Lecture/ Peer Teaching | Seminar |
| CO4 | Develop a basic understanding of Prevention, Mitigation, Preparedness, Response and Recovery | Lecture/ Role Play | Assignment |
| CO5 | To acquire knowledge on recent disasters and disaster risk management | Lecture/ Group Discussion | Quiz |
| Offered by | Business Administration | | |
| Course Content | | Instructional Hours / Week : 3 | |
| Unit | Description | Text Book | Chapters |
| I | Understanding the concept and definitions of Disaster. Hazard, Vulnerability, Risk, Capacity- Disaster and Development and Disaster Management Geological disasters (Earthquake, Landslide, Tsunami, Mining) Hydro-Metrological Disaster (Floods, Cyclones, Lighting, Thunder Storms, Hail) Biological Disaster (Epidemics, Pest Attack, Forest Fire) | 1 & 2 | 1 |
| Instructional Hours | | | 09 Hrs |
| Suggested Learning Methods: Video Lectures | | | |
| II | Disaster Management Cycle – Paradigm shift in Disaster Management- Pre disaster- Risk Analysis and Assessment Risk Mapping, Zonation and Microzonation- Prevention and Mitigation of Disaster During disaster-Evacuation – Disaster communication- Search and Rescue | 2 | 3 |
| Instructional Hours | | | 09 Hrs |
| Suggested Learning Methods :Video Lectures | | | |
| III | Disaster profile of India - Mega Disasters of India and Lessons Learnt- Disaster Management Act 2005- Institutional and Financial Mechanism National Policy on Disaster Management, National Guidelines and Plans on Disaster Management. Role of Government (local, state and national),Non-Government and Inter Governmental Agencies | 3 | 7 |
| Instructional Hours | | | 09 Hrs |

| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
|---|--|-----|-----|-----|-----|-----|----------------------------|-----|------|------|------|---------------|------|
| IV | Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development Regulations Disaster Safe Designs and Constructions Structural and Non Structural Mitigation of Disasters S&T Institutions for Disaster Management in India | | | | | | | | | | 4 | 5 | |
| Instructional Hours | | | | | | | | | | | | 09 Hrs | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| V | Study of Recent Disasters (Local, State And National Level) and reparation of Disaster Risk Management Plan of an Area or Sector Role of Engineers in Disaster Management Structural and Non Structural Mitigation of Disasters S&T Institutions for Disaster Management in India | | | | | | | | | | 5 | 3 | |
| Instructional Hours | | | | | | | | | | | | 09 Hrs | |
| Suggested Learning Methods : Video Lectures | | | | | | | | | | | | | |
| Total Hours | | | | | | | | | | | | 45Hrs | |
| Text Books | 1. Damon Coppola, Introduction to International Disaster Management, Elsevier Science (B/H), London. 3 rd Edition, 2015. | | | | | | | | | | | | |
| | 2. M C Gupta, Manual on natural disaster management in India, NIDM, New Delhi, 2000 | | | | | | | | | | | | |
| | 3. R K Bhandani ,An overview on Natural & Man-made disasters and their reduction, CSIR, New Delhi, 2012. | | | | | | | | | | | | |
| | 4. World Disasters Report,.International Federation of Red Cross and Red Crescent, Switzerland , 2009. | | | | | | | | | | | | |
| | 5. S L Goyal, Encyclopedia of Disaster Management, Vol I, II and III Disaster Management Policy And Administration, Deep & Deep Publications Pvt Ltd, New Delhi, India, 2006 | | | | | | | | | | | | |
| Reference Books | 1. Angus Macleod Gunn, Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 & 2, Greenwood Press, 2008. | | | | | | | | | | | | |
| | 2. S L Goyal, Encyclopedia of disaster management, Vol I, II and III Disaster management policy and administration, Deep & Deep, New Delhi, 2006. | | | | | | | | | | | | |
| Web. URLs | 1. https://nidm.gov.in/easindia2014/err/pdf/country_profile/India.pdf | | | | | | | | | | | | |
| | 2. https://nidm.gov.in/easindia2014/err/pdf/themes_issue/technology/role_of_geo.pdf | | | | | | | | | | | | |
| Mapping | | | | | | | | | | | | | |
| CO \ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | H | - | H | - | H | - | - | M | - | - | M | - | M |
| CO2 | - | H | - | - | H | - | - | - | M | M | M | - | M |
| CO3 | M | M | - | M | M | - | - | M | M | - | M | H | - |
| CO4 | M | M | - | H | M | - | - | H | M | - | H | M | - |
| CO5 | M | - | H | - | H | - | - | M | - | H | M | M | M |
| H-High; M-Medium; L-Low | | | | | | | | | | | | | |
| Course designed by | | | | | | | Verified by | | | | | | |
| | | | | | | | | | | | | | |
| Name and Department | | | | | | | Name and BoS Chairman SEAL | | | | | | |