



Pope's College (Autonomous), Sawyerpuram

Accredited by NAAC – II Cycle with 'A' Grade (CGPA:3.28)

Choice Based Credit System

Course Structure for **Business Administration**

(with effect from the Academic Year 2021 – 2022 onwards)



Parts of the Curriculum	No. of Courses	Credits
Part-I : Tamil	2	08
Part-II: English	2	08
Part-III: Major		
Core	18	82
Discipline Specific Elective	3	12
Allied	4	12
Group project	1	04
Part-IV		
AECC	2	04
Generic Elective	2	04
SEC	3	06
Part-V		
Extension Activities		02
Professional English		02
MOOCS		01
Gender Studies		01
Extra Course		02
General Studies		01
Total		148

AECC – Ability Enhancement Compulsory Course

GEC – Generic Elective Course

SEC – Skill Enhancement Course

DSEC – Discipline Specific Elective Course

MOOCs – Massive Open Online Courses

I Semester									
S. No	Part	Subject Status	Subject Code	Subject Title	Hrs / Week	Credits	Marks		
							CIA	ESA	Total
1	I	Language		Tamil -1	6	4	25	75	100
2	II	Language		English -1	6	4	25	75	100
3	III	Core – I		Managerial Communication	6	5	25	75	100
4		Core – 2		Business Statistics	6	5	25	75	100
5		Allied – I		Business Environment	4	3	25	75	100
6	IV	AECC – 1		Environmental Studies	2	2	25	75	100
7	V	Extension Activities		NSS/ NCC/ YRC/YWF/Phy.Edu	-	-			
8				Professional English	2 (Outside working Hours)	1			
				Total	30	24	150	450	600

II Semester									
1	I	Tamil II		Tamil	6	4	25	75	100
2	II	English II		English	6	4	25	75	100
3	III	Core 3		Business Mathematics	6	5	25	75	100
4		Core 4		Fundamentals of management	6	5	25	75	100
5		Allied 2		Office Management	4	3	25	75	100
6	IV	AECC – 2		Value Based Education	2	2	25	75	100
7	V	Extension Activities		NSS/ NCC/ YRC /YWE/Phy.Edu	-	1			
8				Professional English	2 (Outside working Hours)	1			
				Total	30	25	150	450	600

III Semester									
1	III	Core 5		Financial Accounting	6	4	25	75	100
2		Core 6		Business Legislations	6	4	25	75	100
3		Core 7		E- Business	5	4	25	75	100
4		Core 8		Marketing Management	5	4	25	75	100
5		Allied 3		Organisational Behaviour	4	3	25	75	100
6	IV	SEC – 1		Soft Skills/ Yoga/ Field work	2	2	25	75	100
7		Generic Elective -1		Business Communication	2	2	25	75	100
8	V	Extension Activities		NSS/ NCC/ YRC/YWF/Phy.Edu	-	-			
9				MOOCs	-	-			
				Total	30	23	175	525	700

IV Semester									
1	III	Core 9		Management Accounting	6	4	25	75	100
2		Core 10		Financial Services	6	4	25	75	100
3		Core 11		International Business	5	4	25	75	100
4		Core 12		Banking Practice	5	4	25	75	100
5		Allied 4		Business Economics	4	3	25	75	100
6	IV	SEC – 2		Computers for Digital Era	2	2	25	75	100
7		Generic Elective -2		Corporate Secretarial Practice	2	2	25	75	100
8	V	Extension Activities		NSS/ NCC/ YRC/YWF/Phy.Edu	-	1			
9				MOOCs	-	1			
				Total	30	25	175	525	700

V Semester									
1	III	Core 13		Case Analysis	6	5	25	75	100
2		Core 14		Logistics Management	6	5	25	75	100
4		Core 15		Production and Operations Management	6	5	25	75	100
5		Discipline Specific Elective 1		Services Marketing	5	4	25	75	100
				Sales Management					
				Skills for Team Management					
6		Discipline Specific Elective 2		Retail Management	5	4	25	75	100
				Cost Accounting					
				Marketing Research					
6	IV	SEC – 3		Personality Development/ Youth Leadership/ Effective Communication	2	2	25	75	100
7	V	Extra Course		Gender Studies		1			
8				Consumer Behaviour		2			
				Salesmanship					
				Total	30	28	150	450	600

VI Semester									
1	III	Core 16		Financial Management	6	5	25	75	100
2		Core 17		Business Research Methods	6	5	25	75	100
3		Core 18		Human Resources Management	6	5	25	75	100
4		Discipline Specific Elective 3		Entrepreneurship Development	6	4	25	75	100
				Advertising and Sales Promotion					
				Managerial Skill Development					
5	Group Project		Project	6	4	25	75	100	
				Total	30	23	125	375	500

OBJECTIVES OF THE PROGRAMME:

1. To endow the students with the basic knowledge of the functions of every division in a company, be it in marketing, finance, operations, human resources, and office management.
2. To teach basic skills and aptitude that would help in taking up any particular activity in a business.
3. To inculcate global view of the industry and organisational establishments and their functions which support the business system.
4. To specialize them in the areas of management like Human Resource, Finance, Operations, Marketing and systems.
5. To inform the micro level concepts of business and management like insurance, retail marketing, supply chain, knowledge management, etc.,
6. To develop the culture of business and entrepreneurial aptitude among the people at large.

PROGRAMME SPECIFIC OUTCOMES:

1. Identify real world scenarios and apply learnt management theories and practices for business decision making.
2. Plan and implement suitable quality control to overcome challenges and issues of marketing in a changing technological landscape.
3. Develop managerial, communication skills, and business decision-making capability to excel in their career.
4. Able to resolve conflicts that arises within the organization.
5. To understand the career options and to accomplish career objectives.

PC/2021-22/UG /Part - III (BBA) / Semester – I

CORE	Sub Code	Managerial Communication
1		

- Course Objectives :**
1. The course aims to create students with good communicative skills to excel and thrive in managerial fields.
 2. Explain managerial communication as a component of organizational communication.
 3. Understand the need and usage of various letters in managerial communication and to prepare them to write and speak effectively by overcoming communication barriers.
 4. Help students convey solution oriented information in a manner that promotes sound decisions.

Unit I:

Communication – Meaning – Definition – Characteristic of Communication-Process/Element – Principles of effective communication - Importance – Modern communication devices – Barriers of communication – Measures to Overcome the Barriers.

Unit II:

Structure of a business letter – Kinds of Business Letters — Letter of Enquiry – Quotations – Offers – Order letters – Trade Reference - Execution of order – Cancellation of an order.

Unit III:

Complaint letters – Adjustment and Settlements – Circular letters.

Unit IV:

Collection letters – Series of Collection Letter – Sales letters – Objectives – Advantages - Three P's of Sales Letters – Functions of Sales Letters.

Unit V:

Banking letters – Importance – Principles – Functions of bank – Asking for Overdraft and Loans – Correspondence with Head office and Other Banks - Status enquiries – Replies and their types – Bank references - Job Applications – Real time case examples.

Text Books:

1. Commercial Correspondence and Office management – R.S.N.Pillai and Baghavathi
2. Communication Skills – Dr. Nageshwar Rao and Dr. Rajendra P. Das

Reference Books:

1. Modern Business Correspondence and Minutes writing – J.C. Bahi and S.M. Nagamia
2. Essentials of Business communication – Rajendrapal and J.S.Korlahali
3. Business correspondence and Report writing – R.C. Sharma, Krishna mohan
4. Modern Business Letter – L. Gartside

Course Outcome:

1. It helps the students explore the important role that communication plays in effective managerial roles.
2. Equips with the knowledge of modern communication devices, barriers faced in communication and of the measures to overcome the barriers.
3. Gives insight on the structure of various kinds of letters used in business for enquiry, quotations, orders, etc.,
4. Helps understand the basic concept of collection and sales letters.
5. Imparts knowledge on the importance and functions of bank, the correspondence of businesses to banks and other important matters like job applications with real time case examples.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	2	3	3	3
CO5	3	3	3	3	3
Total	14	13	15	15	15
Average	2.8	2.6	3	3	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0

PC/2021-22/UG /Part - III (BBA) / Semester – I

CORE	Sub Code	Business Statistics
2		

- Course Objectives :**
1. To equip students with Quantitative Techniques to enable use them during the course of managerial decision making.
 2. To develop the ability to use various statistical, algebraic and quantitative tools.
 3. To have a knowledge of practical applications of statistical tools to be applied whenever relevant.
 4. Enable students be efficient in collecting, organizing and representing data so that they will be able to recognise and describe relationships.

Unit I:

Nature and Scope Of Statistics – Use of Statistics In Business And Industries – Collection Of Data – Methods – Kinds of data – Relative Merits And Demerits – Graphic and Diagrammatic Representation Of Data – Bar Charts – Pie Diagram – Line Graphs – Sampling.

Unit II:

Classification And Tabulation Of Data – Frequency Distribution Graphic Representation - Histogram, Frequency Polygon And Curve – Measures Of Central Tendency – Mean, Median – Ogive Curves, Modes, Geometric Mean And Harmonic Mean.

Unit III:

Dispersion – Purpose – Range, Quartile Deviation, Mean Deviation And Standard Deviation- Co-Efficient Of Variation.

Unit IV:

Simple Correlation and Regression – Definition - Addition and Multiplication – Probability – Simple problems.

Unit V:

Index Number – Meaning And Uses, Construction Of Index Numbers – Methods Of Index Numbers – Time series – Definition – Components – Estimating the Trend and Seasonal Variations.

Text Books:

1. Statistical Methods – S. P Gupta, Sultan Chand and Sons, New Delhi , 2007
2. Business Statistics – R.S.N.Pillai

Reference Books:

1. Business Statistics Problem and Solution – J. K. Sharma
2. Statistics – Elhance

Course Outcome:

1. Equip the Students with the knowledge on Statistics for the use in Business and Industrial environment.
2. Update the students on the Classification and Tabulation of data and provide them practical exposure on the calculations of the measures in average.
3. Impart them with the knowledge on the importance of the usage of central value and on its reliability.
4. Enable students be efficient in collecting, organizing and representing data so that they will be able to recognise and describe relationships.
5. Give insight on the measures of change in variable over time through the Statistical tool - Index Numbers.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2
CO2	3	3	3	3	2
CO3	3	3	2	3	2
CO4	3	3	3	3	3
CO5	3	3	2	3	2
Total	15	15	13	15	11
Average	3	3	2.6	3	2.2

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0

PC/2021-22/UG /Part - III (BBA) / Semester – I

Allied	Sub Code	Business Environment
1		

- Course Objectives :**
1. The course focuses on educating the students on the internal and external factors that influence on the functioning of a business enterprise amidst volatile and turbulent environmental factors..
 2. To familiarize them with political and legal regulatory factors that help a business enterprise adhere to the legal guidelines.
 3. Teach about Technological environment for better competitiveness and profitability of businesses.
 4. Update them on Global environment.

