



Since1881

## **The American College**

**(An Autonomous Institution Affiliated to Madurai Kamaraj University)**

**Re-accredited (2<sup>nd</sup> cycle) by NAAC with Grade "A" CGPA – 3.46 on a 4-point scale**

**Madurai – 625002**

**Department of Business Administration**

**Board of Studies Meeting**

**Monday, May 27, 2019**

**Venue**

**@**

**Department of Business Administration**

**The American College**

**Main Campus**

**Madurai.**

## **Programme Outcomes (POs) for Undergraduates**

Undergraduate programmes are expected to have developed in undergraduates the following graduate attributes:

1. *Cognitive Ability*: Capacity to register, remember and recall ideas and add knowledge in the relevant discipline.
2. *Reflective Skills*: Ability to apply knowledge and solve problems in similar but unknown disciplinary contexts.
3. *Communicative Competence*: Ability to communicate in one's mother tongue and in English discipline-specific complex ideas and life experiences.
4. *Aptitude for Higher Studies*: To be proactive in demonstrating general aptitude to evaluate the circumstances and come up with an interest to progress further in career by opting for post studies or through entrepreneurial initiatives at offering in the multidisciplinary and trans-disciplinary contexts.
5. *Employability Capacity*: Ability to serve the nation as school teachers, responsible staff and officers in various private and public sectors to find suitable meaning for the education they have pursued here.
6. *Action Research Aptitude*: Skills to undertake action research as independent projects on the themes and issues concerning life and work moving ahead with techno-savvy and eco-friendly approaches.
7. *Quest for Lifelong Learning*: Skills to learn lifelong independent of academia transcending the space and time barriers.
8. *Study Abroad*: Ability to pursue higher studies in a global context of multilingual, multicultural, multiethnic and multiracial communities without compromising the values and ethos cherished and nurtured in love with the motherland.
9. *Citizenry Attributes*: Be responsible citizens with democratic bent of mind, probity in public life, moral uprightness, and commitment for social uplift of the marginalised, the poor, the destitute, and the needy.
10. *Civic Responsibility*: Capacity to respect human values, to exhibit religious tolerance, and to practise politics of difference and dissent.

## Department of Business Administration

### COURSE FRAME

Semester	Part	Course Code	Course Title	Hours	Credit
I	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS1201	Conversational Skills	3	2
	IIIC	BBA1441	Principles of Management	4	4
	IIIC	BBA1425	Financial Accounting - I	4	4
	IIIC	BBA1525	Corporate Communication	5	5
	LS1	BBA1231	Personality Development	3	2
	NME	BBA1229	Banking Law and Practice	3	2
	SUPPO	BBA1423	Advertising and Salesmanship	5	4
II	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS1202	Reading & Writing Skills	3	2
	IIIC	BBA1430	Financial Accounting - II	4	4
	IIIC	BBA1432	Business Environment	4	4
	IIIC	BBA1554	Marketing Management	5	5
	LS2	BBA1226	Entrepreneurial Skills	3	2
	NME	BBA1224	Foundations of Management	3	2
	SUPPO	MAS1440	Business Statistics	5	4
	V	XXXxxxx	NSS/PED/SLP		1
III	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS2201	Study Skills	3	2
	IIIC	BBA2447	Organizational Behaviour	4	4
	IIIC	BBA2543	Human Resource Management	5	5
	IIIC	BBA2545	Quantitative Techniques	5	5
	IIIC	BBA2539	Portfolio Management	5	5
	SUPPO	BBA2451	Business Law	5	4
IV	I	TAS/FRS/HIS	Tamil/ French/ Hindi	3	2
	II	ENS2202	Career Skills	3	2
	IIIC	BBA2428	Production Management	4	4
	IIIC	BBA2552	Industrial Relations	5	5
	IIIC	BBA2554	Entrepreneurial Development	5	5
	IIIC	BBA2556	Financial Services	5	5
	SUPPO	BBA2430	Total Quality Management	5	4
V	LS3	BBA3223	Business Organisation	3	2
	HVS	HVS3200	Human Value Development	4	2
	IIIC	BBA3635	Management Information System	6	6
	IIIC	BBA3627	Cost Accounting	6	6
	IIIC	BBA3631	Marketing Research	6	6
	IIIC	BBA3535	International Marketing	5	5
VI	LS4	BBA3260	Organisational Leadership	3	2
	EVS	BBA3200	Environmental Studies	4	2
	IIIC	BBA3650	Strategic Management	6	6
	IIIC	BBA3644	Management Accounting	6	6
	IIIC	BBA3638	Logistics Management	6	6
	IIIC	BBA3550	Retail Management	5	5

## **Programme Specific Outcomes (PSOs)**

On completion of BBA programme, the undergraduates are expected to have developed in themselves the following attributes:

- PSO1: Synchronizing with organisational / societal objectives, thereby transforming themselves into highly skilled professional managers / leaders.
- PSO2: Discovering practical applications of the management concepts.
- PSO3: Empowering themselves as vibrant youth of our nation to exhibit the ability to innovate, the ability to face challenges and handle complex situations in the turbulent business world.
- PSO4: Creating synergies amongst the most diverse set of variables and exhibit the ability to learn continually, improvise, adapt, energize, excel and grow.
- PSO5: Demonstrating skills in all functional areas of management like Production, marketing, sales, advertising, finance and human resource.
- PSO6: Exhibiting a strong analytical aptitude in key functional areas and enabling a high degree of academic utility, thereby allowing themselves to customize their management experience to fulfill long term requirements.
- PSO7: Creating more actionable platforms to become successful entrepreneurs.
- PSO8: Employing managerial / leadership skills to enhance coordination and ensure effective organizational functioning.
- PSO9: Deploying knowledge and aptitude gained for research in solving business problems and in accessing higher portals of learning / education.
- PSO10: Demonstrating theoretical knowledge and cognitive acumen in all the feasible domains of global business settings.

**Mapping of Courses against Program Specific Outcomes (PSOs):**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
BBA 1441	X	X			X		X		X	X
BBA 1425	X	X		X		X			X	X
BBA 1525		X	X		X	X	X			X
BBA 1231	X		X	X		X		X		X
BBA 1229		X	X		X	X		X		X
BBA 1423	X		X		X	X		X		X
BBA 1430	X		X	X		X			X	X
BBA 1432		X	X	X	X	X				X
BBA 1554	X		X		X		X	X		X
BBA 1226	X		X		X		X	X	X	
BBA 1224		X	X	X	X			X		X
BBA 2447		X	X		X	X		X		X
BBA 2543			X		X	X	X	X		X
BBA 2545		X	X		X			X	X	X
BBA 2539	X	X	X		X		X	X		
BBA 2451		X		X	X		X	X	X	
BBA 2428		X	X		X	X		X		X
BBA 2552	X		X			X	X	X		X
BBA 2554			X	X	X	X	X		X	
BBA 2556	X	X	X	X		X			X	
BBA 2430		X	X			X		X	X	X
BBA 3223		X		X	X			X	X	X
BBA 3635	X	X	X		X	X			X	
BBA 3627	X		X	X		X			X	X
BBA 3631	X	X		X	X				X	X
BBA 3535	X		X		X	X		X	X	
BBA 3260		X	X		X		X	X		X
BBA 3200	X	X	X			X	X	X		
BBA 3650	X		X			X		X	X	X
BBA 3644	X	X		X				X	X	X
BBA 3638		X	X		X		X	X		X
BBA 3550	X	X	X	X		X		X		

**Mapping of Program Specific Outcomes (PSOs) against Program Outcomes (POs):**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO1					X					
PSO2		X								
PSO3	X									
PSO4				X						
PSO5						X				
PSO6										X
PSO7									X	
PSO8			X							
PSO9		X								
PSO10					X					

BBA 1441	Principles of Management		4Hrs / 4Cr
<b>Course Objective</b>	The students will have a clear understanding on the basic knowledge of managerial functions in all aspects of organizational administration.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Understand the fundamental principles of management and to outline the contribution of eminent researchers towards management studies.	
	ii	Describe the purpose of effective planning, decision making, forecasting and to practice the process of Management of objectives.	
	iii	Illustrate the different organization structure, departmentation and to examine their functions as well.	
	iv	Demonstrate the recruitment process and selection procedure and to establish a strong foundation regarding leadership, motivation and Training	
	v	Examine work and control quality through various quality control techniques.	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Management:</b> Meaning – Definitions – Features – Functions of management – Administration Vs. Management; Profession – Role of manager – Contributions of F.W.Taylor, Henry Fayol and Peter.F.Drucker.		
<b>II</b>	<b>Planning:</b> Definitions – Characteristics – Objectives – Importance – Steps in Planning process - Advantages of Planning; MBO: Meaning- Process of MBO; Business Forecasting: Definition – Methods of forecasting; Decision making: Characteristics – Process – Types of decisions.		
<b>III</b>	<b>Organization:</b> Meaning – Definitions – Functions – Importance – Classification of Organization; Departmentation: Process – Need and Importance – Factors; Span of Management: Meaning – Factors affecting Span of Management.		
<b>IV</b>	<b>Staffing:</b> Definition – Elements – Functions; Recruitment: Meaning – Sources of Recruitment; Selection: Meaning – Stages of Selection Procedure; Training and Development: Meaning – Types of Training; <b>Directing:</b> Definition – Principles of Direction; <b>Motivation:</b> Meaning - Nature – Types; <b>Leadership:</b> Definition – Functions of Leader.		
<b>V</b>	<b>Controlling:</b> Definition – Control Process – Requisites of Effective Control System – Advantages and Limitations of Effective Controlling; Co-ordination: Definition – Need & Importance – Types – Problems of Co-ordination.		
<b>References</b>			
<b>Text Book:</b>	T. Ramaswamy, Principles of Management, Himalaya Publishing House, New Delhi 2016.		

<b>Reference Books:</b>	1.	J. Jeyasankar, Principles of Management, Margham Publications, Chennai, 2011.
	2.	Deepak kumarBattacharya, Principles of Management – Text and cases, Pearson, New Delhi, 2012.
	3.	L.M. Prasad, Principles and Practice of Management, Sulthan Chand and sons, New Delhi, 2013.
	4.	JAF Stomer, Freeman R. E. and Daniel R Gilbert, Management, Pearson Education, 2009.

<b>Course Outcomes</b>	<b>Program Specific outcome</b>									
	<b>PSOs</b>									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2					X					
CO3		X								X
CO4									X	
CO5							X			

<b>Revised Bloom's Taxonomy</b>	<b>Course Outcomes</b>				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding			2		
K3: Applying					
K4: Analyzing		4			4
K5: Evaluating				5	
K6: Creating					

Mean = 3.2



BBA 1425	Financial Accounting - I		4Hrs / 4Cr
<b>Course Objective</b>	This course is designed to impart the knowledge on accounting information system to students and to analyze future performance of companies and making financial decision.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Understand the nature of accounting	
	ii	Demonstrate the accounting concepts and conventions	
	iii	Extend the Golden rules of accounting and Inference the concept through journalizing the transactions	
	iv	Reinforce and distinguish the journal and ledger	
	v	Familiarize the cash book and trial balance	
<b>Unit</b>	<b>Content</b>		
I	<b>Introduction to Accounting:</b> Definitions - Nature and Scope of Accounting – Objectives of Accounting – Functions of Accounting – Book Keeping – Advantages – Limitations – Basis of Accounting.		
II	<b>Accounting Principles:</b> Accounting Concepts – Conventions – Accounting Policies – Accounting Cycles – Capital and Revenue Receipts – Concepts and Classifications of Assets and Liabilities – Accounting Equations – Double Entry System Vs Single Entry System.		
III	<b>Journal:</b> Golden Rules of Accounting - Journalizing the Transactions – Trade Discounts – Cash Discounts – Source Documents.		
IV	<b>Preparation of Journal Book:</b> Ledger – Posting of Ledgers – Balancing – Balancing the Accounts – Difference between Journal and Ledger.		
V	<b>Trial Balance:</b> Objectives – Limitations – Practical System of Accounting – Cash Book – Single, Double and Triple Column Cash Book – Subsidiary Books – Account Current – Bills of Exchange.		
<b>References</b>			
<b>Text Book:</b>	Jain and Narang , Financial Accounting , Volume I,Kalyani Publishers, New Delhi, 2013.		

