

THE AMERICAN COLLEGE, MADURAI - 02

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (3rd cycle) by NAAC with Grade “A⁺”, CGPA -3.47 on a 4 point scale

Madurai -625 002



Since 1881

BOARD OF STUDIES 2024

Department of Business Administration

01 – 08 - 2024

Venue

Saunders Hall

Department of BBA (UG)

Programme Specific Outcomes (PSOs)

On the successful completion of the Undergraduate programme, the students will be able to,

PSO1 Disciplinary Knowledge	develop qualified business professionals to face the challenges in the competitive business world.
PSO2 Communication Skills	enhance effective interpretation and communication skills in a globalized business environment
PSO3 Problem Solving	work out the problem solving, logical reasoning and strategic planning ability to cope with future demands in global context.
PSO4 Analytical Reasoning	empower the learners' general aptitude and critical thinking skills to arrive at a logical conclusion and solution to economic and social problems
PSO5 Research Skills	demonstrate the theoretical knowledge with practical aspects of organisational setting through case study, internship and research orientations.
PSO6 Digital Literacy	digitalize and socialize with the use of information technology in social networking for business and personal development.
PSO7 Leadership and Teamwork	broaden the professional competency and leadership skills towards achieving business excellence in the industry and academia
PSO8 Moral and Ethical Awareness/Reasoning	apply moral and ethical principles in decision making, non-discrimination, compassion and corporate social responsibility
PSO9 Multicultural Competence	create synergies to excel and grow amongst the diverse set of variables and cross cultural barriers in international business.
PSO10 Self-directed & Lifelong Learning	facilitate holistic development on self directed learning and promote passion for lifelong learning through self assessment.

Department of BBA (UG)

Learning Outcomes - Based Curriculum Framework (LOCF) (w.e.f 2024-2025)

Sem	Part	Course Code	Course Title	Hours/Wk	Credits	Marks
1	I	24XXXNNNN	Tamil/ Hindi/French	3	2	30
1	II	24XXXNNNN	English	3	2	30
1	IIICC	24BBA1401	Principles of Management	4	4	60
1	IIICC	24BBA1501	Accounting for Managers I	5	5	75
1	IIICC	24BBA1403	Corporate Communication	4	4	60
1	IIIS	24BBA1405	Managerial Economics	5	4	60
1	IVNME	24XXXNNNN	<i>Non Major Elective -I</i>	3	2	30
1	IVAEC	24HVS / CHR1200	Human Values Development / Christian Studies	3	2	30
1	V	24XXXNNNN	NSS/NCC/PED/SLP/GMP/ GNS/LIB/ACH	-	-	-
Total				30	25	375
2	I	24XXXNNNN	Tamil/ Hindi/French	3	2	30
2	II	24XXXNNNN	English	3	2	30
2	IIICC	24BBA1402	Marketing Management	4	4	60
2	IIICC	24BBA1502	Accounting for Managers II	5	5	75
2	IIICC	24BBA1404	International Business	4	4	60
2	IIIS	24XXXNNNN	<i>Offered by Mathematics</i>	5	4	60
2	IVNME	24XXXNNNN	<i>Non Major Elective-II</i>	3	2	30
2	IVAEC	24BBA1200	Environmental Studies	3	2	30
2	V	24XXXNNNN	NSS/NCC/PED/SLP/GMP/GNS/LIB /ACH	-	1	15
Total				30	25+1	375+15
3	I	24XXXNNNN	Tamil/ Hindi/French	3	2	30
3	II	24XXXNNNN	English	3	2	30
3	IIICC	24BBA2501	Organizational Behavior	5	5	75
3	IIICC	24BBA2601	Financial Management	6	6	90
3	IIICC	24BBA2503	Strategic Management	5	5	75
3	IIIS	24XXXNNNN	<i>Offered by Mathematics</i>	5	4	60
3	IVSEC	24XXXNNNN	<i>Skill Enhancement Course-I</i>	3	2	30
3	V	24XXXNNNN	NSS/NCC/PED/SLP/GMP/GNS/LIB /ACH	-	-	-
Total				30	26	390