Unit I:

Introduction - Concept-significance - nature - Types-Internal - external - micro - macro environment - environmental analysis - Environmental audit

Unit II:

Economic environment - Significance - elements - Economic systems and business environment -Industrial policies 1948 - 56 - 1991 - Fiscal policy - Monetary policy - Exim policy - Economic reforms – IMF

Unit III:

Political, Legal and Technological Environment - Meaning - Definition - concept - elements of political environment - political environment and business - Political environment in India - Legal environment and Business - meaning - definition - concept - legal environment in India - FEMA - SEBI - Intellectual Property Rights - Technology transfer – Green tribunal

Unit IV:

Socio - Cultural Environment - Elements - social instructions and systems - values and attitudes – social groups - social responsibility of business - social audit - Carbon trading – Standard of living – Urbanisation - Migration.

Unit V:

Global Environment - Meaning-nature - Globalisation of Indian business - Multinational corporations - Foreign collaborations - Corporate sector institutional frame work for business environment - GATT/WTO - Real time case examples

Text Books:

1. Business Environment - Francis Cherunilam, Himalaya Publishing house, Mumbai.
2. Essentials of Business Environment - Aswathappa K., Himalaya Publishing house, Mumbai.

Reference Books:

1. Business Environment - Raj Agarwal and Parag Diwan, Excell books, New Delhi.
2. Business Environment - Cherunilam Francis, Himalaya Publishing House, New Delhi.
3. Economic Environment of Business - Adhikary.M, Sultan Chand & Sons, New Delhi.
4. Government and Business in India - Sengupta N.K: Vikas publications, New Delhi
5. Indian Industrial Economy - Sivayya and Das, S.Chand & Co Ltd, New Delhi.

Course Outcome:

1. The students will be able to understand the Types of Environment and of its impact in businesses.
2. Update them with the knowledge of the effects of Government policies on economic environment and industry.
3. Learn to analyse Political, Legal and Technological environment.
4. Understand the Globalisation of Indian businesses, multinational corporations and foreign collaborations.
5. Equip them with the knowledge of how legal frameworks regulate industry.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	2	3	2	2
CO3	3	3	3	3	2
CO4	3	2	2	3	3
CO5	2	3	3	3	3
Total	14	13	13	14	12
Average	2.8	2.6	2.6	2.8	2.4

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0

PC/2021-22/UG /Part - III (BBA) / Semester – II

CORE	Sub Code	Business Mathematics
3		

- Course Objectives :**
1. To teach students some commonly used fractions and their decimal equivalents, area and perimeter formulas, angle measurements, and financial formulas for completing business tasks efficiently.
 2. To evaluate and discern the use of right tools in a business scenario.
 3. To summarize and present data that assists in taking important decisions and solve problems based on numerical and measurable scale.

Unit I:

Number System- Integers – Whole Numbers - Rational – Characteristics - Irrational Numbers - HCF – Meaning, Methods - LCM – Meaning, Methods. Break Even Analysis.

Unit II:

Differential Calculus (Trigonometrical functions are excluded): The Derivative Of A Function – Differentiation Rules – Sum Rule, Product Rule, Quotient Rule – Differential Co-efficient of Simple Functions Which Occur Normally in Business Situations.

Unit III:

Criteria for Maxima and Minima (Single Variable Case Only) - Simple Application Problems in Maxima and Minima Cost Lost Size (Instantaneous Production and No - Shortage).

Unit IV:

Commercial Arithmetic – Simple and Compound Interest- Annuity – Basic concepts – Types.

Unit V:

Matrices: Definition and Notation – Addition of Matrices – Multiplication of Matrices Matrix Inversion – Solving a System of Linear Equations Using Matrix Inversion- Testing Consistency of Linear Equations.

Text Books:

1. An introduction to Business Mathematics – V.Sundaresan and S.D.Jeyaseelan.
2. Business Mathematics – M. Wilson, 3rd Edition

Reference Books:

1. Mathematical methods – Dr.P.Thangavelu and Prof.K.Vallinayagam.
2. Mathematics with applications in Management and Economics – EARL K.BROWN, RICHARD D.IRWIN INC.

Course Outcome:

1. Define basic terms in the areas of business calculus and financial mathematics.
2. Solve problems in areas of simple and compound interest.
3. Able to play with arithmetic operations.
4. Acquire knowledge and skills in practical problems.
5. Analyse real world scenarios to recognize when to use the learnt technological methods to solve problems.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	2
CO2	3	3	3	2	2
CO3	2	3	3	3	2
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	14	15	14	14	12
Average	2.8	3	2.8	2.8	2.4

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – II

CORE	Sub Code	Fundamentals of Management
4		

- Course Objectives :**
1. To acquaint students with the basic knowledge of management and to develop an understanding of terms, facts, concepts pertaining to functions of management.
 2. To study the system and process of effective controlling in the organization.
 3. To learn the application of problem solving and decision making in an organisation.
 4. Give knowledge on the emerging trends in management.

Unit I:

Introduction To Management-Definition - Scope - Levels of Management – Functions of Management - Evolution of Management Theory - Scientific Management - Principles of Management – Relevance

Unit II:

Planning And Decision Making - Planning - Nature And Purpose - Types Of Planning - Steps In Planning - Techniques of Decision Making - Management by Objectives.

Unit III:

Organising - Nature And Purpose - Delegation - Decentralization - Departmentalization - Span of Management

Unit IV:

Staffing - Directing - Controlling - Nature And Scope - Elements Of Staffing - Recruitment And Selection -Performance Appraisal - Directing - Nature - Scope - Elements of Directing (Communication, Motivation, Leadership) - Relevance -Controlling - Meaning - Need - Process of Control - Techniques of Control

Unit V:

Emerging Trends In Management -Modern Theories Of Management (System Management School, Situational Approach).

Text Books:

1. Business Organization and Management - Bhatia R.C., Ane Books Pvt. Ltd., New Delhi.
2. Principles of Management - Koontz and O'Donnell., Tata McGraw-Hill Publishing Co. Ltd. New Delhi.

Reference Books:

1. Introduction to Management - Richard Pettinger. Palgrave Macmillan, New York.
2. Principles of Management - Meenakshi Gupta. PHI, New Delhi.
3. Principles of Management - Terry G.R., D.B.Taraporevala Sons&Co.Pvt Ltd Mumbai

Course Outcome:

1. Students understand about the basic concept, levels, principles and functions of management.
2. Learn in depth about Planning and Decision Making.
3. Equip them with the knowledge of Organising, Delegation, Decentralization, Departmentalization, etc., as it plays a vital role in any organisation.
4. Imbibe in them the knowledge on Staffing, Directing and Controlling.
5. They will be able to apply and analyse the Emerging Trends in Management.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	2	3
CO2	3	3	3	3	3
CO3	3	2	3	3	3
CO4	3	3	3	3	3
CO5	3	2	2	3	3
Total	14	13	14	14	15
Average	2.8	2.6	2.8	2.8	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0

PC/2021-22/UG /Part - III (BBA) / Semester – II

Allied	Sub Code	Office Management
2		

- Course Objectives :**
1. The objective of the course is to acquaint the students with the basic knowledge of office organisation and management.
 2. To understand the qualities and roles of an office manager.
 3. To analyse how different systems enable the smooth functioning of an office.
 4. Provide them with the insight on the tools and techniques to be used in the performance of the managerial job.

Unit I:

Office – Meaning - Definition – Functions – Importance – Factors - Relation of office with other departments of business Organization – Measurement of Office Work - Office Manager – Qualities of a Manager – Functions of an Office Manager.

Unit II:

Office Environment : Office layout – Objectives – Open office and Private office – Advantages and Disadvantages – Physical Conditions of the Office – Furniture – Types of Furniture.

Unit III:

Mail Handling – Centralised Mail Handling – Receiving The Mail – Registration of Mail – Outward Correspondence – Outward Mail Register – Filing – Advantages – Objectives – Classification of Filing.

Unit IV:

Indexing – Meaning – Types of Index – Advantages and Disadvantages – Office Forms – Meaning and Types of Forms – Objectives of Office Forms and Its Advantages – Form Design- Factors Affecting Form Design.

Unit V:

Office appliances – Meaning – Importance - Advantages and Disadvantages – Factors in Selecting Office Machines – Modern devices – MIS – Process – Components of MIS – Management system.

Text Books:

1. Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi
2. Office Management – R.K. Chopra

Books Recommended:

1. Office Management – Prasanta K. Ghosh
2. Office Organisation and Management – S. P. Arora

Course Outcome:

1. To enable the students have basic knowledge on Office Management and of the important role played by Office Managers.
2. Gain insight on the Environment of Office – Layout and Physical conditions.
3. Understand the importance of Communication and of using it in their business environment.
4. Students learn on Indexing and Filing of Important documents.
5. Gain awareness on the Importance of the Equipment used and of the components of Management Information System.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	2	3	2
CO3	3	3	3	2	2
CO4	3	3	2	2	2
CO5	2	3	2	3	3
Total	14	14	12	13	12
Average	2.8	2.8	2.4	2.6	2.4

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – III

CORE	Sub Code	Financial Accounting
5		

- Course Objectives :**
1. To impart knowledge and understanding of the principles and concepts of financial accounting.
 2. Help know on using standardized guidelines on how the transactions are recorded, summarized, and presented in a financial report or financial statement.
 3. To develop the skills required for the preparation of financial statements and accounts of various business areas.

Unit I:

Financial Accounting: An Introduction - the need for Accounting - Objectives and Functions of Accounting - External and Internal uses of Accounting Information - Branches of Accounting - Concepts and Conventions - Limitations of Financial Accounting.

Unit II:

Classification of Accounts - Analysis and Recording of Business Transactions – Journal - Rules of Journalizing - Ledger posting - Completion of the Accounting Process. The preparation of Trial balance - Errors and their rectifications - Bank reconciliation Statement.

Unit III:

Understanding and preparation of Income statement and Balance sheet without adjustments and with adjustments.

Unit IV:

The Concept of Depreciation – Causes - Factors affecting depreciation - Depreciation methods - Accounting for Depreciation.

Unit V:

Final Account – Trading and Profit and Loss account – Balance sheet – Cash book – Meaning, Advantages and Disadvantages – Single column cashbook – Double column cash book – Triple column cash book – Petty cash book.

Text Books:

1. Financial Accounting - S.P. Jain, K.L. Narang, Kalyani Publishers, New Delhi.
2. Financial Accounting – S. N. Maheswari, S. K. Maheswari, Vikas Publishing House Pvt. Ltd.,

Reference Books:

1. Introduction to Accountancy - T.S. Grewal S.Chand & Company, New Delhi.
2. Introduction to Accounting - Juneja & Saxena.