<b>Reference Books:</b>	1.	Bretner and Antony , Core Concepts of Accounting, Pearson Publishers, New Delhi-110 017, 2012.
	2.	Mukerjeeand Hanif , Financial Accounting, Tata Mc Garaw Hill Publishing Company, New Delhi, 2013.
	3.	T.S. Agarwal, Financial Accounting, S. Chand Publishers, New Delhi – 110 055, 2013.
	4.	S.P. Iyengar, Financial Accounting, Kalyani Publishers, New Delhi, 2013.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2				X						
CO3		X								
CO4						X				X
CO5									X	

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2		2		
K3: Applying		3		3	
K4: Analyzing					
K5: Evaluating					5
K6: Creating					

Mean = 3

BBA 1525	Corporate Communication		5Hrs / 5Cr
<b>Course Objective</b>	The prime objective of this course is to provide an exposure to the corporate / business communication networks, ethics and practices for the students.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Cite the meaning, role and functions of communications.	
	ii	Explain the various kinds of written communication.	
	iii	Write a business report and business proposals	
	iv	Demonstrate group discussion and able to conduct meetings and conferences.	
	v	Apply various skills in presentations and public speaking.	
Unit	Content		
I	<b>Nature and Scope of Communication:</b> Functions – Basics – Network - Types; Verbal and Non-Verbal Communication – Barriers of Communication; Listening: Feedback; Conversations: Types – Essential – Management of Conversations – Non Verbal Cues in Conversation.		
II	<b>Business Writing:</b> Written Communication – The Seven C’s of Business Letter Writing – Basic Principles – Components of Business Letters – Strategies for Writing the Body of a Letter – Kinds of Letters – Memos.		
III	<b>Report Writing:</b> Significance – Purpose – Steps in Writing a Business Report – Parts of a Report – Corporate Reports; Proposals: Business Proposals – Formats – Layout and Design – Key Elements of writing Business Proposals.		
IV	<b>Group Discussions and Team Presentations:</b> Methodology – Guidelines - Functions and Team Presentations; Meetings and Conferences: Introduction - Planning a Meeting – Conference – Proceedings - Minutes and Evaluation.		
V	<b>Presentation Skills:</b> Use of Aids - Public Speaking - Practice Presentation - Communication; Ethics in Business Communication: Ethics - Values - Professionalism in Communication - Corporate Ethics - Computer Ethics - Ethics in Internet and Advertising.		
<b>References</b>			
<b>Text Book:</b>	Raman, M & Singh, P - Business Communication, Oxford University Press, 2010.		

<b>Reference Books:</b>	1.	Kaul , Asha - Effective Business Communication, Prentice Hall, 2010
	2.	Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill, 2011
	3.	Taylor, Shirley - Communication for Business, Pearson Education, 2010
	4.	Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press, 2009

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2						X				
CO3			X							
CO4					X					X
CO5							X			

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying		3		3	3
K4: Analyzing			4		
K5: Evaluating					
K6: Creating					

Mean = 3

BBA 1231	Personality Development		3Hrs / 2Cr
<b>Course Objective</b>	The learner will gain the skills required for the corporate world that would enhance one's employability.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Develop an understanding about the dimensions of personality and understand the factors influencing personality.	
	ii	Explain the knowledge of personal beliefs and values and to classify the types of values.	
	iii	Demonstrate the need for setting goals in life and dramatize the significance of leadership styles.	
	iv	Recognize the need for behavioral modification.	
	v	Classify the tasks of a team leader in team development and to differentiate between work group and work team.	
Unit	Content		
I	<b>Individual Behavior:</b> Factors – Models; Personality: Definition – Dimensions –Theories – Types - Determinants; Perception: Nature – Importance – Process.		
II	<b>Attitude:</b> Nature – Components – Functions – Barriers and Types; Values: Characteristics – Sources –Importance and Types of Values.		
III	<b>Goal Setting:</b> Meaning – Importance- Stages – Types of Goals; Leadership: Definition- Functions – Characteristics – Styles and Theories.		
IV	<b>Learning and Behavior Modification:</b> Nature and Theories of Learning- Shaping and Reinforcement of Behavior.		
V	<b>Team Development:</b> Introduction – Definition – Difference between Work Group and Work Team – Characteristics of Effective Team- Team Objective- Importance- Role of Team Leader.		
<b>References</b>			
<b>Text Book:</b>	R. Machakkalai, L. Saraswathi, Personality Development – A Need, Mangai Publishers, 2014.		

<b>Reference Books:</b>	1.	K. Aswathappa, Organisational Behavior, Himalaya Publishing House, New Delhi, 2012.
	2.	Alex, Soft Skills, Sultan Chand & Sons, New Delhi, 2012.
	3.	N.M.Khandelwal, Executive Excellence, Himalaya Publishing House, New Delhi, 2008.
	4.	Rathan Reddy, Knowledge Management, Himalaya Publishing House, New Delhi, 2011.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2						X				
CO3			X							
CO4				X				X		
CO5										X

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding					
K3: Applying		3			
K4: Analyzing				4	
K5: Evaluating					5
K6: Creating			6		

Mean = 3.8

BBA 1229	Banking Law and Practice		3Hrs / 2Cr
<b>Course Objective</b>	To acquaint the students with the theoretical and legal concepts of banking services operations, innovations and recent developments of various banking systems in		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	To compare the role of the customer and the banker	
	ii	To classify the different types of banks.	
	iii	To acquaint oneself with the concept of passbook and deposits.	
	iv	To recall the different types of cheques and the precautions associated with handling cheques	
	v	To discover the need and limitations of E-banking	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Banker and Customer:</b> Origin of Banking – Banker – Customer – Relationship between Banker and Customer: General Relationship and Special Relationship.		
<b>II</b>	<b>Classification of Banks:</b> Banking System and its Advantages and Disadvantages, Special Types of Customers. Banker as a Holder for Value – Banker as an Agent		
<b>III</b>	<b>Pass Book:</b> Entry Favourable to the Customer – Entry Favourable to the Banker; Deposits: General Precautions for Opening an Account – Current Deposit Account – Fixed Deposit Account – Savings Deposit Account – Insurance Linked Savings Bank Account – Recurring Deposit.		
<b>IV</b>	<b>Cheque:</b> Definition, Salient features of Cheque – Proper Printed Form – Special Printed Forms – Cheques Draft – Drawing up of a Cheque – Banker’s Cheque – Crossing of Cheques. Precautions before honouring a Cheque – Circumstances under which a Cheque can be dishonoured, Duties of a Collecting Banker.		
<b>V</b>	<b>E-Banking:</b> Traditional Banking Vs. E-Banking– Electronic Delivery Channels – Merits of E-Banking Transactions – Security Measures.		
<b>References</b>			
<b>Text Book:</b>	E.Gordon and Natarajan, “Banking Theory, Law and Practice”, Himalaya Publishing House, Mumbai, 2013.		

<b>Reference Books:</b>	1.	Dr.P.K.Srivastava, “Banking Theory& Practice”, Himalaya Publishing House, Mumbai, 2013
	2.	Dr.S.Gurusamy, “Banking Theory, Law and Practice”, Vijay Nicole Imprints Private Limited, Chennai, 2010.
	3.	P.N.Varshney, S.L.Gupta and T.D.Malhotra, “Principles of Banking”, Sultan Chand & Sons, New Delhi, 2010.
	4.	Subbarao & Kanna, Principles and Practice of Bank Management, Himalaya Publishing House, Mumbai, 2010.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X					
CO3			X							
CO4						X				X
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2		2		
K3: Applying		3			
K4: Analyzing					4
K5: Evaluating				5	
K6: Creating					

Mean = 3.2



BBA 1423	Advertising and Salesmanship		5Hrs / 4Cr
<b>Course Objective</b>	This course aims to familiarize the students with the basic principles of advertising and salesmanship and also focuses the importance of media.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Differentiate Advertising and Salesmanship.	
	ii	Identify the importance and advantages of Advertising.	
	iii	Classify the different types of Advertising and evaluate reasons for failure of	
	iv	Describe the qualities of Sales Personality and demonstrate the theories of Personal Selling.	
v	Outline the structure of Sales Organisation.		
Unit	Content		
I	<b>Advertising:</b> Evolution – Definition – Basic features – Advertising and advertisement – Advertising and Publicity – Advertising and Salesmanship – Advertising and Sales promotion.		
II	<b>Objectives:</b> Functions – Importance – PLC and Advertising – Advantages of Advertising to manufacturers, salesmen, wholesalers, retailers, customers and community.		
III	<b>Types of advertisement:</b> Classification of advertisement copy – Qualities of a good copy – Elements of an advertising copy – Reasons for failure of advertisement – Advertising Media: Kinds – Selection.		
IV	<b>Salesmanship:</b> Definition – Objectives – Importance – Duties – Qualities of a successful salesman – Sales personality – Types of Salesman – Theories of Personal Selling.		
V	<b>Sales Organisation:</b> Need – Importance – Functions – Structure; Sales Management: Functions; Sales manager: Qualities – Duties and responsibilities – Types of Sales manager.		
<b>References</b>			
<b>Text Book:</b>	R.S.N.Pillai and Bagavathi, “Marketing Management”, S.Chand& Company, New Delhi, 2010.		

<b>Reference Books:</b>	1.	Rajeev Batra, John G.Myers and David D.Aaker, “Advertising Management”, Pearson, New Delhi, 2009.
	2.	Chunawalla, Kumar, Sethia, Suchak, “Advertising Theory and Practice”, Himalaya Publishing House Private Limited, Mumbai. 2012.
	3.	Monle Lee, Carla Johnson, “Principles of Advertising”, Viva Books Private Limited, New Delhi, 2007.
	4.	Manendra Mohan, “Advertising Management”, Tata McGraw Hill Publishing Company Ltd, New Delhi, 2008.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1						X				
CO2					X					
CO3	X							X		
CO4			X							
CO5										X

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding			2		
K3: Applying					
K4: Analyzing		4			4
K5: Evaluating				5	
K6: Creating					

Mean = 3.2

<b>BBA 1430</b>	<b>Financial Accounting - II</b>		<b>4Hrs / 4Cr</b>
<b>Course Objective</b>	The goal of teaching this course to students is to apply critical thinking skills on various elements of accounting issues, analyze the information on the accounting		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	To Assess the final accounts	
	<b>ii</b>	Compute the different methods of Depreciation	
	<b>iii</b>	Gain the knowledge of consignment and Joint venture	
	<b>iv</b>	Identify the error in single entry and rectification	
	<b>v</b>	Demonstrate the uses of self balancing and sectional balancing system	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Final Statements of Accounts:</b> Preparation of Final Accounts – Trading Account – Profit and Loss Account – Balance Sheet – Final Accounts with Adjustments – Final Accounts of Partnership Firm.		
<b>II</b>	<b>Depreciation Accounting:</b> Provisions and Reserves – Causes of Depreciation – Methods of Depreciation – Types of Provision and Nature of Reserve.		
<b>III</b>	<b>Accounting for Consignment:</b> Entries for Consignment – Accounting for Joint Ventures; Accounting from Incomplete Records.		
<b>IV</b>	<b>Single Entry System:</b> Classifications – Ascertainment of Profit or Loss – Limitations.		
<b>V</b>	<b>Self Balancing Ledger:</b> General Ledgers and Special Ledgers – Sectional Balancing System – Advantages – Transfer between Subsidiary Ledgers.		
<b>References</b>			
<b>Text Book:</b>	Jain and Narang, Financial Accounting, Volume I and Volume II, Kalyani Publishers, New Delhi –2013.		