4	I	24XXXNNNN	Tamil/ Hindi/French	3	2	30
4	II	24XXXNNNN	English	3	2	30
4	IIIC	24BBA2502	Business Environment	5	5	75
4	IIIC	24BBA2602	Business Regulatory Framework	6	6	90
4	IIIC	24BBA2504	Production and Materials Management	5	5	75
4	IIIS	24BBA2402	Fundamentals of Logistics	5	4	60
4	IVSEC	24XXXNNNN	<i>Skill Enhancement Course-II</i>	3	2	30
4	V	24XXXNNNN	NSS/NCC/PED/SLP/GMP/GNS/LIB /ACH	-	1	15
Total				30	26+1	390+15
5	IIIC	24BBA3601	Human Resource Management	6	6	90
5	IIIC	24BBA3603	Research Methodology	6	6	90
5	IIIC	24BBA3605	Management Information System	6	6	90
5	IIIDSE	24XXXNNNN	<i>Discipline Specific Elective-I</i>	5	4	60
5	IIIGE	24XXXNNNN	<i>Generic Elective -I</i>	4	3	45
5	IVIS	24BBA3255	Internship*	-	2	30
5	IVSEC	24XXXNNNN	<i>Skill Enhancement Course-III</i>	3	2	30
Total				30	29	435
Sem	Part	Course Code	Course Title	Hours/Wk	Credits	Marks
6	IIIC	24BBA3602	Entrepreneurial Development	6	6	90
6	IIIC	24BBA3604	Services Marketing	6	6	90
6	IIIC	24BBA3606	Project	6	6	90
6	IIIDSE	24XXXNNNN	<i>Discipline Specific Elective-II</i>	5	4	60
6	IIIGE	24XXXNNNN	<i>Generic Elective-II</i>	4	3	45
6	IVSEC	24BBA3266	Professional Competency Skill	3	2	30
Total				30	27	405
Grand Total				180	158+2	2370+30

* Internship - Second Year Vacation (30 hours)

Part III

Discipline Specific Elective (DSE)

Sem	Part	Course Code	Course Title	Hours/Wk.	Credits	Marks
5	III	24BBA3401	Financial Services	5	4	60
5	III	24BBA3403	Retail Marketing	5	4	60
6	III	24BBA3402	Digital Marketing	5	4	60
6	III	24BBA3404	Industrial Relations	5	4	60

Generic Elective (GE)

Sem	Part	Course Code	Course Title	Hours/Wk.	Credits	Marks
5	III	24BBA3301	Advertising and salesmanship	4	3	45
5	III	24BBA3303	Innovation Management	4	3	45
6	III	24BBA3302	E-Business	4	3	45
6	III	24BBA3304	Consumer Behaviour	4	3	45

Part IV

Non-Major Electives (NME)

Sem	Part	Course Code	Course Title	Hours/Wk.	Credits	Marks
1	IV	24BBA1201	Basics of Event Management	3	2	30
2	IV	24BBA1202	Business Etiquette and Corporate Grooming	3	2	30

Skill Enhancement Courses (SEC)

Sem	Part	Course Code	Course Title	Hours/Wk.	Credits	Marks
3	IV	24BBA2201	Entrepreneurial Skill New Venture Development	3	2	30
4	IV	24BBA2202	Managerial Skill Development	3	2	30
5	IV	24BBA3201	Intellectual Property Rights	3	2	30

Mapping with POs

Dept. Acronym	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
PSO	3	3	3	3	2	2	2	2	1	2