Course Outcome:

1. Understand the need and importance of Financial Accounting.
2. Equip the students with the knowledge of Business Transactions and Bank Reconciliation Statement.
3. Learn the preparation of Income Statements and Balance sheets.
4. Know the basic concept of Depreciation of the factors affecting it.
5. Understand Final account, cash books and types of cash books.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	2
CO2	3	3	2	2	2
CO3	3	2	3	2	3
CO4	2	2	3	3	2
CO5	3	3	3	3	3
Total	13	13	14	13	12
Average	2.6	2.6	2.8	2.6	2.4

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0

PC/2021-22/UG /Part - III (BBA) / Semester – III

CORE	Sub Code	Business Legislations
6		

- Course Objectives :**
1. To create an awareness of different business laws and its impact on businesses.
 2. Provide information on the nature of laws that govern consumers and business in a business environment.
 3. Understand the legal and fiscal structure of different forms of business organizations and of the responsibilities of an employer.

Unit I:

What is Law - various sources of Law - Significance - Business law - Impact of law on society & business. Economic aspects of Constitution & its implications. Law of Contracts - The Indian Contract Act, 1872 - Definition of contract - Law of contracts –classifications - Essential elements of Contract - Offer and Acceptance - consideration – Capacity of parties - Free consent - legality of object and considerations - performance of contract - Discharge of contract - Breach of Contract - Remedies for breach of contract

Unit II:

Special Contracts - Bailment and Pledge - Bailment - Definition - essential elements - rights and duties of bailer and Bailee - finder of lost goods - Pledge - essentials - rights and duties of Pawner and Pawnee Indemnity and Guarantee - Indemnity - definition - nature of liability of surety - rights of surety – discharge of surety - Meaning and definition of guarantee.

Unit III:

Law of Agency - essentials - kinds of agents - rights and duties of agent and principal - creation of agency - termination of agency - Sub agents and substituted agents – Relationships – Companies Act

Unit IV:

Sale of Goods Act, 1930 - Formation of contract of sale - essentials of contract of sale goods and their classification - condition on warranties - transfer of property in goods - performance of contract of sale.

Unit V:

Consumer Protection Act, 1986 - Rights of a consumer - filing of appeals at the district level – state level - national level - Intellectual Property Rights - meanings - patent rights - trademarks - copy rights.

Text Books:

1. Business Law - Kapoor N.D, Sultan Chand & Sons, New Delhi..
2. Business Law - Chandha. P..R, Gajgotia ,New Delhi

Reference Books:

1. Business Regulatory Framework - Garg K.C,V.K ,Sareen, Mahesh Sharma and Chawla R.C. Kalyani Publishers, New Delhi
2. Business Laws - Tulsian P.C., Tata McGraw- Hill Publishings Co.Ltd New Delhi
3. Modern Business Law - B.S.Moshal, Ane Books India New Delhi.
4. Business Law - Chandra Bos.D PHI learning Pvt Ltd New Delhi

Course Outcome:

1. The students learn on how various laws governs the conduct of businesses and recognize the legal and ethical issues that occur while taking business related decisions.
2. Identify the fundamental legal principles behind contractual agreements
3. Understand the role played by Law of Agency, rights and duties of agency and of the termination of agency.
4. Gain knowledge on Sales of Goods Act.
5. Know about Trademarks, Copyrights, etc.,

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	2	2	3	3
CO5	2	3	3	2	3
Total	13	14	13	14	15
Average	2.6	2.8	2.6	2.8	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0

PC/2021-22/UG /Part - III (BBA) / Semester – III

CORE	Sub Code	E-Business
7		

- Course Objectives :**
1. To facilitate the learning of e-business models and their characteristics.
 2. To understand the security threats that e-business are prone to face and the measure taken to prevent possible threats.
 3. To learn about various technologies that support the operation of e-business.

Unit I:

Meaning of E-business, Characteristics of e-business, Nature, Scope and Impact of E-business; Traditional business Vs E-business; E-business framework; Internet as E-business enabler (hardware and software); Advantages and Disadvantages of E-business.

Unit II:

Business to Consumer (B2C) business models - Types of B2C - Business to Business (B2B) business models - types of B2B; Consumer to Consumer (C2C) business models types of C2C - C2G business models - B2G business models - peer to peer business models - M-commerce business models.

Unit III:

Security threats - an area view; Implementing E-commerce security - Protecting client computers,. Electronic payment systems - Digital cash - Digital cheque - Credit card - Digital wallets - Smart cards - Payment gateways (Rupay & PayPal).

Unit IV:

Mobile commerce; Meaning - Wireless application technologies for mobile commerce WAP - Shopping cart database - Data warehouse (Basic Concepts) - Viral marketing - Permission marketing - Affiliate marketing.

Unit V:

Virtual Reality - Cloud Computing - Big Data, E-Marketing (Virtual, Horizontal)

Text Books:

1. E-Commerce and E-Business - C.S.Rayudu. (2012). (2nd Ed). New Delhi: Himalaya Publishing House
2. E-Commerce - CSV Murthy. (2012). (1st Ed). New Delhi: Himalaya Publishing House.

Reference Books:

1. Introduction to E-Business Management and Strategy – Colin Combe
2. E-Commerce and E-Business – Zorayda Ruth Andam
3. The E-Business Book – Dayle M. Smith

Course Outcome:

1. Understand e-business and its rising importance in the modern society.
2. Evaluate the appropriate business model applicable in various area of business.
3. Identify and prevent potential security threats to e-businesses.
4. Use various platforms to strengthen business growth.
5. Learn the tools that facilitate the organisational structure of e-businesses.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	2	3	3
CO3	2	3	2	2	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	14	14	13	14	15
Average	2.8	2.8	2.6	2.8	3

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – III

CORE	Sub Code	Marketing Management
8		

- Course Objectives :**
1. To develop an overview regarding principles and strategies underlying the marketing management process.
 2. To understand how customer behaviour influences marketing.
 3. To deep dive into the concepts of product, promotion and distribution planning.

Unit I:

Introduction to Marketing - Nature and Scope of marketing - core marketing concepts – marketing concepts - traditional and modern - Marketing mix - marketing environment- role of marketing in modern business - marketing information systems – Advertising – basic feature – objective - function.

Unit II:

Consumer Behaviour - Determinants of consumer behaviour - buying decision process - buying motives - buying roles - Consumer behavioural models (simple models) - Market Segmentation - need and requirements of effective segmentation - basis for the segmentation for selecting target markets - positioning – positioning tools and strategies.

Unit III:

Product Planning - concepts and types of product - product line and product mix decisions – New Product Development - Product life cycle concepts - branding and packaging - Price planning - pricing objective - importance of pricing - factors affecting pricing decisions and pricing strategies.

Unit IV:

Promotion Planning - meaning and importance of promotion - Steps in developing effective marketing communications - methods of promotion - advertising - sales promotion - publicity - public relations – Ethics in marketing - CRM - Recent trends in marketing.

Unit V:

Distribution Planning - Structure and types of marketing channels - selection of channels – channel dynamics - channel cooperation and conflict - wholesaling - retailing - role of intermediaries - physical distribution - Personnel selling - direct marketing - role of a salesman in selling process- channel management in India.

Text Books:

1. Marketing Management - Philip Kotler, Prentice Hall of India, New Delhi.
2. Marketing Management - Ramaswamy and Namakumari, MacMillan India Ltd, New Delhi.

Reference Books:

1. Marketing Management - Rajan Nair et al, Sultan Chand & Sons.
2. Marketing Management - Text and Cases Chandrasekhar K.S, Vijaynicole,, Tata McGraw Hill
3. Marketing Management - Saxena,R, Tata McGraw-Hill Publishing Co., New Delhi
4. Marketing Management - Gupta, C B & Rajan Nair, Sultan Chand & Sons.

Course Outcome:

1. Understand fundamental marketing concepts, theories and principles in areas of marketing.
2. Apply the knowledge, concepts, tools necessary to overcome challenges and issues of marketing in a changing technological landscape.
3. Gain knowledge on Product Planning, Promotion Planning and Distribution Planning to enhance the growth of businesses.
4. Develop creative solutions to marketing problems.
5. Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	2	3	3	2	2
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	2	3	3	2
Total	14	13	15	14	13
Average	2.8	2.6	3	2.8	2.6

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – III

Allied	Sub Code	Organizational Behaviour
3		

- Course Objectives :**
1. To equip the students with knowledge on individual and group behavioural dynamics in organisations.
 2. To understand different motivational strategies and leadership styles.
 3. To analyse the effect of organisational behaviours in an organisation

Unit I:

Organisational behaviour – Meaning – Nature - Scope – Challenges and opportunities for OB - Models of OB, Role of OB in organisational effectiveness – Hawthorne experiment – Economic, Social and Psychological foundation of organisational behaviour

Unit II:

Personality – Theories of personality - Type – Trait theory – Psychoanalytic theory – Social Learning theory – Humanistic Approach – Maslow’s Self Actualisation theory – Freudian Stages – Determinants of personality – Individual differences – Nature – Factors leading to ID – Interpersonal effectiveness

Unit III:

Perception – Concept – Process – Factors affecting perception – Learning – Theories – Principles – Factors affecting learning

Unit IV:

Motivation – Nature – Significance – Theories of motivation – Maslow’s Theory – Herzberg Theory – Types of motivation

Unit V:

Group dynamics – Types of Group – Leadership – Importance – Theories of Leadership – Trait theory – Behavioural theory – Ohio State study – University of Michigan Study – LMX Theory – Managerial Grid – Leadership styles – Types of Leadership

Text Books:

1. Organizational Behaviour – Stephen P Robbins, Prentice Hall India Pvt. Ltd New Delhi.
2. Organisational Behaviour - Uma Sekaran (Tata Mc Graw Hill)
3. Organizational Behaviour - Fred Luthans, McGraw Hill Book Company.

Reference Books:

1. Organizational Behaviour - Steven McShane & Van Glinar, Tata McGraw Hill Publish.Co.
2. Organisational Behaviour - S.S.Khanka (S.Chand Publishers)
3. Organisational Behaviour - L.M.Prasad
4. Organisational Behaviour - Aswathappa

Course Outcome:

1. Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.
2. Helps develop an understanding of the aspects that can motivate employees increase their performance, and help organizations establish a strong and trusting relationship with their employees.
3. Analyse the behaviour of individuals and groups in organisations in terms of organisational behaviour theories, models and concepts.
4. Learn about Group dynamics and on the Types of Groups.
5. Gain insight on the Leadership and of the Importance of it.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	2	3	2
CO2	3	2	3	3	3
CO3	3	3	3	3	2
CO4	2	2	3	2	3
CO5	3	2	2	3	3
Total	13	12	13	14	13
Average	2.6	2.4	2.6	2.8	2.6

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0

PC/2021-22/UG /Part - IV (BBA) / Semester – III

Generic Elective	Sub Code	Business Communication
1		

- Course Objectives :**
1. To develop business communication skills both written and oral to be a management executive.
 2. To understand the need and appropriate use of various formal business letters, circulars and reports.
 3. To learn to effectively communicate without barriers.