<b>Reference Books:</b>	1.	Mukerjee and Hanifm, Financial Accounting, Tata McGaraw Hill Publishing Company, New Delhi 2013.
	2.	T.S.Grewal, Introduction to Accounting S. Chand Publishers, New Delhi – 110 055, 2013.
	3.	S. P. Iyengar, Financial Accounting, Kalyani Publishers, New Delhi – 2013.
	4.	Gabriel and Marcus, Financial Accounting, Tata McGaraw Hill Publishing Company, New Delhi 2013

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										X
CO2				X						
CO3			X							
CO4						X				
CO5	X								X	

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding			2		
K3: Applying					
K4: Analyzing		4			4
K5: Evaluating				5	
K6: Creating					

Mean = 3.2

<b>BBA 1432</b>	<b>Business Environment</b>	<b>4Hrs / 4Cr</b>
<b>Course Objective</b>	This course is framed to give the students an exposure to the dynamics of business environment and enable them to analyze business priorities in the changing	
<b>Course Outcomes</b>	On completion of the course, students should be able to	
	<b>i</b>	Recognize competitive structure of Industries.
	<b>ii</b>	Demonstrate the aspects of Political, Legal and Technological Environment.
	<b>iii</b>	Match Business, Culture and Organizational Behaviour.
	<b>iv</b>	Develop the knowledge of Consumerism in India.
	<b>v</b>	Discover the attributes of current Globalisation.
<b>Unit</b>	<b>Content</b>	
<b>I</b>	<b>Business Environment:</b> Types of Environment-Internal and External Environment; Competitive Structure of Industries; Competitor Analysis – Nature, Scope and objectives of Business; Environmental analysis and forecasting.	
<b>II</b>	<b>Economic Environment:</b> Nature of the Economy - Structure of the Economy - Economic Policies -Economic Conditions; Monetary and Fiscal Policies.Political Environment; Government and Legal Environment; Natural and Technological Environments; Demographic Environment.	
<b>III</b>	<b>Societal Environment of Business:</b> Objectives and Importance of Business – Professionalization - Business Ethics - Business and Culture – Culture and Organizational Behavior; Social Responsibilities: classical and contemporary views-Factors Affecting Social Orientation.	
<b>IV</b>	<b>Social Audit:</b> Consumerism and Business - Consumer rights- exploitation- Consumerism- consumer protection- consumerism in India- consumer Protection Act; Global Environment: GATT/WTO and Global Liberalisation	
<b>V</b>	<b>Globalisation:</b> Meaning and Dimensions - Features of Current Globalisation - Globalisation Stages - Essential Conditions for Globalisation - Globalisation of Indian Business; Regulations of Foreign Trade; Foreign Exchange Management Act.	
<b>References</b>		
<b>Text Book:</b>	Francis Cherunilam, Business Environment, Himalaya Publications, 12th Edition New Delhi, 2013.	

<b>Reference Books:</b>	1.	Adhikari M, Economic Environment of Business, S Chand Publications, 2010.
	2.	Ghosh, Economic Environment of Business, Vikas Publishers, 2009
	3.	K. Aswathappa, Essentials of Business Environment, Himalaya Publications, New Delhi, 2010.
	4.	MukeshTrehan, Business Environment, FK Publications, New Delhi 2008.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1			X							
CO2		X								
CO3						X				
CO4					X					
CO5				X						X

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying			3		
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating					

Mean = 3

BBA 1554	Marketing Management		5Hrs / 5Cr
<b>Course Objective</b>	The learners will understand the concept of marketing and its applications and will expose them to the latest trends in marketing.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Differentiate market, marketing and selling	
	ii	Describe the nature of product and key concepts in product development.	
	iii	Analyze the relevance of Pricing and Factors influencing it.	
	iv	Demonstrate the ability of Brand to justify marketing strategies of a firm.	
	v	Identify the recent trends in marketing.	
Unit	Content		
I	<b>Market:</b> Introduction – Evolution – Meaning – Definition – Classification; <b>Marketing:</b> Objectives – Importance – Marketing and Merchandising - Marketing and Selling – Marketing and Distribution – Marketing and Business – Modern marketing – Role of Marketing in Economic Development.		
II	<b>Product:</b> Meaning – Features – Classification – Policies – Planning and Development – Product line – Product Mix: Product Mix Strategies – Product Innovation; <b>New Product:</b> Life Cycle – Planning Process – Product Diversification – Product Elimination – Product Modification – Product Failure.		
III	<b>Pricing:</b> Meaning – Objectives – Factors affecting Pricing Decisions – Procedure for Price Determination; <b>Kinds of Pricing:</b> Psychological – Customary – Skimming – Penetration – Geographical – Administrated – Dual – Mark up – Price lining – Negotiated – Competitive – Monopoly – Oligopoly; <b>Price Differentials</b> – Price Leader – Factors Affecting Price – Resale Price Maintenance.		
IV	<b>Branding:</b> Brand – Branding – Brand Name – Types of Brand – Reasons for Branding - Conditions Favorable to Branding – Brand mark – Functions – Advantages – Trade mark; <b>Labeling:</b> Meaning - Types – Functions – Advantages and Disadvantages; <b>Packaging:</b> Meaning – Growth – Functions – Kinds; <b>Channels of Distribution:</b> Definition – Importance – Types – Factors affecting the choice of distribution channel.		
V	<b>E- Business:</b> Introduction – Telemarketing – Automatic Vending – E-Business – E-Commerce – Electronic Data Interchange – E-Mail – Internet – E-Auctioning – E-Marketing – E-Trading; <b>Recent Trends in Marketing:</b> Relationship Marketing – Word of mouth Marketing – Test Marketing.		
<b>References</b>			
<b>Text Book:</b>	R.S.N. Pillai and Bagavathi, Modern Marketing, S.Chand Ltd, New Delhi 2014.		

<b>Reference Books:</b>	1.	Philip Kotler, Marketing Management, Pearson Education, New Delhi, 2010.
	2.	Stanton William J, Fundamentals of Marketing, McGraw Hill, New Delhi, 10th Edition, 2010.
	3.	V.V.Ramaswamy and S. Namakumari, Marketing Management, McGraw Hill Publication, 4th Edition, New Delhi, 2011.
	4.	S. A. Sherlekar and K. Nirmala Prasad, Principles of Marketing, Himalaya Publication, New Delhi, 2011.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2							X			
CO3			X							
CO4					X					X
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying		3		3	
K4: Analyzing					4
K5: Evaluating			5		
K6: Creating					

Mean = 3.4



BBA 1226	Entrepreneurial Skills		3Hrs / 2Cr
<b>Course Objective</b>	The basic objective of this course is to provide fundamental knowledge about Entrepreneurship development among students.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Differentiate entrepreneur and manager also to understand the problems of women entrepreneur.	
	ii	Analyze the concept of entrepreneurship and role of entrepreneurship in economic development.	
	iii	Identify the business idea and motivate.	
	iv	Establish a small enterprise by identifying and formulating projects.	
	v	Establish the feasibility of a project and to prepare a project report and also to identify the problems and legal considerations in project implementation.	
Unit	Content		
I	<b>Entrepreneur:</b> Concept - Distinction between entrepreneur and manager - entrepreneurial competencies or traits – functions - types; women entrepreneurs.		
II	<b>Entrepreneurship:</b> concept - nature and characteristics; Role of entrepreneurship in economic development.		
III	<b>Establishing Entrepreneurial Systems:</b> Business Idea - Idea Processing - selection of idea - input requirements – Personnel – Finance - Information and Intelligence - rewards and motivation.		
IV	<b>Establishing Small Enterprise:</b> Start-up Process - Project Identification and classification - Project Formulation.		
V	<b>Project Feasibility and Preparation of Project report:</b> Risk Analysis – Selection Legal Considerations and Problems		
<b>References</b>			
<b>Text Book:</b>	Dr. C.B Gupta & Dr. S.S Khanaka, Entrepreneurship and Small Business Management, Sultan Chand & Sons, New Delhi-2010		

<b>Reference Books:</b>	1.	Holt, Entrepreneurship: New Venture Creation, Prentice-Hall, 2008.
	2.	R. V Badi & A. V Badi, Entrepreneurship, Vrinda Publication (p) Ltd, New Delhi 2010.
	3.	K. Ramachandran, Entrepreneurship Development, Tata McGraw Hill, New Delhi, 2008.
	4.	S. Anil Kumar, Entrepreneurship Development, New Age International, New Delhi, 2009.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1							X			
CO2	X									
CO3			X						X	
CO4					X					
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying			3	3	
K4: Analyzing		4			
K5: Evaluating					
K6: Creating					6

Mean = 3.6

BBA 1224	Foundations of Management		3Hrs / 2Cr
<b>Course Objective</b>	To make the students gain some basic knowledge on functioning aspect of management and to have a clear understanding of the managerial functions.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	To identify the origin of management.	
	<b>ii</b>	To outline the need for planning and organizing in an organization.	
	<b>iii</b>	To estimate the staffing needs of organization.	
	<b>iv</b>	To illustrate the role played by motivation and leadership.	
	<b>v</b>	To assess the importance for controlling and coordination in organizations.	
Unit	Content		
<b>I</b>	<b>Management:</b> Meaning - Definition- Features – Importance - Functions of Management; <b>Planning:</b> Definition - Characteristics – Objectives – Importance.		
<b>II</b>	<b>Planning Process:</b> Types of Plans – Advantages of Planning; <b>Organisation:</b> Meaning – Definition – Functions – Importance - Principles of Organisation – Classification of Organization.		
<b>III</b>	<b>Staffing:</b> Definition – Elements – Functions – Staffing Process – Recruitment-Selection -Training and Development. <b>Directing:</b> Definition - Principles of Directing.		
<b>IV</b>	<b>Motivation:</b> Meaning -Nature -Importance – Types of Motivation; <b>Leadership:</b> Definition- Importance – Functions of a Leader.		
<b>V</b>	<b>Controlling:</b> Definition- Control Process – Requisites of Effective Control System; Advantages and Limitations of Controlling; <b>Co-ordination:</b> Definition - Need and Importance – Types – Problems of Co-ordination.		
<b>References</b>			
<b>Text Book:</b>	T.Ramasamy, Principles of Management, Himalaya Publishing House, New Delhi, 2013.		