Mapping of Courses with PSOs

Courses	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
24BBA1401	3	2	3	3	2	2	2	1	1	1
24BBA1501	3	3	3	3	3	2	1	2	1	3
24BBA1403	3	3	3	3	2	2	2	2	1	1
24BBA1405	3	3	3	3	2	2	2	2	1	1
24BBA1402	3	3	2	3	3	2	2	1	3	2
24BBA1502	3	3	3	3	3	2	1	1	2	3
24BBA1404	3	3	3	3	2	2	2	2	1	1
24BBA1200	3	3	3	2	1	1	3	2	2	2
24BBA2501	3	3	3	2	1	1	3	2	2	2
24BBA2601	3	2	3	3	3	1	2	2	1	1
24BBA2503	3	3	3	3	2	2	2	2	1	1
24BBA2502	3	3	2	2	1	2	2	2	2	1
24BBA2602	3	3	3	3	3	2	2	2	1	1
24BBA2504	3	3	3	3	2	2	2	2	1	1
24BBA2402	3	3	2	2	1	2	2	1	2	2
24BBA3601	3	2	3	2	3	1	3	2	2	1
24BBA3603	3	3	3	2	3	1	2	2	1	2
24BBA3605	3	3	3	3	2	2	2	2	1	1
24BBA3401/ 24BBA3403	3	3	3	3	2	2	2	1	1	1
24BBA3255	3	3	3	3	3	2	2	2	1	1
24BBA3604	3	3	3	2	2	2	2	1	1	1
24BBA3606	3	3	3	3	2	2	2	1	1	1
24BBA3402/ 24BBA3404	3	3	3	3	3	2	2	2	1	1
24BBA3602	3	3	3	3	2	2	2	1	1	1
24BBA3266	3	3	3	3	3	2	2	2	1	1
Average	3	2.9	2.9	2.7	2.2	1.8	2	1.7	1.3	1.4

Mapping of Courses with POs

Courses	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
24BBA1201	3	2	2	2	2	2	3	1	2	2
24BBA1202	3	3	2	2	1	1	3	2	2	2
24BBA2201	3	3	3	3	3	2	2	2	2	2
24BBA2202	3	2	2	2	2	1	2	2	1	2
24BBA3301/ 24BBA3303	3	3	3	2	2	1	2	2	2	2
24BBA3201	3	3	3	3	3	2	2	2	1	2
24BBA3302 / 24BBA3304	3	3	3	3	2	2	2	2	1	1
Average	3	2.7	2.6	2.4	2.1	1.6	2.3	1.9	1.6	1.9

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1401	Principles of Management	Core	4	4

The students will have a clear understanding on the basic knowledge of managerial functions in all aspects of organizational administration.

Course Outcomes:

At the end of the course, students will be able to,

CO1: impart knowledge about evolution of management

CO2: provide understanding on planning process and importance of decision making in organization

CO3: learn the application of principles in organization

CO4: study the process of effective controlling in organization

CO5: familiarize students about significance of ethics in business and its implications

Unit I: Management

12 Hours

Management: Importance -Definition – Nature and Scope of Management – Process Role and Functions of a Manager - Levels of Management - Development of Scientific Management and other School so thought and approaches.

Unit II: Planning

12 Hours

Planning: Nature - Importance - Forms - Types - Steps in Planning - Objectives - Policies - Procedures and Methods - Natures and Types of Policies – Decision-Making: Process of Decision –making - Types of Decision.

Unit III: Organizing

12 Hours

Types of Organizations - Organization Structure - Span of Control and Committees - Departmentalization - Informal Organization- Authority - Delegation - Decentralization- Difference between Authority and Power - Responsibility.

Unit IV: Direction

12 Hours

Nature and Purpose - Co- ordination - Need, Type and Techniques and requisites for excellent Co-ordination - Controlling - Meaning and Importance – Control Process.

Unit V: Business Ethics

12 Hours

Definition of Business ethics - Types of Ethical issues - Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External – Environment Protection- Responsibilities of Business.

Learning Resources:

Text Books

1. P.C.Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017.
2. M.Prasad; Principles &Practice of Management, Sultan Chand &Sons, 8th Edition.