Unit I:

Business Communication – Meaning – Process – Importance – Types - Modern communication devices – Word Processor – Fax – E-mail – Tele conferencing – Telephone answering machine – Internet – Video conferencing - Barriers of communication – Measures to Overcome the Barriers.

Unit II:

Letter of Enquiry – Quotations – Offers – Order letters – Trade Reference - Execution of order – Cancellation of an order.

Unit III:

Complaint letters – Adjustment – Making complaint and claim – Offering an adjustment - Circular letters.

Unit IV:

Sales letters – Three P's of Sales Letters – Functions of Sales Letters.

Unit V:

Business Report writing- Drafting General Letters - Job Applications.

Text Books:

1. Commercial Correspondence and Office management – R.S.N.Pillai and Baghavathi
2. Essentials of Business communication – Rajendra Paul and J.S.Koirahalli

Reference Books:

1. Modern Business Correspondence and Minutes writing – J.C. Bahi and S.M. Nagamia
2. Business correspondence and Report writing – R.C. Sharma, Krishna mohan
3. Modern Business Letter – L. Gartside

Course Outcome:

1. To recognise and display writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. To select suitable organizational formats and channels used in developing and presenting business messages.
3. To evoke their Critical thinking by designing and developing clean and lucid writing skills.
4. To convey an effective oral business presentation.
5. Effectively communicate through business ideas.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	2	3	2	3	3
CO5	2	3	3	2	2
Total	13	15	13	14	14
Average	2.6	3	2.6	2.8	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – IV

CORE	Sub Code	Management Accounting
9		

- Course Objectives :**
1. To familiarize the students with the marginal costing, standard costing and budgetary control so that they can use them during the course of their managerial decision making.
 2. Learn to prepare Reports that improves internal processes, and allows organizations to identify and leverage opportunities.
 3. Know about Budgetary control and various types of Audits.

Unit I:

Management Accounting – Definition – Function – Nature or Characteristics – Objective – Distinction between Financial Accounting and Management Accounting – Tools of Management Accounting – Limitations of Management Accounting.

Unit II:

Standard costing – Definition – Standard costing and Budgetary control – Merits and limitations – Analysis of variances – Material, Labour, Overhead and sales variances.

Unit III:

Marginal Costing – Definitions – Merits and Limitations – Break even analysis – Applications of Marginal Costing.

Unit IV:

Inter-firm comparison – Meaning – Merits and Limitations – Ratio analysis – meaning – Types of ratios – Merits and Limitations, Budgetary control – Definition – Objectives – merits and limitations – Steps in Budgetary control – Types of Budgets.

Unit V:

Reporting for Management – Definition – Objectives – Types – Principles – Methods of reporting – Management Audit – Definition - Objectives – Need – Difference between Financial Audit and Management Audit – Conducting Management Audit.

Text Books:

1. Management Accounting - Manmohan & S. N. Goyal
2. Management Accounting and Financial Control - S.N.Maheswari

Reference Books:

1. Cost Accounting - Banerjee
2. Management Accounting - T. S. Reddy and Y. Hari Prasad Reddy.
3. Management Accounting – Singhvi and Bodhanwala, Prentice Hall of India

Course Outcome:

1. Helps students understand the functions of Management Accounting and of the tools used in it.
2. Management accounting process helps in identifying, analyzing, interpreting and communicating information to achieve business goals.
3. Educate them on the important concepts of Standard and Marginal costing.
4. Gives knowledge on Budgeting and of the steps involved in Budgetary control.
5. Learn about Management Audit and of the ways to conduct it. Enable them to report to Management.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	2	3
CO2	3	3	2	3	2
CO3	3	3	2	2	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	14	15	13	13	14
Average	2.8	3	2.6	2.6	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – IV

CORE	Sub Code	Financial Services
10		

- Course Objectives :**
1. To inculcate the knowledge of financial services industry and explore the opportunities in this services sector.
 2. Understand financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.
 3. To provide an in-depth study of mutual funds and assets.

Unit I:

Financial services - Concepts – Objectives / Functions – Characteristics - Financial Services Market – Problems of Financial Services Sector - Growth of Financial Services in India.

Unit II:

Commercial Banking and Their Fund Based and Non- Fund Based Financial Services – Leasing – merits and demerits of leasing, Hire Purchases – Salient Features - Guidelines – Functions.

Unit III:

Mutual funds – Types of Mutual Funds – Floatation - Asset Management Company - Mutual Funds Regulations – Consumer Finance – Credit and ATM / Debit Cards.

Unit IV:

Factoring – Forfeiting - Venture Capital - Salient Features – Guidelines – Functions - Strategies involved in Financing.

Unit V:

Merchant Banking – Credit Rating Services - Salient Features – Guidelines – Functions

Text Books:

1. Financial Management – Dr.Prasanna Chandra.
2. Financial Markets and Services – Gordon and Natrajan.

Books Recommended:

1. Investment Management including Securities Market - Dr. Avadani.
2. Merchant Banking – Dr. Varma.
3. Financial Services – Dr. S. Gurusamy.

Course Outcome:

1. Student will be able to understand and demonstrate the concepts, function and characteristics of financial services.
2. Analyse Commercial Banking and their fund and non-fund based financial services.
3. Will be able to explicate the meaning and knowledge of factoring and important strategies involved in financing.
4. Gain knowledge on Mutual Funds, Credit and ATM / Debit Cards, etc.,
5. Identify the various types of merchant Banking and the functions and features related to it.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	2	3	2
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	14	15	14	15	14
Average	2.8	3	2.8	3	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – IV

CORE	Sub Code	International Business
11		

- Course Objectives :**
1. To make the students understand international business and its various dimensions.
 2. Learn about the methods of entering into foreign markets, exports and imports procedures and about government policies.
 3. Know about International organisations and global businesses.

Unit I:

International Business - Meaning - modes - scope - importance – advantages and disadvantages - International business environment - economic - political - legal - cultural and technological.

Unit II:

Methods of entry into foreign markets - Licensing- Franchising- Joint Ventures- Acquisitions – Strategic Alliances - Trade barriers - Trade blocks - MNC's – Nature - characteristics - Host Country – Government Policies.

Unit III:

Export Import procedures and documentation - Terms of export import order - Letter of credit - Bill of lading - RBI's role as exchange control authority - FEMA - convertibility of capital account.

Unit IV:

International Organisations and Global business- UNO, WTO, IMF, World Bank, ADB, IFC, UNCTAD, IDA and IBRD.

Unit V:

Globalization of Indian Business - problems - challenges - benefits.

Text Books:

1. International Business: The Challenge of Global Competition - Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett, Mc Graw Hill, New York.
2. International Business - Alan M Rugman & Simon Collinson, Pearson Education Singapore Pte Ltd.

Reference Books:

1. Global Business Today - Charles W.L. Hill, University of Washington.
2. International Business: Environments & Operations - Daniel Sullivan, Prentice Hall, New Delhi.
3. International Business: Text and Cases - P. Subba Rao, Himalaya Publishing House Pvt. Ltd. Mumbai.
4. International Business - V.K. Bhalla, S. Chand & Company Pvt. Ltd. New Delhi.
5. International Business: Competing in the Global Market Place - Charles W.L. Hill, Mc Graw Hill, New York.
6. International Business: An Asian Perspective - Charles W. L. Hill, Chow How Wee & Krishna Udayasankar, Mc Graw Hill, New York.

Course Outcome:

1. Identify the role and impact of political, economic, social and cultural variables in international business.
2. Understand the nature and characteristics of MNCs.
3. Understand the global economic, political, cultural and social environment within which firms operate.
4. Assess roles international organisations in facilitating international businesses
5. Analyse the scope of Indian businesses

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	2	3	3
CO3	3	3	3	3	3
CO4	3	3	3	2	3
CO5	3	3	3	3	3
Total	15	14	14	14	15
Average	3	2.8	2.8	2.8	3

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation - 0*

PC/2021-22/UG /Part - III (BBA) / Semester – IV

CORE	Sub Code	Banking Practice
12		

- Course Objectives :**
1. To help students understand the various processes in banking.
 2. To have a comparative study of the traditional and modernised banking.
 3. Have a generalized study about the functions of the Reserve Bank of India.

Unit I:

Banker and Customer- Relationship between banker and customer - General & Special relationship - Rights of the banker - Negotiable instruments - Promissory note, Bill of exchange & Cheque (Meaning & Features) - Proper Drawing of cheque - Crossing (Definition & Types) - Endorsement (Definition & Kinds).

Unit II:

Banking System- Indigenous Bankers - Commercial Banks - Co-Operative Banks – Differences – Function - Land development Banks Industrial Development Banks - NABARD- EXIM Banks - Foreign Exchange Banks.

Unit III:

Traditional Banking - Receiving Deposits - General Precautions- Kinds of deposits - Fixed - Current - Saving - Recurring & Others. Lending Loans & Advances - Principles of sound lending - Forms of advances - Loans, Cash Credit, Over Draft & Purchasing and Discounting of bills.

Unit IV:

Modernised Banking- Core banking - Retail banking - Internet banking - Online banking and Offline banking - Mobile banking -Electronic Funds Transfer - ATM and Debit Card – Smart Card - Credit Card - E-Cash - Swift – RTGS - NEFT.

Unit V:

Reserve Bank of India- Functions of Reserve Bank of India - Methods of Credit Control.

Text Books:

1. Banking Theory Law and Practice - S.N.Lal,.
- 2 . Banking Theory Law and Practice - S. Guruswamy, 3Edition, Vijay Nicole Imprints Private Limited, Chennai.