<b>Reference Books:</b>	1.	J.Jeyasankar, Principles of Management, Margham Publications, Chennai, 2011.
	2.	Deepak Kumar Battacharya, Principles of Management – Text and Cases, Pearson, New Delhi, 2012.
	3.	L.M.Prasad, Principles and Practice of Management, Sultan Chand and Sons, New Delhi, 2013.
	4.	JAF Stomer, Freeman R. E and Daniel R Gilbert, Management, Pearson Education, 2007.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X					
CO3				X						X
CO4			X							
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying		3		3	
K4: Analyzing			4		4
K5: Evaluating					
K6: Creating					

Mean = 3.2

BBA 2447	Organizational Behaviour		4Hrs / 4Cr
<b>Course Objective</b>	A student of Organizational Behaviour will get himself acquainted with Organizational theory and develop a better conceptualization of organizational life.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Cite the meaning and evolution of OB and understand the concepts of scientific management scope.	
	ii	Identify different types of personality theories and to analyze the perceptual process.	
	iii	Demonstrate the learning theories and to know the causes of job satisfaction.	
	iv	Apply the theories of motivation.	
v	Explain the types of groups, differentiate between team and group and to know the various leadership styles.		
Unit	Content		
I	<b>Overview of Organisational Behaviour:</b> Definition and Meaning - Importance - Foundation; Organization Theory: Evolution of OB - Industrial Revolution - Scientific Management - Human Relations Movement - Hawthorne Studies.		
II	<b>Personality and Perception:</b> Nature of Personality -Types- Determinants - Theories of Personality - Shaping of Personality; <b>Perception:</b> Meaning and Definition - Perceptual Process - Factors influencing Perception.		
III	<b>Learning:</b> Meaning and Definition - Theories of Learning- Learning Process; <b>Attitudes:</b> Components of Attitudes – Types – Formation of Attitudes - Job Satisfaction - Causes.		
IV	<b>Work Motivation:</b> Nature - Importance - Theories of Motivation – Maslow’s Hierarchy of Needs Theory - Alderfer’s ERG Theory - Herzberg’s Motivation Hygiene Theory - Vroom’s Expectancy Theory.		
V	<b>Group Dynamics:</b> Nature and Types of Groups – Why do people join groups?; <b>Team:</b> Nature - Benefits and Types of Teams; <b>Leadership:</b> Nature – Importance – Styles of Leadership.		
<b>References</b>			
<b>Text Book:</b>	K. Aswathappa, Organizational Behaviour, Himalaya Publishing House, Mumbai, 2012.		

<b>Reference Books:</b>	1.	S.S. Khanka, Organisational Behaviour, S. Chand & Company Pvt. Ltd, 2010.
	2.	Luthans, Fred, Organisational Behaviour, McGraw-Hill, 2009.
	3.	Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, 2008.
	4.	Robbins, S.P., T.A. Judge & S. Sanghi, Organisational Behaviour, Pearson, 2007.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X					
CO3			X							X
CO4						X				
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying			3	3	
K4: Analyzing		4			4
K5: Evaluating					
K6: Creating					

Mean = 3.2

BBA 2543	Human Resource Management		5Hrs / 5Cr
<b>Course Objective</b>	To make students understand the process of managing and maintaining people and the workforce in a business or organisation.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Facilitate and communicate the scope, functions and significance of human resource and their effective management in organizations.	
	ii	Demonstrate a basic understanding of job analysis and human resource planning and also to identify the basic problems and factors affecting HRP.	
	iii	Contribute to the development, implementation, and evaluation of employee recruitment and selection processes. Develop, implement, and	
	iv	Analyze the key issues and methods related to performance appraisal and wage and salary administration. Outline and discuss the current social	
	v	Analyze the concepts of international human resource management and the various aspects of e-HRM.	
<b>Unit</b>	<b>Content</b>		
I	<b>Evolution and Development of Human Resource Management; HRM:</b> Definition and Meaning - Objectives - Scope - Functions and Importance; Difference between Human Resource Management and Personnel Management; Role of HR Manager.		
II	<b>Job Analysis:</b> Need - Process; Job Description: Contents - Steps; Job Specification; Uses of Job Analysis; Human Resource Planning: Definition and Meaning – Objectives – Benefits – Human Resource Planning Process – Factors Affecting Human Resource Planning - Problems in Human Resource Planning.		
III	<b>Recruitment:</b> Definition-Objectives–Sources–Factors Influencing Recruitment; Selection: Meaning and Definition-Selection Procedure–Placement and Induction; Employee Training: Meaning – Benefits of Training – Need for Training - Objectives – Training Methods – Training Procedure – Evaluation; Development: Meaning – Objectives - Need – Difference Between Training and Development.		
IV	<b>Performance Appraisal:</b> Meaning – Need and Purpose - Methods of Performance Appraisal; Promotion - Transfer – Demotion; <b>Wage and Salary Administration:</b> Definition and Concepts – Objectives – Factors Affecting Wage and Salary Levels; <b>Social Security Measures:</b> Meaning – Objectives – Types.		
V	<b>International Human Resource management:</b> Introduction-Global recruitment-Global Selection approach–Expatriate and international Adjustment- Cross Culture training; E- Human Resource Management: Introduction–Aspects of E- HRM – E- Recruitment - E- Selection – E- Performance Management – E- Training and development – E-HR Records – E- HR information.		
<b>References</b>			
<b>Text Book:</b>	P.Subba Rao, Personnel and Human Resource Management, Himalaya Publishing House,		

<b>Reference Books:</b>	1.	Aswathappa. K, Human Resource and Personnel Management, Tata McGraw - Hill Publishing Company Ltd, New Delhi, 2008.
	2.	C.B. Mamoria and V.S.P.Rao, Personnel Management, Himalaya Publishing House, New Delhi, 2012.
	3.	David A. DeCenzo & Stephen P. Robbins - Personnel / Human Resource Management, Prentice Hall of India Ltd, 2010.
	4.	Gar Dessler, Human Resource Management, Prentice Hall of India, New Delhi, 2009.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1							X			
CO2						X				
CO3			X							
CO4					X					X
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding					
K3: Applying		3			
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating			6		

Mean = 3.6



BBA 2545	Quantitative Techniques		5Hrs / 5Cr
<b>Course Objective</b>	The main goal of this course is to make the students confounded in the basic mathematical and operational techniques that would enhance the perceptual		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	To solve linear equations and probability problems.	
	ii	Analyze the problems related to linear programming.	
	iii	To solve transportation problems.	
	iv	Analyze Hungarian Assignment Algorithm and to determine variations of the Assignment Problem.	
	v	Analyze the concepts of game theory and queuing theory	
<b>Unit</b>	<b>Content</b>		
I	<b>Basic Concepts of Matrix Algebra:</b> Solving Equations – Linear Equations and In-Equations; <b>Probability:</b> Theory of Probability; <b>Operations Research</b> as a Quantitative Aid to Decision Making.		
II	<b>Concept of Linear Programming:</b> Problem Formulation – Terminologies – Assumptions – Applications and Limitations; <b>LPP Solution Methods</b> – Graphical Method – Simplex Method.		
III	<b>Transportation Problem:</b> Mathematical Formulation – Initial Basic Feasible Solution Methods – Northwest Corner Rule – Least Cost Method – Vogel’s Approximation Method – Optimality Checking – Stepping Stone Method.		
IV	<b>Assignment Problem:</b> Introduction - Mathematical Formulation – Hungarian Assignment Algorithm – Variations of the Assignment Problem.		
V	<b>Game Theory:</b> Introduction – Basic Terminologies – Two-Person Zero-Sum Game – Games with Saddle Point – Games without Saddle Point Mixed Strategies – Dominance Property of Reducing the Size of the Game – Solution Methods. <b>Queuing Theory:</b> Characteristics of Queuing Models – Kendall’s Notation for Representing Queuing Models.		
<b>References</b>			
<b>Text Book:</b>	Natarajan, Balasubramani, Tamilarasi, Operations Research, Pearson Education, 2007.		

<b>Reference Books:</b>	1.	Ramnath, Rohitashwa, Quantitative Techniques for Managers, Himalaya Publications, 2010.
	2.	Panneerselvam, Operations Research, Prentice Hall, 2007.
	3.	KanthiSwaroop and Manmohan, Operations Research (Problems and Solutions), Sultan Chand & Sons, New Delhi, 2011.
	4.	Kothari, Introduction to Operation Research, Vikas Publishing House, New Delhi, 2010.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X					
CO3			X							X
CO4									X	
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding			2		
K3: Applying	3				
K4: Analyzing		4		4	4
K5: Evaluating					
K6: Creating					

Mean = 3.4

<b>BBA 2539</b>	<b>Portfolio Management</b>		<b>5Hrs / 5Cr</b>
<b>Course Objective</b>	The students will comprehensively be introduced to the areas of security analysis and portfolio management; and will be equipped with the advanced tools and techniques for making profitable investment decisions.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Understand the meaning of investment and importance of mutual funds.	
	<b>ii</b>	Understand the meaning of portfolio management and duties of portfolio manager.	
	<b>iii</b>	Analyze the capital asset pricing theory model and objectives of SEBI.	
	<b>iv</b>	Classify the approaches to security analysis and method and patterns of technical analysis.	
	<b>v</b>	Examine the risk and return analysis and functions of credit rating.	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Investment Management:</b> Definition of Investment - Classification – Speculation - Factors favouring Investment – Objectives - Essential features of an Investment Program - Investment Process - Investment Alternatives; <b>Mutual funds:</b> Types – Importance - Government Securities - Characteristics of Government Securities -		
<b>II</b>	<b>Portfolio Management:</b> Meaning –Definition – Process - Factors contributing to Portfolio Management – Principles – Policies – Duties and responsibilities of Portfolio Manager- Portfolio Theory- Markowitz Model – Assumptions – Features- Sharpe’s Portfolio Model.		
<b>III</b>	<b>Capital Asset Pricing Model:</b> Assumptions –Explanation - Limitations - Problems in Portfolio Management- Arbitrage Pricing Theory Model -CAPM vs. APT; <b>SEBI:</b> Objectives – Functions - Powers of SEBI - Various departments of SEBI.		
<b>IV</b>	<b>Approaches to Security Analysis:</b> Fundamental Analysis - Economic, Industry, Company; <b>Technical Analysis:</b> Assumptions- Fundamental vs. Technical analysis - Dow Theory - Chartist Method – Charts - Chart pattern in Technical Analysis- Triangles.		
<b>V</b>	<b>Risk and Return Analysis:</b> Risk – Meaning – Causes- Factors for Risks in Investment- Classification of Risk- Minimizing Risk; <b>Credit Rating:</b> Definitions - Functions –Benefits –Limitations - Factors influencing Credit Rating - Return on Investment – Components - Factors determining Return on Investment.		
<b>References</b>			
<b>Text Book:</b>	L. Natarajan, “Investment Management - Security Analysis and Portfolio Management”, Margham Publications, Chennai 2017.		

<b>Reference Books:</b>	1.	V.A. Avadhani, “Securities analysis and portfolio management”, Himalaya publishing house, Mumbai, 2013
	2.	PrasannaChandra , “Securities analysis and portfolio management”, Tata Mcgraw Hill. New Delhi,2010.
	3.	S.K.Barua, V. Raganathan and J.R Varma,“Portfolio management” Tata Mcgraw Hill. New Delhi,2011.
	4.	V.K. Bhalla, “Investment management”, S.Chand Publication, New Delhi, 2009.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2	X									
CO3					X					
CO4			X					X		
CO5							X			

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying				3	
K4: Analyzing			4		4
K5: Evaluating					
K6: Creating					

Mean = 3

BBA 2451	Business Law		5Hrs / 4Cr
<b>Course Objective</b>	The Learner will understand the legal rules which provide a framework for making business decisions and facilitates commercial transactions.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Cite the basic concepts, essential elements of a contract and to point out the legal terminologies of Indian contract act.	
	ii	Distinguish between indemnity and guarantee and to indicate the key features of indemnity and guarantee.	
	iii	Categorize the rights and duties of bailor and bailee and to discriminate the rights and duties between pawnor and pawnee.	
	iv	Discover the duties and rights of an agent and principal and to enumerate the different kinds of agents.	
	v	Understand the need for implementing sale of goods act and thereby to defend the concept of doctrine of caveat emptor.	
<b>Unit</b>	<b>Content</b>		
I	<b>Contract Act, 1872:</b> Definition – Growth and Sources – Essential Elements of a Valid Contract- Kinds of Contracts- Contingent Contract - Discharge of Contract - Offer and Acceptance - Consideration.		
II	<b>Indemnity and Guarantee:</b> Contract of Indemnity: Definition – Rights of Indemnity Holder When Sued; <b>Contract of Guarantee:</b> Definition - Consideration of Guarantee – Distinction between Indemnity and Guarantee; Rights of Surety - Discharge of Surety from Liability.		
III	<b>Bailment:</b> Definition- Essential Features- Kinds; Duties of Bailee- Rights of Bailee and Bailor – Termination of Bailment; <b>Pledge or Pawn:</b> Definition – Rights of Pawnee and Pawnor- Distinction between Bailment and Pledge - Pledge by Non-Owner.		
IV	<b>Agency:</b> Definition of Agent and Principal - General Rules of Agency - Distinction between Agent and Servant - Kinds of Agents - Creation of Agency - Rights and Duties of Agent - Rights and Duties of Principal - Termination of Agency - Irrevocable Agency.		
V	<b>Sale of Goods Act, 1930:</b> Definition- Essentials of a Contract of Sale- Kinds of Goods - Difference Between Sale and Agreement to Sell - Sale and Hire Purchase; <b>Conditions and Warranties:</b> Definition – Express and Implied Conditions and Warranties; Doctrine of Caveat Emptor.		
<b>References</b>			
<b>Text Book:</b>	S. S. Gulshan, Business Law, Third edition, Excel Books, New Delhi, 2016.		