Reference Books

1. T.Ramasamy, Principles of Management, Himalaya Publishing House, 2019.
2. StephenP. Robbins & Mary Coulter; Management, Pearson Education, 13thEdition, 2017.
3. Dr.C.B.Gupta; Principles of Management, Sultan Chand &Sons, 3rd Edition.
4. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015

Websites/e-Learning Resources:

1. <https://www.toolshero.com/management/14-principles-of-management/>
2. <https://open.umn.edu/opentextbooks/textbooks/693>
3. <https://open.umn.edu/opentextbooks/textbooks/34>
4. <https://openstax.org/subjects/business>
5. <https://blog.hubspot.com/marketing/management-principles>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	2	3	3	2	2	2	1	1	1
CO 2	3	2	3	3	2	2	2	1	1	1
CO 3	3	1	3	3	2	1	2	1	1	1
CO 4	3	1	2	3	2	2	2	1	1	1
CO 5	3	1	3	3	2	1	2	1	1	1
Total	15	7	14	15	10	8	10	5	5	5
Average	3	2.3	2.8	3	2	1.6	2	1	1	1

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1501	Accounting for Managers I	Core	5	5

This course is designed to impart the knowledge on accounting information system to students and to analyze future performance of companies and making financial decisions.

Course Outcomes:

At the end of the course, students will be able to,

CO1: impart knowledge about basic concepts of accounting its applications

CO2: analyze and interpret financial reports of a company

CO3: describe the gross profit and net profit earned by organization

CO4: foster knowledge on Hire Purchase system

CO5: compare the procedures of Accounting under Single entry system.

Unit I: Introduction

15 Hours

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting -Accounting Transactions -Double Entry Book Keeping -Journal, Ledger, Preparation of Trial Balance

Unit II: Subsidiary Book

15 Hours

Subsidiary book - Preparation of cash Book - Bank reconciliation statement - rectification of errors - Suspense account.

Unit III: Final Accounts

15 Hours

Preparation of Final Accounts -Adjustments -Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital

Unit IV: Hire Purchase

15 Hours

Hire Purchase System - Default and Repossession -Hire Purchase Trading Account- Installment System.

Unit V: Single Entry

15 Hours

Single Entry -Meaning, Features, Defects, Differences between Single Entry and Double Entry System -Statement of Affairs Method - Conversion Method.

Learning Resources:

Text Books

1. TS Reddy &Dr.A.Murthy; Financial Accounting - Margham Publications , 6th Edition, 2019
2. Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana,4th edition

References Books

1. Dr.K.Ganesan & S.Ushena Begam-Accounting for Managers - Volume1, Charulatha Publications, Chennai
2. Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
3. David Kolitz; Financial Accounting-Taylor and Francis group,USA2017
4. M N Arora; Accounting for Management - Himalaya Publications House 2019.
5. S N Maheswari; Financial Accounting - Vikas Publishing House, Jan2018.

Websites/e-Learning Resources:

1. https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	3	3	3	2	1	2	1	3
CO 2	3	3	3	3	3	2	1	1	1	3
CO 3	3	3	3	3	3	2	1	2	2	3
CO 4	3	3	3	3	3	2	1	2	1	3
CO 5	3	3	3	3	3	2	1	2	2	3
Total	15	15	15	15	15	10	5	9	7	15
Average	3	3	3	3	3	2	1	1.8	1.4	3

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1403	Corporate Communication	Core	4	4

The prime objective of this course is to provide an exposure to the corporate /Business communication networks, ethics and practices for the students.

Course Outcomes:

At the end of the course, students will be able to,

CO1: cite the meaning, role and functions of communications.

CO2: explain the various kinds of written communication.

CO3: write a business report and business proposals

CO4: demonstrate group discussion and able to conduct meetings and Conferences.

CO5: apply various skills in presentations and public speaking.

Unit I: Introduction

12 Hours

Nature and Scope of Communication: Functions - Basics -Network -Types; Verbal and Non-Verbal Communication - Barriers of Communication; Listening: Feedback; Conversations: Types - Essential - Management of Conversations - Nonverbal Cues in Conversation.

Unit II: Business Writing

12 Hours

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.

Unit III: Report Writing

12 Hours

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.

Unit IV: Group Discussions and Team Presentations

12 Hours

Methodology–Guidelines–Functions and Team Presentations; Meetings and Conferences: Introduction-Planning a Meeting-Conference–Proceedings-Minutes and Evaluation.