Reference Books:

1. Banking Theory Law and Practice - M.C.Tannen, Lexis Nexis Vutterworth, Nagpoor.
2. Banking Theory Law and Practice - S.S.Gulshan and Gulshan K Kapoor.
3. Banking Law and Practice – Garden and Natarajan

Course Outcome:

1. Understand the fundamentals of banking in terms of banker and customer relationship.
2. Identify the roles and operations of different types of banks.
3. Explain the working processes of traditional banking.
4. Explain the different modes of modern banking and the tools that facilitate it.
5. Analyse the functions of the Reserve Bank of India.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	3	3	3
CO2	3	2	3	3	3
CO3	3	2	2	3	2
CO4	3	3	3	3	3
CO5	2	3	3	2	3
Total	13	13	14	14	14
Average	2.6	2.6	2.8	2.8	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - III (BBA) / Semester – IV

Allied	Sub Code	Business Economics
4		

- Course Objectives :**
1. To teach the fundamentals of economics and the study of the concept of demand, cost and its relation to output, pricing decisions.
 2. Perform supply and demand analysis to analyze the impact of economic events on Markets
 3. Know about national income, have the ability to analyse the causes for inflation in the country and the control measures for it

Unit I:

Introduction – Meaning – Nature – Scope – Managerial economist: Role and Responsibilities – Demand Analysis – Types – Law of demand – Determinants of demand – Elasticity of demand – Demand forecasting – Types – Methods.

Unit II:

Production – Meaning – Law of variable proportion – Law of return to scale – Economies of scale – Diseconomies of scale – Iso-Quants – Cost analysis – Concepts – Cost-output relationship

Unit III:

Forms of Market – Perfect competition – Features – Price Determination – Monopoly – Features – Price Determination – Monopolistic competition – Features – Price Determination – Oligopoly – Features – Price Determination

Unit IV:

Profit – Meaning – Forms – Theories – Risk and Uncertainty theory – Profit policies – Profit planning – Break even analysis

Unit V:

National income – Meaning – Concepts – Methods – Importance – Inflation – Types – Causes – Control measures – Effects of inflation – Monetary and Fiscal policy: Objectives – Instrument – Business cycle – Phases and effects of business cycle.

Text Books:

1. Business Economics – R L Varshney & K L Maheswari (Sultan Chand & Sons.2000)
2. Essential of Business Economics – D. N. Dwivedi

Reference Books:

1. Business Economics – Mankar V G (Macmillan Business books, 1999).
2. Business Economics – Joel Dean (Prentice Hall, 2000)
3. Managerial economics –M. L. Jhingan & J.K. Stephen - (Vrinda Publication (P) Ltd, 2011.

Course Outcome:

1. Learn economics in terms of business.
2. Learn about the important concepts of the Roles and Responsibilities of Managerial Economist and other concepts like Demand Analysis, Demand Forecasting to understand the position of a firm, business or company.
3. Establishing the linkage between production function and cost function.
4. Understand the forms of Market and compare the price determination in the short and long run.
5. Gain knowledge on National Income, Inflation and the effects of it in business.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	3	3	2
CO3	3	3	3	2	3
CO4	3	3	3	2	2
CO5	3	3	3	3	3
Total	15	14	15	13	13
Average	3	2.8	3	2.6	2.6

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - IV (BBA) / Semester – IV

Generic Elective	Sub Code	Corporate Secretarial Practice
2		

- Course Objectives :**
1. To make the students familiarise with the secretarial formalities to be fulfilled by a corporate entity.
 2. Know the qualification, functions, powers, rights and the legal position of a Secretary in a business.
 3. Understand the role played by Secretaries in the various kinds of meetings, formation of a company, registration of members and other work.

Unit I:

Secretary – Definitions – Kinds of secretaries – Function of secretaries – Qualifications – Appointment – Dismissal – Legal positions – Powers – Rights – Duties and Liabilities

Unit II:

Meeting – Kinds of meetings – Statutory meetings – Annual general meeting – Extraordinary general meeting – Class meeting – Duties of the secretary in connection with meetings

Unit III:

Essential of valid meeting – Agenda - Notice – Quorum – Chairman, his power and duties – Proxy – Voting – Poll resolution – its kinds – Minutes

Unit IV:

Secretarial practice relating – to formation of a company – to issue allotment – Forfeiture and surrender of shares

Unit V:

Secretarial practice relating – to transfer and transmission of shares – Dividend – Types - Secretarial practice relating to dividend – Register – Register of members

Text Books:

1. Secretarial Practice – M. C. Kuchhal
2. Secretarial Practice and Office Management – Prasantha Guouth

Reference Books:

1. Fundamentals of Business Organisation and Management – Y.K. Bushan
2. Secretarial Practice – Bahl
3. Secretarial Practice – N. Kumar and R.Mittal

Course Outcome:

1. Learn about how Secretaries play a vital role in the efficient administration of a company.
2. Know in depth about the role of Secretaries in organisations or businesses, their legal positions and their duties and liabilities.
3. Understand the kinds of meetings organized in any firm or businesses along with the duties that the Secretaries would have to perform in it.
4. Knowing the requirements for valid meetings, preparation of minutes, voting, poll resolution and the duties of Chairman.
5. Obtain insight on the transmission of shares, secretarial practice relating to dividend and registration of members.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	2	3	2	3
CO5	3	3	3	3	2
Total	15	12	13	14	14
Average	3	2.4	2.6	2.8	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - III (BBA) / Semester – V

CORE	Sub Code	Case Analysis
13		

- Course Objectives :**
1. To give the students hands on decision making opportunity with real time business situations.
 2. Gain insight on the various factors like perception, listening.
 3. Help them identify the key issues in an organization and of the means to resolve them through the steps involved in case analysis.

Unit I:

Introduction – Different steps in case analysis – Importance of case analysis

Unit II:

Perception – Meaning – Importance of perception in case analysis – Factors affecting perception

Unit III:

Listening – Principles – Essentials – Factors affecting listening – Importance of listening in case analysis

Unit IV:

Understanding – Meaning - Shallow and Deep- Learning - Types

Unit V:

Identifying a problem – Finding alternative solution for a problem – Analysing the case – Essential things in case analysis.

One case per week is to be discussed by the students. The cases could be from different functional areas of management.

The scheme of examination has two main components and respective sub-components and marks. The marks are to be distributed as follows:

Components	External (75 Marks)	Internal (25 Marks)	
	(3 Hours Examination) Questions from all the Units : Part A : 5 x 5 = 25 Part B : 1 Case x 50=50	(1 Hour Test) Part A : 2 x 5 =10 Part B : 1 X 10= 10	Assignments : Case Writing and Group Discussion
Total	75	20	5

Text Books:

1. Management Case Studies: A Student's Handbook- Dr. Ramesh R Kulkarni, Dr. Shrinivas R Patil, Rajasekhar R Navalagi, Rangappa K Yaraddi- Notion Press, Inc, June 2018
2. The Case Study Handbook: How to read and write persuasively about cases – William Harvard, Business Review Press, April 2007

Reference Books:

1. Case Studies in Management – Akhilesh Chandra Pandey, (2nd Edition), I. K International Publishing House Pvt. Ltd.,

Course Outcome:

1. The subject provides an excellent way for students to learn new cognitive skills, as well as improve their analysis and evaluation skills through practical sessions.
2. In working through case studies, business students are actively engaged in the process of abstracting basic principles from complex examples.
3. Learn about the different steps involved in case analysis and the importance of it.
4. Understanding the role played by perception and listening in case analysis and the factors affecting it.
5. Identifying and finding solution to problems.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	2	3	2	3
CO4	3	3	2	3	3
CO5	3	3	3	3	3
Total	15	14	14	14	15
Average	3	2.8	2.8	2.8	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – V

CORE	Sub Code	Logistics Management
14		

- Course Objectives :**
1. To teach the students on the concept of logistics management, its importance and of its role in the business operations.
 2. To provide an overview of the key activities performed by the logistics function including demand forecasting, material handling, transportation, warehousing, packing, transportation.
 3. Understand the various components, techniques involved in the supply chain management of the challenges faced.

Unit I:

Logistics – Introduction – Evolution – Objectives – Scope – Importance of Logistics – Components of Logistics Management – Functions – Supply Chain Management – Functions – 3PL – 4PL - Logistics in India.

Unit II:

Demand Forecasting – Types of Forecasting – Techniques of forecasting – Judgemental – Casual – Data based – Selection of Techniques – Operating Principles

Unit III:

Material handling – Objectives – Principles – Types - Equipment's Handling – Factors affecting their choice - Inventory – Types – Functions of Inventory Management – Inventory Cost – EOQ – ABC Analysis – Just In Time

Unit IV:

Warehousing – Introduction – Concepts – Types – Functions – Transportation – Introduction – Transportation Cost – Modes – Multi Modal Transport – Containerization – Transportation Decision

Unit V:

Packaging – Introduction – Concepts – Functions – Forms of Protective Packaging – Problems of Protective Packaging – Packaging Policy

Text Books:

1. Logistics and Supply Chain Management – D.K. Agrawal, Macmillan India Ltd.
2. Logistics Management – S.K. Bhattacharyya, Sultan Chand & Company

Reference Books:

1. Logistics Management - V.V. Sople, Pearson India.
2. Logistics – Lemay Stephen, Bloomberg David J, Prentice Hall, New Delhi.

Course Outcome:

1. Learn about the basic concept of Logistics, its evolution and functions as good logistics management helps businesses deliver better service to their customers.
2. Relate the concepts of logistics and supply chain management and understand Demand Forecasting along with its techniques and operating principles.
3. Know about Material Handling and Inventory Management.
4. Using the principles of Warehousing for warehouse operations in future.
5. Gaining in depth knowledge as reliable logistics service can boost a business' value and help in maintaining a positive public image

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	2	3	3	3	3
CO3	3	3	2	3	3
CO4	2	3	3	3	3
CO5	3	3	3	3	3
Total	13	15	14	15	15
Average	2.6	3	2.8	3	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – V

CORE	Sub Code	Production And Operations Management
15		

- Course Objectives :**
1. To learn about the decisions and processes of production and operations management in a business firm.
 2. Understand in detail about the factors involved in establishing and maintenance of a plant.
 3. To familiarize the students with the concept production planning and control.

Unit I:

Production Management – Meaning – Definition – Scope – Functions of Production Manager – Factors governing the choice of material – production System – Types – Job order – Intermittent and Continuous Flow line production – Assembly line production – Automation

Unit II:

Plant Location – Multi plant location - Factors affecting plant location – Plant layout – Principles – Objectives of laying out – Type of layout – Product - process – Fixed – Combination layout – Advantages and Disadvantages

Unit III:

Production planning and control – Objectives and functions – Planning – Routing – Scheduling – Dispatching – Expediting and Follow up – Inventory Management – EOQ – Reorder Quantity – Maximum and Minimum level – Safety Stock

Unit IV:

Plant Maintenance – Organization for maintenance – Merits and Demerits – Safety Engineering – Good House Keeping – TQM - Features of TQM – Zero defect programs – Quality circles

Unit V:

Work study – Method study – Work measurement – Flow process chart – Two handed process chart – Micro motion study – Time study – Procedure and Techniques – Application of work study techniques

Text Books:

1. Production and Operations Management – R. Pannerselvam (3rd Edition)
2. Production Management – Goel Gupta

Reference Books:

1. Production and Operations Management – K.Aswathappa
2. Production and Operations Management – S.N.Chary
3. Production and Operations Management – K.K.Ahuja

Course Outcome:

1. Gain insight about the importance of production management and functions of a Production Manager
2. Analyse the factors to consider in Plant layout
3. Hands on experience in the various activities in product management
4. Analyse business process and tools used
5. Apply analytical skills and tools to resolve issues and identify areas with scope for improvement

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	3	2	3	3	3
CO5	3	3	3	3	3
Total	15	14	14	15	15
Average	3	2.8	2.8	3	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – V

Discipline Specific Elective	Sub Code	Services Marketing
1		

- Course Objectives :**
1. To familiarise the students with the basic concept of Services marketing.
 2. To sensitise students to services operations, service quality, and other elements of services which customers and service providers experience.
 3. Give update on the delivery of high quality service and of the emerging trends in service marketing.