<b>Reference Books:</b>	1.	N.D.Kapoor, "Elements of Mercantile Law", Sultan Chand & Sons, New Delhi, 2014.
	2.	P. Saravanavel and S.Sumathi, "Business Law", Himalaya Publishing House, 2012.
	3.	M.C.Kuchhal, "Mercantile Law", Vikas Publishing House Pvt Ltd, New Delhi, 2012.
	4.	Avatar Singh, "Mercantile Law" , Eastern Book Company, Lucknow, 2010.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X					
CO3				X					X	
CO4							X			
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying			3		
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating					

Mean = 3

BBA 2428	Production Management		4Hrs / 4Cr
<b>Course Objective</b>	To give an overview of the production process of products and to impart knowledge about a plant layout and materials management among students.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Cite the meaning, scope, functions and problems in production management.	
	ii	Identify different types of production systems, suitable plant locations and design a plant layout.	
	iii	Assess product design and explain the role of Production Planning and Control in production.	
	iv	Classify materials, apply inventory control techniques, analyse purchasing procedure and plant maintenance.	
	v	Examine work and control quality through various quality control techniques.	
Unit	Content		
I	<b>Production Management:</b> Production System - Definition and Scope of Production Management – Functions and Responsibilities of Production Manager - Production Management Strategies – Production Procedure.		
II	<b>Manufacturing System:</b> Types and Characteristics – Intermittent and Continuous Production; Plant Location: Importance – Objectives - Factors Influencing Plant Location – Urban and Rural sites – Multiple Location.		
III	<b>Plant Layout:</b> Definition – Objectives – Advantages of a Good Layout - Procedure of Laying Out; Types of Layout: Product- Process and Combination Layout – Factors Influencing Plant Layout; Maintenance: Objectives – Economic Aspects – Advantages - Types of Maintenance.		
IV	<b>Production Planning and Control:</b> Objectives - Functions; Elements of Production Planning and Control: Planning - Routing – Loading –Scheduling - Dispatching and Follow Up; Materials Management: Meaning – Importance – Objectives of Materials Management – Integrated Materials Management – Classification of Materials.		
V	<b>Inventory Control:</b> Importance – EOQ - Stock Levels - ABC Analysis. Work Study: Definition – Objectives – Components – Importance – Procedure; Method Study: Definition – Objectives – Scope – Procedure; Work Measurement: Definition – Objectives – Techniques.		
<b>References</b>			
<b>Text Book:</b>	P.Saravanavel & S.Sumathi, Production and Materials Management, Margham Publication, Chennai, 2012.		

<b>Reference Books:</b>	1.	N.G. Nair, Production and Operations Management, Tata McGraw – Hill Publishing Company Ltd, New Delhi, 2009
	2.	K.Shridhara Bhat, Production and Materials Management, Himalaya Publishing House, New Delhi, 2008.
	3.	R. Panneerselvam - Production and Operations Management, Prentice Hall of India Ltd, New Delhi, 2010.
	4.	K. Aswathappa, Essentials of Production Management, Himalaya Publishing House, New Delhi, 2012.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X					
CO3			X							
CO4						X				X
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying		3	3	3	
K4: Analyzing					4
K5: Evaluating					
K6: Creating					

Mean = 3



BBA 2552	Industrial Relations		5Hrs / 5Cr
<b>Course Objective</b>	The learner will develop an understanding about different facts and the entire machinery of industrial relations.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Apply the industrial relation of current scenario with the approaches of industrial relation and outline factors influencing industrial relations.	
	ii	Inspect the recommendations of National commission on labor 1969 for strengthening Trade union and to assess the duties and liabilities of a	
	iii	Recognize the provisions in wages act, provident fund act, maternity benefit and gratuity act.	
	iv	Discuss grievance handling procedure and employee indiscipline.	
	v	Analyze the causes of industrial dispute and explore the machineries for settlement of dispute.	
<b>Unit</b>	<b>Content</b>		
I	<b>Industrial Relation:</b> Concepts – Factors Affecting Industrial Relation – Importance – Approaches; National Commission for Labour & Industrial Relation Policy.		
II	<b>Trade Unionism:</b> Recommendation of National commission on Labour 1969 for strengthening Trade Unions; Trade Union Act 1926: Definitions – Registration – Cancellation – Duties and Liabilities.		
III	<b>Payment of Wages Act 1936:</b> Important Definitions – Responsibilities for Payment – Time for Wage Payment – Mode of Wage Payment – Authorized Deduction – Rights of Employers – Rights of Employees.		
IV	<b>Grievance Procedure:</b> Concept – Essence of Model Grievance Procedure – Causes of Misconduct – Forms of Misconduct – Procedure for Punishment – Types of Punishment; Ethical Codes: Principles of the Code – Chief features of the Code – Code of Discipline in Industry.		
V	<b>Industrial Disputes Act 1947:</b> Conciliation – Arbitration – Adjudication – Strikes or lockouts – Lay off – Retrenchment closure – Unfair Labour Practices.		
<b>References</b>			
<b>Text Book:</b>	Mamoria and Gankar, “Dynamics of Industrial Relation”, Himalaya Publishing House, Mumbai, 2012.		

<b>Reference Books:</b>	1.	N. D. Kapoor, "Elements of Mercantile Law", Sultan chand& sons, New Delhi, 2009.
	2.	P.SubbaRao, "Industrial Relations", Himalaya Publishing House, Mumbai, 2013.
	3.	G.Gankar, "Industrial Relations", Himalaya Publishing House, Mumbai, 2012.
	4.	S.D.Punekar,S.B.Deodhar and SaraswathiSankaran, "Labour welfare, Trade Unionism and Industrial Relation", Himalaya Publishing House, Mumbai,2012.

<b>Course Outcomes</b>	<b>Program Specific outcome</b>									
	<b>PSOs</b>									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2										X
CO3						X				
CO4			X				X			
CO5								X		

<b>Revised Bloom's Taxonomy</b>	<b>Course Outcomes</b>				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying			3		
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating					

Mean = 3

BBA 2554	Entrepreneurial Development		5Hrs / 5Cr
<b>Course Objective</b>	The objective of this course is to make the students acquainted to Entrepreneurship, and to develop in them the quality for Innovative entrepreneur.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Categorize the development of Entrepreneurship in early, middle and modern period.	
	ii	Discuss the growth and problems of Women Entrepreneurs.	
	iii	Employ the opportunities of formulating Small Enterprises.	
	iv	Compute various financial institutions providing finance to entrepreneurs.	
	v	Prepare course contents of EDPs.	
Unit	Content		
I	<b>Entrepreneurship:</b> Introduction-Nature of Entrepreneurship-Concept-Development in Early – Middle - Industrial and Modern Period- Importance of Entrepreneurship- Entrepreneurial Qualities- Characteristics and Classifications.		
II	<b>Women Entrepreneur:</b> Concept - functions and role – growth - problems of women entrepreneurs - selection of industry - role of women associations; Rural Entrepreneurs; Factors effecting entrepreneurial growth.		
III	<b>Small Enterprise:</b> Introduction – Definitions – Characteristics – Objectives – Opportunities - Role and Problems; Project Identification and Selection: Project Formulation - Project Appraisal; Financing of Enterprise: Need – Sources - Venture Capital; Ownership Structure.		
IV	<b>Institutional Finance to Entrepreneurs:</b> Commercial Banks - Other Financial Institutions-IDBI – IFCI – ICICI – LIC – UTI – SIDCS – SIDBI - EXIM BANK; Institutional Support to Entrepreneurs: Need – NSIC - SIDO – SSIB – DICs - SISI; Government Policy for Small Scale Enterprises.		
V	<b>Entrepreneurial Development Programmes in India:</b> concept and Need of EDPs - Objectives of EDP - Phases of EDP - Course contents – schemes - Institutional programmes – Problems - evaluation of EDPs.		
<b>References</b>			
<b>Text Book:</b>	1. Dr. S.S Khanaka, Entrepreneurial Development, Sultan Chand & Sons, New Delhi-2010; 2. Dr. C.B Gupta & Dr. S.S Khanaka, Entrepreneurship and Small Business Management, Sultan Chand & Sons, New Delhi-2010		

<b>Reference Books:</b>	1.	Holt, Entrepreneurship: New Venture Creation, Prentice-Hall, 2008.
	2.	Dr.Radha, Entrepreneurial Development, Prasanna and Co, Chennai 2009.
	3.	K. Ramachandran, Entrepreneurship Development, Tata McGraw Hill, New Delhi 2008.
	4.	S. Anil Kumar, Entrepreneurship Development, New Age International, New Delhi 2009.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1			X							
CO2									X	
CO3						X	X			
CO4					X					
CO5				X						

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying				3	
K4: Analyzing			4		
K5: Evaluating					5
K6: Creating					

Mean = 3.2

<b>BBA 2556</b>	<b>Financial Services</b>		<b>5Hrs / 5Cr</b>
<b>Course Objective</b>	To enable the students to acquire skills necessary to successfully carve a career in financial services management and to enrich their knowledge on key areas relating to management of financial products and services.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Understand about meaning of financial services and challenges facing the financial sector.	
	<b>ii</b>	Classify the merchant banking and problems of merchant banking in India.	
	<b>iii</b>	Classify the features of hire purchase and types of leasing.	
	<b>iv</b>	Develop features of venture capital and benefits of factoring.	
	<b>v</b>	Categorize the different types of funds and reasons of slow growth in mutual funds.	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Financial Services:</b> Meaning – Scope – Classification of Financial Services Industry – Causes for Financial Innovation – New Financial Products and Services – Innovative Financial Instruments – Classification of Share Capital – Challenges facing the Financial Sector – Present Scenario.		
<b>II</b>	<b>Merchant Banking:</b> Definition – Merchant Banking in India – Merchant Banks and Commercial Banks – Services of Merchant Banks – Merchant Bankers as Lead Manager – Duties and Responsibilities of Lead Managers – Qualities Required for Merchant Bankers – SEBI Guidelines for Merchant Bankers – Progress of Merchant Banking in India – Problems of Merchant Bankers – Scope for Merchant Banking in India.		
<b>III</b>	<b>Hire Purchase &amp; Leasing:</b> Hire Purchase – Meaning – Origin and Development – Features of Hire Purchase Agreement – Banks and Hire Purchase Business – Bank Credit for Hire Purchase Business; Leasing: Definition – Steps Involved in Leasing Transaction – Types of Lease – Advantages and Disadvantages – Legal and Tax Aspects of Leasing – Contents of a Lease Agreement.		
<b>IV</b>	<b>Venture Capital:</b> Definition – Features – Scope – Importance – Disinvestment Mechanism – Origin; Government of India Guidelines for the Venture Capital; Indian Scenario – Suggestions for the Growth of Venture Capital Funds. Factoring and Forfaiting: Factoring – Meaning – Terms and Conditions – Functions – Types – Cost of Factoring – Benefits – Factoring in India.		
<b>V</b>	<b>Mutual Funds:</b> Definition – Fund Unit Vs. Share – Classification of Funds – Importance; Mutual Fund Risks – Organisation of the Funds – Facilities Available to Investors – Net Asset Value – Investors Rights; Government of India Guidelines for Mutual Funds – Selection of a Fund – Mutual Funds in India – Reasons for Slow Growth.		
<b>References</b>			
<b>Text Book:</b>	Gordon and Natarajan, “Financial Markets and Services”, Himalaya Publishing House, 2013.		