Unit V: Presentation Skills

12 Hours

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

Learning Resources:

Text Books

1. Raman, M & Singh, P - Business Communication, Oxford University Press, 2010.
2. B. Ramdiwakar, Corporate communication, shanlax publication,

References

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

Websites/e-Learning Resources

1. <https://graduate.northeastern.edu/resources/what-is-corporate-communications/>
2. <https://www.gcu.edu/blog/language-communication/what-corporate-communications>
3. <https://www.continu.com/blog/importance-of-corporate-communication>
4. <https://www.shiksha.com/online-courses/articles/corporate-communication-importance-and-types/>
5. <https://www.devry.edu/blog/what-is-corporate-communications.html>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	2	2	1	2	2	2	1	1
CO 2	3	3	3	3	2	1	2	2	1	1
CO 3	3	2	3	3	2	2	2	2	1	1
CO 4	3	3	3	2	2	2	1	1	1	2
CO 5	3	3	2	3	2	1	2	2	2	1
Total	15	14	13	13	9	8	9	9	6	6
Average	3	2.8	2.6	2.6	1.8	1.6	1.8	1.8	1.2	1.2

S –Strong M-Medium L-Low

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1405	Managerial Economics	Supportive	5	4

The aim of this course is to apply economic concepts and techniques in evaluating business decisions taken by firms.

Course Outcomes:

At the end of the course, students will be able to,

CO1: familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario

CO2: explain the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving.

CO3: describe the optimal point of cost analysis and production factors of the firm

CO4: demonstrate the pricing methods and strategies that are consistent with evolving marketing needs

CO5: provide insights to the various market structures in an economy.

Unit I: Nature and Scope of Managerial Economics **15 Hours**

Definition of economics – important concepts of economics - relationship between micro, macro and managerial economics –nature and scope-objectives of firm.

Unit II: Demand analysis **15 Hours**

Theory of consumer behavior -Marginal utility analysis -indifference curve analysis
Meaning of demand -Law of demand -Types of demand-Determinants of demand-Elasticity of demand- Demand forecasting.

Unit III: Production and Cost Analysis **15 Hours**

Production - Factors of production – production function - Concept - Law of variable proportion -Law of return to scale and economics of scale -cost analysis -Different cost concepts -Cost output relationship short run and long run-Revenue curves of firms-Supply analysis.

Unit IV: Pricing Methods and Strategies **15 Hours**

Objectives -Factors -General consideration of pricing-methods of pricing -Dual pricing- Price discrimination

Unit V: Market Classification **15 Hours**

Perfect competition – Monopoly - Monopolistic competition – Duopoly - Oligopoly.

Learning Resources:

Text Books:

1. Dr.S.Sankaran; Managerial Economics; Margham Publication,Chennai,2019
2. R.cauvery ,U.K.Sudha Nayak, Dr.M.Girija,Dr.M.Meenakshi –S chand & Company-2010

References

1. Mehta P.L - Managerial Economics – Sultan Chand & Sons -New Delhi-2016
2. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8th edition, 2015.
3. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
4. Mithani D.M.-Managerial Economics –Himalaya Publishing House-Mumbai-2010
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

Websites/e-Learning Resources

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <https://www.intelligenteconomist.com/profit-maximization-rule>
3. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
4. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
5. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	3	3	2	2	2	2	1	1
CO 2	3	3	3	3	2	2	2	2	-	1
CO 3	3	3	2	3	2	2	2	2	1	-
CO 4	3	3	3	3	1	2	2	2	-	1
CO 5	3	3	3	2	2	2	1	2	1	-
Total	15	15	14	14	9	10	9	10	3	3
Average	3	3	2.8	2.8	1.8	2	1.8	2	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1201	Basics of Event Management	NME	3	2

This course is designed to manage and lead a team with roles and responsibilities to meet issues and challenges in organizing an event.

Course Outcomes:

At the end of the course, students will be able to,

CO1: describe the basic of event management its concept.

CO2: make an event design

CO3: make feasibility analysis for event

CO4: explain the 5 Ps of Event Marketing.

CO5: demonstrate the financial aspects of event management and its promotion

Unit I: Introduction

9 Hours

Event Management - Definition, Need, Importance, Activities

Unit II: Concept and Design of Events

9 Hours

Event Co-ordination, Developing &, evaluating event concept – Event Design.