Unit I:

Introduction – Concept – Nature - Goods and Services – Characteristics of Services - Classification of services – Significance of Service marketing – Barriers of Service marketing.

Unit II:

Service Marketing Mix – Introduction – Concept – Seven P's of Marketing – Internal marketing – Consumer Behaviour Profile – Designing Communication mix – Flower of Service

Unit III:

Service Delivery – Flexing of Capacity – Channels of Distribution – Channel Functions – Channel Selection – Impact of Information Technology – Service customer relationship – Service failure and Service recovery - Internal marketing - Service Triangle.

Unit IV:

Service Quality – Introduction – Concept of Service Quality – GAP model – SERVQUAL dimensions – Delivery of High quality service – Emerging trends in service marketing – E service.

Unit V:

Marketing of some selected services and its market mix – Personal Care Service - Hospital Marketing International Services - Education Service - Consultancy Services, Transportation Services - Communication Services - Marketing of Tourism.

Text Books:

1. Services Marketing - Jha, SM, Himalaya Publishing Co.
2. Services Marketing - Christopher H Lovelock, Prentice Hall

Reference Books:

1. An essence of Services Marketing - Payna, Adrim, Prentice Hall
2. Services Marketing - Ravisankar
3. The text book of Service –Nimit Chowdry & Monica Chowdry, The Indian Experience
4. Services Marketing – Srinivasan.R, The Indian Context
5. Services Marketing - Going Apt

Course Outcome:

1. Introduce students to the application of a different set of tactics or strategies involved in Service marketing to anticipate the consumer's need for an intangible product.
2. Know the difference between marketing physical products and intangible services and of the significance of service marketing.
3. Understand about service marketing mix, the 7Ps of marketing, consumer behaviour profile and of the designing of communication mix.
4. Learn about Service delivery, channels of distribution and of the importance of service customer relationship.
5. Analyse on how service marketing and its mix can be used practically in other areas of service like personal care, hospitals, educational services, consultancy services, transportation services, etc.,

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	2	3	3
CO2	2	3	3	3	3
CO3	3	3	2	3	3
CO4	3	3	3	3	3
CO5	3	2	3	3	3
Total	14	13	13	15	15
Average	2.8	2.6	2.6	3	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – V

Discipline Specific Elective	Sub Code	Sales Management
1		

- Course Objectives :**
1. To help students gain knowledge of how to recruit and manage a sales force.
 2. Develop an understanding of sales planning and evaluation of the sales force.
 3. To master the art of salesmanship and make successful sales.

Unit I:

Sales Management - Definition - Objectives, and scope - Organization of the sale department - Sales planning and control - Market analysis and sales forecasting Sales Budget

Unit II:

Sales Territories - Factors deciding territories Sales quotas: Types, Procedures, Field Sales supervision - Salesman's reports.

Unit III:

Recruitment and Selection of Sales Personnel - source of recruitment - Selection procedure Training - Methods.

Unit IV:

Compensation - Methods, characteristics of a good compensation plan – Motivation. Nature and Importance of personal selling - Art of Salesmanship - AIDA model of selling.

Unit V:

Process of Effective Selling - Prospecting, Pre-approach, Presentation and Demonstration, Handling Objections, Closing the sale.

Text Books:

1. Sales Management- Richard Still, Edward W Cundiff, Norman A.P, PHI.
2. Salesmanship- C.A. Kirkpatrick.

Reference Books:

1. Sales and Distribution Management – Ramendrasingh
2. Sales and Distribution Management – Tapan K. Panda, Sunil Sahadev

Course Outcome:

1. Learn the basic concepts of Sales management, the coordinating of sales operations, and implementing sales techniques that allow a business to reach its sales targets.
2. Gain insight on market analysis, forecast sales and know to prepare sales budget.
3. Understand Art of Salesmanship and the processes and techniques involved in effective selling.
4. Organize sales territories to maximize selling effectiveness.
5. Know about the selection and recruitment process of sales personnel, and of the trainings given to achieve business targets.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	15	15	13	15	15
Average	3	3	2.6	3	3

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - III (BBA) / Semester – V

Discipline Specific Elective	Sub Code	Skills For Team Management
4		

- Course Objectives :**
1. To inculcate the team culture and developing an effective team leadership in the corporate working environment.
 2. Understand the steps to build a team and how to solve problems in a team.
 3. Identify how to connect the team with a goal for the betterment of the organisation.

Unit I:

Team – Meaning - Types- Advantages and Disadvantages of Team - Skills required for team work - Team development - Team management techniques for managers.

Unit II:

Group - Meaning – Functions - Types - Group vs Team

Unit III:

Team player - Meaning - Characteristics - Essentials of a successful Team player – Mendith Bolbin Model – Team and Work group

Unit IV:

Steps to team building – Stages involved in team building – Robert Bascal’s Six deadly Sins of team building

Unit V:

Team problem solving model – Twelve Cs for effective team building

Text Books:

1. High Performance Leadership – Dr. G. Vijayaragavan, Himalaya Publishing Pvt. Ltd
2. Organisational Behaviour – S. Sachdeva, LakshmiNarain Agarwal Educational Publishers

Reference Books:

1. Team Development and Leadership – Dr. B. Rathana Reddy, Jaico Publishing House

Course Outcome:

1. Gain in depth knowledge on the skills required for Team Work as it very essential in the functioning of any organisation or business.
2. Knowing the difference between a group and team and equip with the essentials required for being a successful team player.
3. Understand the important steps involved in team building and the factors which negatively influence a team.
4. Be capable of solving the problems in a team.
5. Develop effective working relationships through building trust and credibility

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	2	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	15	14	15	14	15
Average	3	2.8	3	2.8	3

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - III (BBA) / Semester – V

Discipline Specific Elective	Sub Code	Retail Management
2		

- Course Objectives :**
1. To give an overview of the conceptual aspects of retail marketing management
 2. To study the retailing scenario in India
 3. To help understand how retailers build customer loyalty.

Unit I:

Retailing Definition - Nature - Scope – Importance - Functions of retailing – types of retailers – Retailing scenario in India – Emerging trends in retailing.

Unit II:

Factors affecting the location of retail outlet – Finance strategies for retailing – Importance of human resource management in retailing

Unit III:

Consumer behaviour – Types of customers – Stages in the buying process – Factors influencing customer's buying decision – Customer loyalty – Building loyalty – Store loyalty

Unit IV:

Meaning of CRM – Importance – Steps involved in CRM – Business to business concept – Business to consumer concept – Benefits of database marketing

Unit V:

Franchising – Meaning – Franchising in India – Brand Management - Managing Brand equity and brand loyalty – Mall management – Types of Malls – Malls in India

Text Books

1. Retail Management – Suja R Nair, Himalaya Publishing house
2. Retail Management - Barmen, Barry and Joel Evans, Prentice Hall

Reference Books:

1. Retail Management - Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava, Oxford
2. Retail Management – Booma Halpeth and Veena Prasad, Himalaya Publishing House

Course Outcome:

1. Having good knowledge on retail management, helps a person thrive in his area of business, as Retail Management is an art that includes the formulation of apposite strategies to bring customers into the store and to make buying as well as selling of products a seamless process.
2. Helps students gain knowledge on the nature, scope, functions of retailing and of the types of retailers and FDI in India.
3. Gain knowledge on the factors affecting the location of retail outlet, financial strategies and human resource management.
4. Learn about Consumer behaviour, customer and store loyalty, Customer Relationship Management as it plays a vital role in attracting customers to the store.
5. Understand Franchising, Mall Management and managing Brand Equity.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	2	3
Total	15	14	15	13	15
Average	3	2.8	3	2.6	3

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - III (BBA) / Semester – V

Discipline Specific Elective	Sub Code	Cost Accounting
2		

Course Objectives :

1. The course focuses to enable students understand the fundamental concepts of cost accounting.
2. To help students analyse different types of cost.
3. To evaluate appropriate strategies to be employed in cost accounting problems.

Unit I:

Cost Accounting - Nature - Meaning - Importance - Cost Accounting Vs Financial Accounting - Advantages and Limitation of Cost Accounting - Costing System and Cost center Cost reduction Cost Control Methods - Types and Classification Of Cost - Cost Sheet.

Unit II:

Unit and output costing Meaning Accumulation of costs - Production account - Job Costing - Features - Objectives - Merits and Limitations of Job costing - Batch costing Determination of EBQ - Contract Costing - Features - Job costing Vs. Contract costing - Recording of costs of a contract.

Unit III:

Materials control - Objectives Purchase control Centralised and Decentralised Purchase Stock Levels And Economic Order Quantity - ABC analysis - Bin card - Stores Ledger - Material issues (FIFO, LIFO, Simple Average And Weighted Average Methods).

Unit IV:

Labour Direct and Indirect Labour- Control of Labour cost Labour Turnover Methods of Wage Payment - Premium and Bonus Plans.

Unit V:

Overhead - Meaning - Allocation and Apportionment - Importance Classification - Reapportionment - Absorption of Overheads, Methods - Administration overhead Selling MON and Distribution Overhead - Machine Hour Rate.

Text Books:

1. Cost Accounting - Jain Narang
2. Cost Accounting - R.S.N. Pillai and Bagavathi

Reference Books:

1. Cost Accounting - S.P Iyengar
2. Cost Accounting T.S.Reddy and Hari Prasad Reddy.

Course Outcome:

1. To explain the concept and role of cost accounting in business management.
2. Understand the merits and limitations of job costing
3. Use the right strategies and tools to make informed decisions.
4. Understand the processes involved in direct and indirect labour.
5. Identify the impact of the various cost methods used.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	2	3	3	2
CO4	3	3	2	3	3
CO5	3	3	3	3	3
Total	15	14	14	14	14
Average	3	2.8	2.8	2.8	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - III (BBA) / Semester – V

Discipline Specific Elective	Sub Code	Marketing Research
2		

Course Objectives :

1. To help students understand the types and steps of marketing research process.
2. To learn about data collection and sampling from target population.
3. To use product, advertising and media research effectively.