<b>Reference Books:</b>	1.	Khan , “Financial Services”, Tata McGraw Hill, New Delhi, 2008.
	2.	P.MohanaRao and R.L.Hyderabad, “Financial Services”, Deep & Deep Publications Pvt. Ltd., New Delhi, 2009.
	3.	Dr.S.Gurusamy, “Financial Services and Systems”, Thomson, Singapore, 2008.
	4.	MachiRaju, “Financial Services”, Vikas Publishing House, New Delhi, 2009.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2				X						
CO3	X					X				
CO4			X							
CO5									X	

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying					
K4: Analyzing			4	4	4
K5: Evaluating					
K6: Creating					

Mean = 3.2

<b>BBA 2430</b>	<b>Total Quality Management</b>	<b>5Hrs / 4Cr</b>
<b>Course Objective</b>	The learner will inculcate the need for quality centric perspective in the conduct of Business both as managers and entrepreneurs.	
<b>Course Outcomes</b>	On completion of the course, students should be able to	
	<b>i</b>	To familiarize with the basic concepts of Total Quality Management
	<b>ii</b>	To reinforce the importance of Customer satisfaction and employee involvement in the organization.
	<b>iii</b>	To understand the different techniques and performance measures that can be adopted in the organization
	<b>iv</b>	To gather information about the best industrial practices through benchmarking
	<b>v</b>	To assimilate the need for Quality management and environment management system in organizations
<b>Unit</b>	<b>Content</b>	
<b>I</b>	<b>Quality Concepts:</b> Definition–Dimensions; <b>Total Quality Management:</b> Evolution - Dimensions – Basic Concepts – Principles– Role of TQM Leaders - Barriers to TQM Implementation; <b>Contributions of Quality Gurus:</b> Deming - Juran - Crosby – Taguchi.	
<b>II</b>	<b>Customer Satisfaction:</b> Meaning – Types of Customers; <b>Customer Perception of Quality:</b> Factors Influencing Customer Perception of Quality - Identifying Customer Needs – Customer Retention and Feedback; <b>Employee Motivation:</b> Concept – Importance – Theories of Motivation; <b>Employee Empowerment:</b> Definition – Principles – Characteristics; <b>Recognition and Reward:</b> Meaning – Types of Rewards; <b>Performance Appraisal:</b> Need – Process – Benefits.	
<b>III</b>	<b>PDSA Cycle:</b> Meaning – Phases – Benefits; <b>5S:</b> Meaning – Objectives – Factors – Benefits; <b>Kaizen:</b> Various Aspects – Features; <b>Performance Measures:</b> Objectives – Pre-Requisites - Implementation Strategy; <b>Quality cost :</b> Definition - Elements – Analyzing Techniques - Trend analysis -Characteristics - Pareto Analysis – Uses.	
<b>IV</b>	<b>Bench marking:</b> Meaning - Types - Process –Benefits; <b>Quality Function Deployment:</b> Definition - Methodology – Process; <b>Total Productive Maintenance:</b> Definition - Types – Objectives- Eight Pillars of TPM; <b>Failure Mode Effective Analysis:</b> Definition - Types – Stages.	
<b>V</b>	<b>Six Sigma:</b> Definition - Process - Advantages; <b>ISO 9000 Quality System:</b> Definition – Objectives – Benefits – Process Model – Elements - Implementation-Documentation; <b>Quality Auditing:</b> Types of Audit; <b>Environmental Management System Standards:</b> Concept- Requirements and Benefits.	
<b>References</b>		
<b>Text Book:</b>	V. Jayakumar, R. Raju, Total Quality Management, Lakshmi publications, Chennai, 2016.	

<b>Reference Books:</b>	1.	R.Ramakrishnan – Total Quality Management, Eswar Press, 2010
	2.	Dale. H, Carol Glen, Mary- Total Quality management , Pearson Education , 2011
	3.	SridaraBhat – Total Quality Management, Himalaya Publishing House Private Limited, Mumbai, 2012.

<b>Course Outcomes</b>	<b>Program Specific outcome</b>									
	<b>PSOs</b>									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										X
CO2		X								
CO3			X			X				
CO4									X	
CO5								X		

<b>Revised Bloom's Taxonomy</b>	<b>Course Outcomes</b>				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing					4
K5: Evaluating				5	
K6: Creating					

Mean = 3



<b>BBA 3223</b>	<b>Business Organisation</b>		<b>3Hrs / 2Cr</b>
<b>Course Objective</b>	This subject focuses on learning about various forms of organizations in India, its features, laws and manners to manage all the facets of the organization for the		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Sketch different forms of Organisation.	
	<b>ii</b>	Formulate incorporation of companies.	
	<b>iii</b>	Interpret the affairs of companies.	
	<b>iv</b>	Compare various types of business combinations.	
	<b>v</b>	Discuss about Business Associations.	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Forms of Business Organization</b> - Features of Individual Entrepreneur – Partnership organization – Partnership Deed – Types of Partners and their Duties and Responsibilities.		
<b>II</b>	<b>Corporate Form of Organization</b> – Cooperative Societies – Public Enterprises; Formation and Incorporation of Companies –Promotion – Duties of Promoters – Important Documents of Companies - Memorandum of Association – Articles of Association.		
<b>III</b>	<b>Share and Share Capitals</b> ; Managing the Affairs of Companies - Location of Business Unit – Plant Layout – Size of a Business Unit – Business Combinations.		
<b>IV</b>	<b>Entrepreneurial Decisions</b> : Launching New Enterprise – Expansion and Diversification of Business – Business combinations – Causes of combinations; Types of Combinations: Horizontal – Vertical – Lateral Divergent – diagonal – Circular Combinations;		
<b>V</b>	<b>Simple Associations</b> : Public Utilities: Meaning- Characteristics – Rights and Duties – Problems; Joint Hindu Family Business – Features - Joint Stock Companies – Types – Classifications.		
<b>References</b>			
<b>Text Book:</b>	M. Mothiar, Business Organisation, Vrinda Publication, New Delhi – 110 001, 2013.		

<b>Reference Books:</b>	1.	Ravi M. Kishore, Company Law, Taxmann Publication, New Delhi – 110 005, 2014.
	2.	Business Organisation and System, Vision Publication, New Delhi, 2013.
	3.	M.C. Shukla, Business Organisation and Management, Sultan Chand & Sons, 2005.
	4.	Sherlaker and Sherlaker, Modern Business Organisation, Himalaya Publication, 2012.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1					X					
CO2								X		
CO3									X	
CO4		X		X						
CO5										X

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying			3	3	
K4: Analyzing					
K5: Evaluating					5
K6: Creating					

Mean = 3

BBA 3635	Management Information System		6Hrs / 6Cr
<b>Course Objective</b>	The learner will gain fundamental knowledge about the information infrastructure that the modern organization would require to exercise its various functions.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Understand the concept of management information system.	
	<b>ii</b>	Explain the process of management information system.	
	<b>iii</b>	Analyze the concepts of decision making and features of artificial intelligence.	
	<b>iv</b>	Discuss the models of data base management information system.	
	<b>v</b>	Examine the concepts of Enterprise Management Systems and Enterprise Resource Planning	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Information System:</b> Definition-Features -Dimensions - Types - Value - Management Information; Management Information System: Definition -Functions - Process - Role -Objectives - Components -Characteristics - Benefits - Decision Support System-Executive Information System-Information Resource Management.		
<b>II</b>	<b>System Concepts:</b> Meaning -Elements -Characteristics -Types – Subsystems – Reasons for Subsystems; Structure of MIS: Multiple approaches to structure of MIS -Man Machine Interaction; Transactional Processing System:Features – Functions - Transactional Processing Cycle-Transaction Processing Model.		
<b>III</b>	<b>Decision Support System:</b> Meaning -Types -Characteristics -Components -DSS Tools- DSS Capabilities-MIS and DSS-Business Intelligence System-Online Analytical Processing - Data Mining – Process; Expert System: Components - Characteristics -Advantages - Limitations – Applications.		
<b>IV</b>	<b>Enterprise Resource Planning:</b> Evolution – Manufacturing Resource Planning activities - Objectives - Information Integration through ERP - ERP Implementation - Benefits – Disadvantages; Customer Relationship Management: Meaning – Definition-Role -Advantages – Disadvantages.		
<b>V</b>	<b>Electronic Commerce:</b> Definition-E-Commerce and Business Models; Electronic Data Interchange: Components-Advantages and Disadvantages-Business Opportunities opened up by the Internet-Computer in MIS-Production Information System-Marketing Information System-Finance Information System-Personnel Information System.		
<b>References</b>			
<b>Text Book:</b>	P.Mohan, “Management Information Systems”, Himalaya Publishing House, Mumbai, 2012.		

<b>Reference Books:</b>	1.	W.S.Jawadekar, Management Information Systems, Tata McGraw Hill Publications, New Delhi 2010.
	2.	S. Sadagopan, Management Information Systems, PHI Learning Pvt. Ltd., New Delhi,2009.
	3.	S. Shajahan, Management Information Systems, New Age International, New Delhi,2007.
	4.	Hitesh Gupta, Management Information System, Hitesh Gupta, New Delhi, 2011.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2			X							
CO3						X				
CO4					X					
CO5	X								X	

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying			3		
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating					

Mean = 3

BBA 3627	Cost Accounting		6Hrs / 6Cr
<b>Course Objective</b>	This course aims to test the students ability understand conceptual frame work of Cost accounting. It provides an in-depth study of the Cost Accounting Principles and Techniques for identification, analysis and classification of cost components to facilitate managerial decision making.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Outline the cost concepts and techniques in costing	
	ii	Familiarise themselves with Material cost, inventory control and maintenance	
	iii	Discern Labour cost and labour turnover	
	iv	Categorize the Overhead cost and methods of absorption	
	v	Illustrate the different methods of costing	
Unit	Content		
I	<b>Introduction</b> – Definitions - Nature and Scope of Cost Accounting – Objectives - Difference Between Cost and Financial Accounting – Cost Classifications – Types –Methods and Techniques of Costing – Preparation of Cost Sheet.		
II	<b>Material Cost</b> – Purchase Control – Bills of Materials – Requisition – Inspection – Material Inventory Control – Maintenance of Stock Level – Stores Ledger – Material Issue Control – Pricing of Materials.		
III	<b>Labour Cost</b> – Direct and Indirect Labour Cost Control – Time and Motion Study – Merit Rating Time Keeping and Time Booking – Labour Turnover - Causes of Labour Turnover; Labour Cost Accounting – Time Rate System – Methods of Remuneration – Accelerating Premium Plans – Payroll Department Functions.		
IV	<b>Overhead Analysis</b> – Importance – Classifications – Procedures of Linking Overhead to Cost Units – Overhead Rates – Methods of Absorption of Overhead Rates.		
V	<b>Basics of Cost Accounting Applications</b> in Unit Costing – Job Costing – Batch Costing – Contract Costing – Process Costing – Operation Costing and Operating Costing - Service Costing.		
<b>References</b>			
<b>Text Book:</b>	S.P Jain and K.L Narang – Cost Accounting –Kalyani Publishers – New Delhi – 110 002. 2013.		