Unit I:

Marketing Research-Definition - Nature and Scope – Need – Scope – Problem - Research Design: Definition -Exploratory, Descriptive, Experimental design

Unit II:

Data Collection- Secondary data - Primary data – Survey Method- Questionnaire design, Measurement and Scaling, Observation Method.

Unit III:

Sampling -Type of Sampling Sample Section -Data analysis Classification. Tabulation and Interpretation of data - Report writing.

Unit IV:

Motivation Research techniques -Sales analysis Research, Methods of Sales Forecasting Sales potential.

Unit V:

Product research -- New Product development- Test Marketing -- Advertising Research -- copy Testing- pre Testing and Post-tests - Media Research.

Text Books:

1. Marketing Research – Boyd, and West fall, Richard D. Irwin Inc.
2. Marketing Research - Luck, Wales and Taylor - Prentice Hall in India (P) Ltd.

Reference Books:

1. Marketing Research – Suja R. Nair, Himalaya Publishing House
2. Essential of Marketing Research – Paurav Shukla, Ventus Publishing

Course Outcome:

1. Develop understanding on the objectives of doing research, research process, research designs and sampling.
2. Understand the skills to conduct professional marketing research.
3. Gather, analyse and interpret information through research process to solve marketing challenges.
4. Identify how customers and potential customers might view the product of business and identify gaps in customer expectations.
5. Through research forecast sales and sales potential.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	2	3	3	3
CO3	3	3	3	2	3
CO4	3	3	3	3	2
CO5	3	3	3	3	3
Total	15	14	14	14	14
Average	3	2.8	2.8	2.8	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - V (BBA) / Semester – V

Extra Course	Sub Code	Consumer Behaviour
1		

- Course Objectives :**
1. To highlight the importance of understanding consumer behaviour in Marketing.
 2. Identify the personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
 3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

Unit I:

Introduction - Consumer Behaviour - definition - scope of consumer behaviour - Discipline of consumer behaviour - Customer Value Satisfaction-Retention - Marketing ethics

Unit II:

Consumer Motivation – Consumer need - Dynamics - types - measurement of motives - Consumer Personality: Introduction, Self-concept, personality Theories, Brand Personality, Emotions - Consumer Perception

Unit III:

Consumer Learning - Behavioural learning theories - Measures of consumer learning Consumer attitude - Formation - Strategies for attitude change

Unit IV:

Social class Consumer Behaviour – Consumer reference group – The family - Lifestyle Profiles of consumer classes - Cross Cultural Consumer Behaviour Strategies.

Unit V:

Consumer Decision Making - Opinion Leadership - Dynamics - Types of consumer decision making - A Model of Consumer Decision Making

Text Books:

1. Consumer Behaviour – Leon G. Shiffman – Leslie Lazar Kanuk
2. Consumer Behaviour - Ramanuj Majumdar, PHI learning PVT Ltd.

Reference Books:

1. Customer Relationship Management - Paul Green Berg, Tata Mc Graw Hill, 2002.
2. Consumer Behaviour - Michael R. Solomon, Indian Edition -PHI learning PVT Ltd.,

Course Outcome:

1. Know about the various factors that influence the purchases by a consumer.
2. Distinguish between different consumer behaviour influences and their relationships.
3. Recognise social and ethical implications of marketing actions on consumer behavior.
4. Understand the various strategies that affect attitude change of a consumer.
5. Know the strategies involved in retention of consumer.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	2
CO2	2	3	3	3	3
CO3	3	3	2	3	2
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	14	14	14	15	13
Average	2.8	2.8	2.8	3	2.6

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - V (BBA) / Semester – V

Extra Course	Sub Code	Salesmanship
1		

Course Objectives :

1. To familiarize students with the essentials of salesmanship.
2. To facilitate the learning of organising and managing sales.
3. To walk students through the ins and outs of a successful salesman and sales manager.

Unit I:

Salesmanship - Meaning - Definition- Features- Objectives - Nature - Types- Classification; Functions - Duties and Responsibilities of a Salesman.

Unit II:

Qualities of a Successful Salesman - Aggressive selling – Defensive selling – Usefulness of AIDA Concept for a Salesman - Personal Selling Process - Steps - Presale Preparation - Prospecting - Sales Promotion - Demonstration - Handling Objection - Closing the Sale – Follow-up.

Unit III:

Sales Organisation - Importance - Functions – Structure - Departments- Sales Manager - Qualities - Functions - Duties and Responsibilities - Recruitment of Salesmen - Process of Recruitment - Sources.

Unit IV:

Training of Salesmen - Methods of Training Programme -Motivation of Salesman - Important tools of non-financial motivation - Remuneration of Salesmen - Methods of Remuneration – Commission, Bonus.

Unit V:

Control of Salesmen - Need for Control - Methods of Control - Allocation of Sales - Territories and Sales Quotas – Uses of sales quota - Scheduling of Salesmen- Evaluation of performance

Text Books:

1. Salesmanship and Publicity – Dr. Rustom S. Davar, Sohrab R. Davar and Nusli R. Davar, Vikas Publishing House Pvt. Ltd., New Delhi.

2. Salesmanship –Bholanath Dutta, Dr. Girish.c, Himalaya Publishing House.

Books Recommended:

1. Advertising and Salesmanship - T.B P Saravanel and S. Sumathi, Margham Publication, Chennai-2016.
2. Sales Promotion and Advertising Management - M.N Mishra, Himalaya Publishing house, New Delhi- 2014.

Course Outcome:

1. Know the various dimensions of salesmanship and of the key role played by a salesman in a business.
2. Learn in depth about the important qualities needed to be a successful salesman.
3. Understand the concept of sales organization and of the recruitment process of a salesman.
4. Gain insight on the trainings given for salesmen and of the methods of remuneration.
5. To achieve maximum results in business, know about ‘Control of Salesmen’ directing, guiding and checking the salesmen so as to ensure that every activity of the salesmen occurs in accordance with the envisaged sales plan.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	2	3	3
CO3	3	2	3	3	3
CO4	3	2	3	2	3
CO5	3	3	3	3	3
Total	15	12	14	14	15
Average	3	2.4	2.8	2.8	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – VI

CORE	Sub Code	Financial Management
16		

- Course Objectives :**
1. To familiarize the students with the conceptual frame work of Business Finance.
 2. To help students understand how corporates make financing decisions taking various factors into consideration.
 3. To help students understand important aspects of raising, financing and managing finance.

Unit I:

Meaning – Scope of Finance – Financial Decisions in Firm – Objectives – Wealth Maximization Vs Profit Maximization – Functions of Finance – Introduction to Primary Market, Capital market and Money market

Unit II:

Sources of Capital – Types of Securities – Cost of Capital –Cost of Debt; Cost of Preferred stock; Cost of equity; Cost of Retained earnings and Weighted Average Cost of Capital. Capital Structure Theories – Net Income; Net Operating Income; Modigliani-Miller Approach; Traditional Approach

Unit III:

Working Capital Management – Types of working Capital – Factors influencing working capital requirement – Determinations of working Capital. Cash Management – Objectives – Cash budget – Strategies - Credit policy – Credit terms – Credit Standards and Collection Policy

Unit IV:

Capital Budgeting – Importance – Process – Evaluation Methods – Pay Back Method; Average Rate of Return; Net present Value; Profitability index and Internal Rate of Return.

Inventory Management – Costs and Benefit of holding inventory – Classification – ABC Analysis; VED Analysis – Economic Order Quantity

Unit V:

Dividend Decisions – Relevance and Irrelevance of Dividend – Walter's Model – Gordon's Model – M.M. Model – Determinants of Dividend policy – Alternative forms of dividends – Stock dividend and Stock split.

Text Books:

1. Financial Management - Pandey I M, Vikas Publishing House, New Delhi
2. Financial Management - Dr. S.N. Maheswari & Dr. C.B.Gupta

Books Recommended

1. Financial Management - M.Y.Khan & P.K.Jain
2. Financial Management - Shashi K Gupta and Sharma R K, Kalyani Publishers New Delhi
3. Security Analysis and Portfolio Management - Preethi Singh
4. Financial Management - Prasanna Chandra, Tata McGraw-Hill Publishing Co. Ltd
5. Fundamentals of Financial Management - Chandra Bos D, PHI New Delhi

Course Outcome:

1. Expose students to the concepts of strategic planning, organising, directing, and controlling of financial undertakings in an organisation or institute.
2. Introduce them to the concepts of Primary market, capital market and money market and to know the difference between Wealth Maximization and Profit Maximization.
3. Gain in depth knowledge on the basics of Capital, Capital Management and Capital Budgeting.
4. Know about Inventory Management and the benefits of maintaining it.
5. Learn about Dividends using various models and of the alternative forms of dividends.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	2
CO5	3	3	2	3	3
Total	15	14	14	15	14
Average	3	2.8	2.8	3	2.8

KEY: *Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0*

PC/2021-22/UG /Part - III (BBA) / Semester – VI

CORE	Sub Code	Business Research Methods
17		

- Course Objectives :**
1. To provide an insight into the fundamentals of social science research and to acquire required skills in carrying out research.
 2. To make students aware of steps of research and various data collecting tools employed in research.
 3. Provide the knowledge to compile research reports in the prescribed manner.

Unit I:

Research – Definition – Characteristics – Objectives of Research – Need for Research - Types of Research - Methods of Research – Research design – Steps in selection and formulation of a research problem – Review of literature.

Unit II:

Sampling – Meaning – Characteristics – Advantages – Sample size – Steps in developing a Sampling Plan - Sampling errors – Types of Sampling – Techniques of Sampling

Unit III:

Data – Meaning – Importance – Sources of data –Primary and Secondary data – Methods of data collection – Observation method – Interview method – Questionnaire – Schedules – Collection of secondary data – Characteristics of secondary data

Unit IV:

Analysis of data – Introduction – Preparation for analysis – Editing – Coding – Classification – Transcription of data – Preliminaries for computerized data processing – Tabulation – Construction of frequency table – Graphs – Charts – Diagrams

Unit V:

Report Writing – Introduction – Types of research report – planning – Report format – Principles of writing – Documentation – Footnote – Bibliography – Writing the report – Typing the report – Evaluation of a research report

Text Books:

1. Research Methodology: Methods and Techniques - Kothari C. R, New Age International Publishers, New Delhi
2. Methodology of Research in Social Sciences - Krishnaswami,O.R and Ranganathan, Himalaya

Reference Books:

1. Scientific Methods and Social Research - Ghosh, B.N, Sterling, New Delhi.
2. Business Research Methods – S. L. Gupta, Hitesh Gupta, Mcgraw Hill

Course Outcome:

1. The course aims at introducing Students to the concepts and processes involved in research to aid in solving managerial problems and help flourish in business.
2. Understand the process of sampling, its Advantages, Types and Techniques involved.
3. Learn the importance of data collection and of the methods involved in it.
4. Gain knowledge and understanding of data analysis and interpretation of it in relation to the research process.
5. Conduct research in a appropriate manner, write Research Reports, Documentation and evaluate a research report.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	2	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	2	3
CO5	3	3	3	3	2
Total	15	14	5	14	14
Average	3	2.8	3	2.8	2.8

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – VI

CORE	Sub Code	Human Resources Management
18		

- Course Objectives :**
1. The objective of this course is to familiarize students with the principles of Human Resources Management.
 2. To understand the functionalities of human resources management within an organisation.
 3. To study the responsibilities of human resources professionals.