<b>Reference Books:</b>	1.	R.S.N. Pillai & V. Bhavathi, Cost Accounting, S. Chand Publishers, New Delhi – 110 055. 2013.
	2.	M.N. Arora, Vikas Publishing House, Elements of Cost Accounting, New Delhi – 110 014 2013.
	3.	Methods and Problems, B.K, Bhar, Dhur Academic Publishers, Calcutta – 700 073. 2013.
	4.	Ravi M. Kishore, Taxmann Publications, Cost Accounting Problems and Solutions, New Delhi – 110 005. 2013.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2				X						
CO3			X			X				
CO4										X
CO5									X	

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying					3
K4: Analyzing			4	4	
K5: Evaluating					
K6: Creating					

Mean = 3

<b>BBA 3631</b>	<b>Marketing Research</b>		<b>6Hrs / 6Cr</b>
<b>Course Objective</b>	Application of theoretical knowledge in real life situations and advancement of knowledge in any field of study are not possible without research. Therefore this paper has been introduced with the objective of making the students understand the basic concept of research in the field of Marketing		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Predict the scope of Marketing Research.	
	<b>ii</b>	Illustrate the process of Marketing Research.	
	<b>iii</b>	Experiment the methods of Sampling.	
	<b>iv</b>	Analyze various data collection methods.	
	<b>v</b>	Summarize Research report.	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Marketing Research:</b> Definition – Features – Objectives – Nature -Scope – Role of Marketing Research – Limitations – Internal Marketing Research Organisation – External Research Organisation – Merits and Demerits – Criteria for Selecting the Outside Agency.		
<b>II</b>	<b>Marketing Research Process:</b> Characteristics of Sound Marketing Research –Research Design – Benefits – Types - Exploratory - Descriptive – Experimental; Attitude Measurement– Characteristics of Scientific Measurement – Levels of Measurements and the Scales - Scaling Techniques.		
<b>III</b>	<b>Sampling:</b> Definition – Reasons– Objectives of Sampling – Characteristics of an Ideal Sample – Factors to be Considered in Sample Size – Sampling Process - Merits and demerits of Sampling - Methods of Sampling – Probability Sampling and Non-Probability Sampling – Problems in Sampling Process.		
<b>IV</b>	<b>Collection of Data:</b> Primary Data – Methods of Collection – Communication - Observation and Interview – Methods of Interview – Merits and Demerits – Designing a Questionnaire - Secondary Data – Merits and Limitations –Sources of Secondary Data.		
<b>V</b>	<b>Classification and Tabulation of Data:</b> Data Analysis – Techniques of Data Analysis – Testing of Hypotheses – Types of Errors - Interpretation and Presentation of Data; Research Report – Purposes – Steps in Report Writing – Research Report Layout – Reference Note – Bibliography.		
<b>References</b>			
<b>Text Book:</b>	C.N.Sontakki , Marketing Research, Himalaya Publishing House, New Delhi 2013.		
<b>Reference Books:</b>	1.	G.C.Beri, Marketing Research, Tata McGraw – Hill Publishing Company Ltd, New Delhi, 2008.	

2.	Suja R. Nair, Marketing Research, Himalaya Publishing House, New Delhi, 2012.
3.	David J. Luck & Ronald S. Rubin - Marketing Research, Prentice Hall of India Pvt. Ltd, New Delhi, 2005.
4.	M.N.Mishra, Modern Marketing Research, Himalaya Publishing House, New Delhi, 2012.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2				X	X					
CO3										X
CO4									X	
CO5		X								

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying		3			
K4: Analyzing			4	4	
K5: Evaluating					5
K6: Creating					

Mean = 3.6



BBA 3535	International Marketing		5Hrs / 5Cr
<b>Course Objective</b>	The students will gain an exposure to marketing strategies, inviting them to the International market, propel export and import of goods globally.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Identify the motives of international marketing and outline the theories of international trade.	
	ii	Interpret the various modes of entry in to international market and illustrate the product life cycle.	
	iii	Explain the concept of product inception and development and summarize the current scenario involving international branding along with pricing strategies.	
	iv	Develop an understanding in marketing channels, factors affecting channel decisions, personal selling process and to demonstrate marketing communication.	
v	Appraise the need to know about the preliminaries for starting export, export agreement, import procedure and sketch out the importance of letters of credit along with import documentation.		
<b>Unit</b>	<b>Content</b>		
I	<b>International Marketing:</b> Definition – Special Problems in International Marketing – Reasons for motives of International Marketing – Internalization Stages – International Marketing Decisions – Participants in International Marketing.		
II	<b>International Marketing Environment:</b> Economic environment – Social Environment – Demographic environment – Political & Government environment – Technological environment; Market selection: Selection Process – Determinants of Market selection; Market entry strategies.		
III	<b>International Product Decisions:</b> Product Decisions – Product – Components and Levels of Product – Product Mix – Product life cycle and International Marketing – New product Development steps; Branding: Global Brand – Branding problems in International Marketing; Packaging and Labeling; Functions & Importance – Factors influencing Packaging Decisions.		
IV	<b>International Pricing:</b> Types of cost in Export Marketing – Objectives – Factors affecting Pricing – Pricing Methods – Steps in Pricing; International Distribution: International Channel System – Types of Foreign Intermediaries.		
V	<b>Export Finance:</b> Payment Terms; Letter of credit: Parties of the Letter of Credit – Kinds of Letter of Credit; Export Document: Reshipment Document – Documents Related to Goods - Certificates related to shipment - Documents related to payment.		
<b>References</b>			
<b>Text Book:</b>	International marketing, Francis Cherunilam, 15 <sup>th</sup> Edition, Himalaya Publishing House Pvt. Ltd., Mumbai – 400004, 2017.		

<b>Reference Books:</b>	1.	R. Srinivasan, International Marketing, PHI Learning [P] Limited, New Delhi – 110042, 2013.
	2.	Varshney&Battacharya, International Marketing Management, Sultan Chand &sons, New Delhi – 110002, 2012.
	3.	Justing Paul and Ramneekappor, Text & Cases International Marketing, Tata McGraw Hill Publication, New Delhi, 2012.
	4.	U.C. Mathur, Sage Publications, International Marketing Management, New Delhi, 2013.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1			X							
CO2						X				
CO3	X				X					
CO4									X	
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying		3	3		
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating					

Mean = 3.2

<b>BBA 3260</b>	<b>Organisational Leadership</b>		<b>3Hrs / 2Cr</b>
<b>Course Objective</b>	The prime objective of this course is to provide the students an exposure to the skills required for the world of corporate leadership that would define standards and enhance one's employability.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Categorise the different types of leaders	
	<b>ii</b>	Emphasize on entrepreneurial leadership style	
	<b>iii</b>	Outline the different leadership theories	
	<b>iv</b>	Determine the leadership skills required to be effective leader	
	<b>v</b>	Elaborate on the Leadership Traits of Modern Organizational Leaders	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Nature of Leadership</b> – Leadership and Management – Importance of Leadership – Leadership Styles and their Implications – Styles Based on ‘Authority Retained’, ‘Task Versus People Emphasis’, ‘Assumption about People’, Likert’s Four Styles.		
<b>II</b>	<b>Entrepreneurial Leadership Style</b> ; Motivation - Training, Development, Wage and Salary Administration - Performance Appraisal.		
<b>III</b>	<b>Theories of Leadership</b> : Trait Approach – Behavioural Theories – Contingency Theories; Contemporary Issues on Leadership – Women as Leaders.		
<b>IV</b>	<b>Leadership Skills</b> : Technical Skills – Analytical Skills – Decision Making Skills – Time Management – Resource Management – Change Management.		
<b>V</b>	<b>Leadership Traits of Modern Organizational Leaders</b> – Executive Coaching Strategies – Counseling Strategies – Consultation Strategies.		
<b>References</b>			
<b>Text Book:</b>	K. Aswathappa, Organisational Behaviour, Himalaya Publishing House, Mumbai, 2012.		

<b>Reference Books:</b>	1.	A. Chandra Mohan, Leadership and Management, Himalaya Publishing House, 2010
	2.	Len Sperry, Effective Leadership, Brunner Routledge, New York, 2011.
	3.	Akhilesh and GopalMahapathra, Enabling Execution Excellence, Himalaya Publishing House, 2009.
	4.	V.K.Singh, Effective Management Workout, Himalaya Publishing House, Mumbai, 2007.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X					
CO3			X							
CO4										X
CO5							X	X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying			3		
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating					

Mean = 3

<b>BBA 3200</b>	<b>Environmental Studies</b>		<b>4Hrs / 2Cr</b>
<b>Course Objective</b>	To acquaint the learners with the knowledge and awareness of environment and pollution.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Recognise the natural environment that we live in.	
	<b>ii</b>	Acknowledge and gratify natural components and resources.	
	<b>iii</b>	Decrease their contribution towards pollution of natural resources and instead, saving them.	
	<b>iv</b>	Identify opportunities for businesses to help promote conservation of nature and issues that endanger it.	
	<b>v</b>	Develop both individual and social ethics that would create responsible human beings.	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Introduction:</b> Environment - Terms and definition - Components - Ecology - Balanced Ecosystem - Biodiversity and Conservation.		
<b>II</b>	<b>Structural Components:</b> Types and functions of structural components of Biotic Organisms - Natural Resources - Energy - Energy flow - Energy Source - Renewable and Non-renewable sources.		
<b>III</b>	<b>Pollution:</b> Pollutants - Types of Pollution - Industry and Pollution - Developing Countries and pollution - Pollution related issues in Developing Countries - Technological Compromise - Specific cases.		
<b>IV</b>	<b>Natural Environment:</b> Impact on Business - Guidelines for development of Natural Resources - Sustainable Development - Green Index.		
<b>V</b>	<b>Control and Management:</b> Pollution Control and Management - Legal Statutory Requirements - Business Ethics and Social Responsibility - Specific Cases.		
<b>References</b>			
<b>Text Book:</b>	Bharucha, Erach, Environmental Studies, Hyderabad, UGC University Press, 2005.		

<b>Reference Books:</b>	1.	K.K. Kumarasamy, Environmental Studies, Bharathidasan University, 2004.
	2.	Arumugam and Kumaresan, Environmental Studies, Sara Publication, Nagerkoil, 2008.
	3.	Agraal S.P., Environmental Studies, Marosa Publications, Chennai, 2008.
	4.	G. Suganthi and G. Anitha, Environmental Studies, Scitech Publications, Chennai, 2010.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2								X		
CO3						X				
CO4			X							
CO5	X						X			

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying			3		
K4: Analyzing				4	
K5: Evaluating					
K6: Creating					6

Mean = 3.2

BBA 3650	Strategic Management		6Hrs / 6Cr
<b>Course Objective</b>	Intensified competition among domestic private and public companies and multinational companies has brought paradigm shifts in strategic management of various companies. Therefore this paper has been introduced to make the students understand the basic concept of strategy, various types of strategies, its formulation, implementation, evaluation and control.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Define Business and strategies in a way that they provide directions to different key mission elements.	
	<b>ii</b>	Formulate objectives, goals and strategies for business diversification and integration, using guidelines.	
	<b>iii</b>	Appraise the organisation, industry, competitors and the environment they all operate in.	
	<b>iv</b>	Implement strategies for projects, resources, functions and behaviour.	
	<b>v</b>	Exercise evaluation and control for strategies, participants, premises, implementations, surveillance and special alerts.	
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Strategy:</b> Definition – Levels at Which Strategy Operates; <b>Strategic Management:</b> Definition – Need – Benefits – Challenges for Strategic Management – Strategic Management Process; <b>Establishing Corporate Direction:</b> Vision - Characteristics – Mission – Key Elements – Characteristics – Need – Contents - Business Definition – Criteria of an Effective Business Definition.		
<b>II</b>	<b>Objectives:</b> Areas – Characteristics – Importance of Objectives – Guidelines for Formulating Objectives – Objectives Vs. Goals; <b>Kinds of Strategies:</b> Grand Strategies – Modernisation Strategies – Diversification and Integration Strategies – Merger - Takeover and Joint Venture Strategies – Turnaround - Divestment and Liquidation Strategies – Contingency Strategies.		
<b>III</b>	<b>Strategy Formulation</b> : Environmental Appraisal – Organisational Appraisal – Process of Strategic Choice – Objective Factors - Corporate Portfolio Analysis – BCG Matrix – GE Nine-Cell Matrix – DPM Matrix – TOWS Matrix – Industry and Competitor Analysis – Subjective Factors.		
<b>IV</b>	<b>Strategic Implementation:</b> Issues in Strategic Implementation – Project Implementation – Procedural Implementation – Resource Allocation – Structural Implementation – Functional Implementation – Behavioural Implementation.		
<b>V</b>	<b>Strategic Evaluation and Control:</b> Nature – Importance – Participants – Barriers in Strategic Evaluation; <b>Strategic Control:</b> Premise Control – Implementation Control – Strategic Surveillance – Special Alert Control.		
<b>References</b>			
<b>Text Book:</b>	Azhar Kazmi, Strategic Management and Business Policy Third Edition, Tata McGraw–Hill Publishing Company Ltd, New Delhi 2012.		

<b>Reference Books:</b>	1.	SubbaRao, Business Policy and Strategic Management, Text and Cases, Himalaya Publishing House, New Delhi, 2013.
	2.	R.M.Srivastava&ShubhraVerma, Strategic Management, Concepts, Skills and Practices, PHI Learning Private Ltd, New Delhi, 2013.
	3.	Francis Cherunilam, Business Policy and Strategic Management, Text and Cases, Himalaya Publishing House, New Delhi, 2010.
	4.	Johnson & Scholes, Exploring Corporate Strategy, Text and Cases, Prentice Hall of India, New Delhi,2009.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1										X
CO2	X									
CO3						X				
CO4								X		
CO5			X						X	

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2				
K3: Applying		3		3	
K4: Analyzing			4		
K5: Evaluating					5
K6: Creating					

Mean = 3.4



BBA 3644	Management Accounting		6Hrs / 6Cr
<b>Course Objective</b>	This course primarily focuses the students on the preparation of reports for internal users, such as the managers and officers of a company. These reports are an integral part of managerial accounting which provides techniques for assisting management in making decisions and tools for evaluating the effectiveness of those decisions.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Gain the knowledge about management accounting	
	ii	Analyse the uses of ratio analysis and different techniques	
	iii	Assess the fund flow statement and Cash flow statement	
	iv	Familiarize themselves with different types of budgets	
	v	Explain the uses of standard costing and need for marginal costing	
<b>Unit</b>	<b>Content</b>		
I	<b>Management Accounting:</b> Definitions – Objectives – Difference Between Management Accounting, Financial and Cost Accounting – Functions of Management Accountant – Limitations – Installation of Management Accounting System.		
II	<b>Analysis and Interpretation of Financial Statements</b> – Concept of Financial Statements –Horizontal and Vertical Formats – Tools for Analysis of Financial Statements; Ratio Analysis – Utility – Limitations – Profitability Ratios – Turnover Ratios – Financial Ratios – Dupont Control Chart Analysis.		
III	<b>Funds Flow Statement</b> –Sources and Applications of Funds – Managerial Applications of Funds Flow Statement – Cash Flow Statement – Construction of Cash Flow Statement as per AS 3.		
IV	<b>Budget and Budgetary Control</b> – Objectives – Installation of Budgetary Control System – Procedures for Preparation of Budgets – Classifications of Budgets – ZBB Budgets.		
V	<b>Marginal Costing</b> – Cost Volume Profit Analysis – Managerial Applications – Standard Costing – Types of Standards – Variance Analysis – Difference Between Standard Costing and Budgets.		
<b>References</b>			
<b>Text Book:</b>	Dr. S.N. Maheswari - Principles of management Accounting – Sulthan Chand Publications – New Delhi – 110 002, 2011		

<b>Reference Books:</b>	1.	1. RSN. Pillai& V. Bhavathi – Management Accounting - S. Chand Publishers – New Delhi – 110 055, 2010.
	2.	2. Ravi M. Kishore – Management Accounting – Taxmann Publications – New Delhi – 110 005, 2011.
	3.	3. M,Y Khan and Jain - Management Accounting – The Tata Mcgraw Hill Publishing Company – New Delhi – 110 008, 2012.
	4.	4. M. Mongiello – Management Accounting - University of London Press – London – Britan, 2012.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	X									
CO2		X		X						
CO3										X
CO4								X		
CO5									X	

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2			2	
K3: Applying					3
K4: Analyzing		4	4		
K5: Evaluating					
K6: Creating					

Mean = 3

<b>BBA 3638</b>	<b>Logistics Management</b>		<b>6Hrs / 6Cr</b>
<b>Course Objective</b>	The learner will be able to comprehend the concept-based and systemic approach towards those business ventures that involve logistical expertise coupled with the functional knowledge of Supply Chain Management.		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	<b>i</b>	Recognize various approaches and strategies in logistics.	
	<b>ii</b>	State the key concepts of logistics and Supply chain.	
	<b>iii</b>	Discriminate the Fundamentals and Decisions in Transportation.	
	<b>iv</b>	Determine the Supply chain requirements.	
<b>v</b>	Analyze the Factors influencing in Storage and location.		
<b>Unit</b>	<b>Content</b>		
<b>I</b>	<b>Introduction and Planning:</b> Definition – Importance – Objectives; Logistics / Supply Chain Strategy and Planning: Logistics/SC Strategy – Selecting the Proper Channel Strategy – Measuring Strategy Performance.		
<b>II</b>	<b>The Logistics and Supply Chain Product:</b> Nature – The 80-20 Curve – Product Characteristics – Product Packaging – Product Pricing; Logistics and Supply Chain Customer Service: Definition – Order Cycle Time – Importance; Order Processing and Information Systems: Definition – Examples – Affecting Factors – Logistics Information System.		
<b>III</b>	<b>Transport Fundamentals:</b> Importance – Single Service Choices and their Characteristics – Intermodal Services – Transport Cost Characteristics – Rate Profiles - International Transport Documentation.		
<b>IV</b>	<b>Forecasting Supply Chain Requirements:</b> Nature – Methods; Inventory Policy Decisions: Appraisal – Types of Inventories – Objectives; Purchasing and Supply Scheduling Decisions: Scheduling – Purchasing (activities).		
<b>V</b>	<b>Storage and Handling System:</b> Reasons for Storage – Functions – Alternatives; Storage and Handling Decisions: Planning for Design and Operation – Order Picking Operations; Facility Location Decision: Classification – Single and Multiple Facility Location – Dynamic Warehouse Location – Retail / Service Location.		
<b>References</b>			
<b>Text Book:</b>	Ronald H. Ballou – Business Logistics / Supply Chain Management, Pearson Education, 2012.		

<b>Reference Books:</b>	1.	Donald J. Bowersox, David J. Closs – Logistical Management, Tata McGraw-Hill, 2005.
	2.	Sridhara Bhatt – Logistic Management, Himalaya Publishing house Private Limited, Mumbai. 2010
	3.	P.SaravanaVel - Logistics and Supply Chain Management, Himalaya Publishing house Private Limited, Mumbai. 2010.
	4.	Bhatt –Supply Chain Management, Himalaya Publishing house Private Limited, Mumbai. 2011

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2					X		X			
CO3			X							
CO4										X
CO5								X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering					
K2: Understanding	2	2			
K3: Applying			3		
K4: Analyzing				4	4
K5: Evaluating					
K6: Creating					

Mean = 3

BBA 3550	Retail Management		5Hrs / 5Cr
<b>Course Objective</b>	Consumer market has evinced interest from both domestic and international retailers. In this context this subject helps to make the students understand the		
<b>Course Outcomes</b>	On completion of the course, students should be able to		
	i	Cite and remember the meaning and features of retailing.	
	ii	Describe the process and factors influencing the retail consumer.	
	iii	Analyze the factor influencing pricing.	
	iv	Categorize the retail units and retail formats.	
	v	Evaluate the retail promotion strategies.	
<b>Unit</b>	<b>Content</b>		
I	<b>Retailing:</b> Meaning – Functions of a Retailer - Features of Retailing – Retailer in the Marketing Channel –Retailer and Marketing Mix – Main Drives of Retailing in India – Challenges to Retail Development in India.		
II	<b>Retail Consumer:</b> Buying Process – Factors Affecting Consumer Decision Making – Factors Influencing the Retail Shopper – Customer Service in Retailing – Market Segmentation. Retail Merchandising – Merchandise Mix – Variables Affecting Merchandise Mix – Categorizing – Category Management - Suppliers – Criteria for Selection of Suppliers – Buying Function – Brand Management.		
III	<b>Retail Pricing:</b> Meaning – Factors Affecting Retail Prices – Pricing Objectives – Retail Pricing Policies – Price Adjustments – Retail Store Location – Factors Influencing Retailer’s Choice of Location – Levels of Location Decisions and its Determining Factors – Retail Location Strategies.		
IV	<b>Organisation Pattern in Retailing:</b> Classification of Retail Units – Retailing Formats – Methods of Customer Interaction; Store Layout: Types – Store Design – Key Components of Retail Atmospherics.		
V	<b>Retail Promotion Strategies:</b> Elements of Retail Promotional Mix – Methods of Communicating With Customers – Steps in Designing Retail Sales Promotions – Paid Personal Communication – Unpaid Impersonal Communication – Selection of Promotional Mix – Media Selection – Popular Media Vehicles used in the Indian Retail Sector.		
<b>References</b>			
<b>Text Book:</b>	S.Banumathy&M.Jeyalakshmi, Retail Marketing, Himalaya Publishing House, New Delhi 2010.		

<b>Reference Books:</b>	1.	SwapnaPradhan, Retailing Management – Text and Cases, Tata McGraw – Hill Education Pvt. Ltd, New Delhi, 2013.
	2.	Suja Nair, Retail Management,Himalaya Publishing House, New Delhi, 2012.
	3.	Lamba A. J.The Art of Retailing, Tata McGraw – Hill Publishing Pvt. Ltd, 2007.
	4.	Arif Sheikh and Kaneez Fatima, Retail Management, Himalaya Publishing HousePvt Ltd, New Delhi, 2011.

Course Outcomes	Program Specific outcome									
	PSOs									
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1		X								
CO2			X							
CO3						X				
CO4	X									
CO5				X				X		

Revised Bloom's Taxonomy	Course Outcomes				
	CO1	CO2	CO3	CO4	CO5
K1: Remembering	1				
K2: Understanding		2			
K3: Applying				3	
K4: Analyzing			4		
K5: Evaluating					5
K6: Creating					

Mean = 3