Unit I:

HRM – Meaning – Importance – Objectives – Functions – Role and Qualification of HR manager – Strategic Human Resource Management – Process – Human Resource Planning – Meaning – Objectives

Unit II:

Recruitment and Selection – Meaning – Process – Placement and Introduction – Concept – Process – Promotion – Meaning – Types – Transfer – Absenteeism – Rewards and Incentives - Demotion – Meaning – Principles – Reasons

Unit III:

Employee Training – Meaning – Methods – Procedures – Benefits – Career Planning – Definition – Perspectives – Career Development System

Unit IV:

Performance Appraisal – Meaning – Objectives – Process – Methods – Contents – Uses.

Unit V:

Human Resource Accounting - Human Resource matrix - Human Resource Audit – Competency Mapping – BPO - Human Resource balance score card – E-Human Resource Management – Knowledge Management – Talent Management.

Text Books

1. Human Resource and Personal Management - Aswathappa, K, Tata McGraw-Hill Publishing Co.Ltd, New Delhi.
2. Human Resource Management and Industrial Relations - Subba Rao, P, Himalaya Publishing House

Reference Books:

1. Human Resource Management - Gupta, C B, Sultan Chand & Sons
2. Getting the Right People - Prasad, L M, MacMillan India Ltd, New Delhi
3. Human Resource Management- Text and Cases - Rao, VSP
4. Human Resource Management - Snell, Bohlander
5. A Hand Book of Personnel Management Practice - Dale Yolder
6. Personal Management and Human Resources - VenkataRatnam. Srivasthava

Course Outcome:

1. Understand the concepts of Human Resource management and need for it
2. Have a strong knowledge of fundamentals in recruitment and procedures involved
3. Be equipped with relevant skills necessary for application in HR related issues
4. Analyse strategies to meet the demand and develop manpower resources
5. Make sound business decisions to ensure smooth workflow

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	3	3
CO2	3	3	3	3	3
CO3	2	3	3	3	3
CO4	3	3	3	2	3
CO5	3	3	3	3	3
Total	14	14	15	14	15
Average	2.8	2.8	3	2.8	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – VI

Discipline Specific Elective	Sub Code	Entrepreneurship Development
3		

- Course Objectives :**
1. To help students understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneurs.
 2. To help students acquire necessary knowledge and skills for potential entrepreneurship.
 3. To understand the legalities involved in entrepreneurship.

Unit I:

Definition of Entrepreneurship – Concept of Entrepreneurship – Role of Entrepreneurship in economic development – Types of Entrepreneurs – Barriers – ED cycle

Unit II:

Small Enterprises – Definition – Types Legal forms – Govt policy – Role of small business in the economic system - Advantages and disadvantages with regard to size of Business – Govt's assistance to SSI.

Unit III:

EDP in India – Phases of Entrepreneurial programmes – content of training programme – steps for starting a small industry – selection of forms of organisation

Unit IV:

Franchising - Definition - Agreement – Merits and Demerits of Franchising - Venture capital as a source of funds for projects.

Unit V:

Setting up a New SSI - Institutions promoting Entrepreneurship and offering promotional and assistance to Entrepreneurship – DIC - SIDCO - NSIC - SISI - TCO - KVIC - Commercial Banks - Venture Capital – Institutions offering financial assistance. – Project report preparation.

Text Books:

1. Fundamentals of Entrepreneurship - Nandan H., PHI New Delhi
2. Entrepreneurship and small Business Management - Shukla M.B., Kitab Mahal, Allahabad

Reference Books:

1. Fundamentals of Entrepreneurship - Sangram Keshari Mohanty, PHI New Delhi
2. Innovation and Entrepreneurship - Peter .F.Drucker, Ane Books Pvt Ltd., New Delhi
3. Entrepreneurial Development - Vasant Desai
4. Small Business Management - Gupta & Srinivasa
5. Entrepreneurial Development - P. Saravanavel
6. Entrepreneurial Development - E. Gordan & K. Natarajan

Course Outcome:

1. Understand the importance of entrepreneurship for economic development
2. Analyse areas of business development and their scope for growth
3. Evaluate effectiveness of different entrepreneurial strategies
4. Identify personal attributes that enable best use of entrepreneurial opportunities
5. Interpret their own business plan

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	2
CO3	3	3	3	3	3
CO4	3	2	3	3	3
CO5	3	3	3	3	3
Total	15	14	15	15	14
Average	3	2.8	3	3	2.8

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – VI

Discipline Specific Elective	Sub Code	Advertising and Sales Promotion
3		

- Course Objectives :**
1. To help students understand in depth about advertising and sales.
 2. To motivate students to analyse how advertising helps customers, businesses and advertising agencies.
 3. Explore advertising industry and how it impacts the society.

Unit I:

Advertising – Definition – Features – Importance - Scope - Types - Advantages of Advertising - Criticisms – Media – Forms of media - Steps Involved in Launching an Advertising Campaign.

Unit II:

Advertising Objectives - Development of Advertising Objectives - Classification - DAGMAR Approach to Objective Setting - Advertising Budget - Methods - Preparation and Execution of Advertising Budget

Unit III:

Advertising Message - Preparing an Effective Advertisement Copy - Elements of Print Copy - Advertising Agency - Functions - Selecting the Advertising Agency - Relationship between Agency and Client

Unit IV:

Advertising Media - Types - Selection - Evaluation of Media - Evaluation of Advertising Effectiveness - Pre-testing and Post-Testing Techniques.

Unit V:

Sales Promotion Definition, Nature and Significance Dealer Oriented Sales Promotion - Consumer Oriented Sales Promotion - Sales Promotion Strategy.

Text Books:

1. Advertising and Sales Promotion - P. Saravanel & S. Sumathi, Margham Publication, Chennai, 2016.
2. Advertising and Personal Selling - Neeru Kapoor, Pinnacle Publishers, New Delhi

Reference Books:

1. Salesmanship and Advertising – Davar S. K
2. Advertising – Bolen J.H

Course Outcome:

1. Understand the importance of advertising for business development
2. Describe the advertising process right up to how it directly impacts sales.
3. Evaluate the right opportunities and strategies to promote sales.
4. Create effective advertisements in appropriate media
5. Look for career opportunities in the advertising field.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	2	3
CO2	3	3	3	3	3
CO3	3	3	2	3	3
CO4	3	2	3	3	3
CO5	3	3	3	3	3
Total	15	14	14	14	15
Average	3	2.8	2.8	2.8	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – VI

Discipline Specific Elective	Sub Code	Managerial Skill Development
3		

- Course Objectives :**
1. To help develop an understanding of the essentials of becoming successful managers.
 2. To provide a space for students to improve the vital managerial skills.
 3. To help students convey ideas and manage emotions to ensure personal and organisational growth.

Unit I:

Managerial skills – Technical, Human relations, Conceptual skills – Managing environment – Human and Non-Human factors – Applicative domains of Managerial skills – JAM.

Unit II:

Communication Management: A core function - Communication theories – Information, cybernetic and system theories - Verbal and Non-verbal communication – Meta communication – Non-verbal behaviour – Body language of Kinesics behaviour – Touching Behaviour – Physical characteristics, paralanguage and proxemics.

Unit III:

Expressions and Emotions – Managing emotions – Types – Face and expressions of emotions- Emotional intelligence – Public relations – Objectives of Public relations – Internal and External Public relations – Use of mass media for PR.

Unit IV:

Stress Management: Stress – Types – Stressors – Coping strategies or techniques – Role conflict – Conflict management styles – Role play – Johari window – Transaction analysis (TA).

Unit V:

Speeches and Presentation – Finding out about the environment - Preparing the Text – Composition of presentation – Speaker's appearance and Personality – Profile of a good speaker.

Text Books:

1. Commercial correspondence and Office management – R.S.N.Pillai and Baghavathi
2. Organisational Behaviour – Stephen p. Robbins

Reference Books:

1. Business Communication – Urmila Rai, S.M. Rai
2. Non-verbal Communication – K. L. Knapp
3. Organisational Behaviour – Fred Luthans
4. Organisational Behaviour – K. Aswathappa

Course Outcome:

1. Help the students understand the importance of Managerial skills and human nature. Develop and nurture the soft skills needed for management through individual and group activities.
2. Improve their communication management skills (verbal, non-verbal, body language, etc.,).
3. Gain knowledge on Emotional Intelligence, Public Relations and of the use of media in PR.
4. Learn the strategies or techniques involved in Stress Management, Conflict Management.
5. Learn to give good presentations and speeches.

Mapping – Course Outcome (CO) with Programme Specific outcome (PSO)

CO / PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	2	3	3
CO3	3	2	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Total	15	14	14	15	15
Average	3	2.8	2.8	3	3

KEY: Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

PC/2021-22/UG /Part - III (BBA) / Semester – VI

PROJECT	Sub Code	PROJECT – GROUP
1		

Course Objectives	<ol style="list-style-type: none">1. To impart knowledge and develop understanding of research methodology and its applications.2. To study the methods of data collection and its interpretation to develop analytical skills in generalisation of things and concepts.
Group Project	<ol style="list-style-type: none">1. The topic should be subject related.2. Each group should consist of a maximum number of 5 students3. The project report should have minimum 50 pages.4. Each group will have a guide/ project supervisor.5. The project report should necessarily contain title, statement of the problem, brief and representative review of literature, and objectives of the study, research methodology (sampling, collection of data and tools of analysis), scope / rationale / limitations of proposed study, contents (chapters) and bibliography.6. The project report must have the following- Cover page, declaration by the guide and candidate, preface and acknowledgement, table of contents, main body (chapters), research instruments (questionnaire), appendix and Annexure, bibliography.
Evaluation	Internal Marks – 50 External Marks - 50 (Presentation - 25, Project Report - 25)