Unit III: Event Feasibility

9 Hours

Resources - Feasibility, SWOT Analysis

Unit IV: Event Planning & Promotion

9 Hours

Marketing & Promotion -5Ps of Event Marketing - Product, Price, Place, Promotion, Public Relations

Unit V: Event Budget

9 Hours

Financial Analysis – Event Cost –Event Sponsorship

Learning Resources:

Text Books:

1. Event Management by Chaudhary, Krishna, Bio-Green Publishers.
2. Event management, an integrated & practical approach By Razaq Raj, Paul Walters &Tahir Rashid.

References:

1. Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh- Har- Anand Publications Pvt.Ltd.
2. Event Management by SwarupK.Goyal- AdhyayanPublisher–2009
3. Successful Event Management by Anton Shone & Bryn Parry

4. Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management by JudyAllen, Wiley Publishers
5. Event Planning: Management & Marketing For Successful Events: Management &Marketing for Successful Events: Become an Event Planning Pro &Create a Successful Event Series by Alex Genadinik Create Space Independent Publishing Platform,2015

Websites/e-Learning Resources

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. <https://www.inderscience.com/jhome.php?jcode=ijhem>International Journal of Hospitality & Event Management
3. <https://www.emeraldgrouppublishing.com/journal/ijefm>International Journal of Event and Festival Management
4. <https://www.eventbrite.com/blog/?s=roundup>
5. <https://www.eventindustrynews.com/>

CO-PO Mapping Table

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	3	2	1	3	2	3	3
CO 2	3	2	2	3	3	2	3	1	2	2
CO 3	3	2	2	2	2	2	3	1	2	2
CO 4	3	2	3	2	2	2	2	1	2	2
CO 5	3	3	2	2	3	3	2	1	3	2
Total	15	12	12	12	12	10	13	6	12	11
Average	3.0	2.4	2.4	2.4	2.4	2.0	2.6	1.2	2.4	2.2

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1402	Marketing Management	Core	4	4

The learners will have a clear understanding about the marketing concepts & its applications and exposure to the latest trends in marketing.

Course Outcomes:

At the end of the course, students will be able to,

CO1: describe the market place.

CO2: identify the market segmentation and the Product mix

CO3: select the different pricing methods and channels of distribution.

CO4: explain the communication mix and sales promotion tools

CO5: prepare according to the latest trends in market.

Unit I: Fundamentals of Marketing

12 Hours

Role of Marketing - Relationship of marketing with other functional areas –Concept of Marketing Mix - Marketing Approaches –Various environmental factors affecting the marketing functions.

Unit II: Segmentation

12 Hours

Need and Basis of Segmentation - Targeting- Positioning Product - Characteristics - Benefits - Classifications - Consumer Good Industrial Goods. Product Mix - New Product Development Process - Product Life Cycle. Branding - Packaging.

Unit III: Pricing

12 Hours

Factors influencing pricing decisions - Pricing Objectives. Market Physical Distribution: Importance -Various Kinds of Marketing Channels –Distribution Problems.

Unit IV: A Brief Overview of Communication Mix

12 Hours

Types of Media & its Characteristics - Print - Electronic - Outdoor – Internet - A tool to customer loyalty. Sales Promotion tools - IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM-Importance

Unit V: Sales Force Management

12 Hours

Personal Selling Process - Motivation, Compensation and Control of Sales Force-Digital Marketing: Introduction –Applications & Benefits.

Learning Resources:

Text Books

1. R.S.N. Pillai & Bhagavathi, Marketing Management, S.Chand & Company pvt. Ltd (an ISO 9001 : 2008 Company)
2. C.B.Gupta & Rajan Nair Marketing Management, Sultan Chand & Son 2020

References

1. Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
2. V.S. Ramaswamy & S. Namakumari, 2002, Principles of Marketing, first edition, S.G. Wasani/ Macmillan India Ltd,
3. Cranfield, Marketing Management, Palgrave Macmillan.
4. Harsh V Verma & Ekta Duggal, Marketing, Oxford University Press, 2017.
5. Sontakki C.N, Marketing Management, Kalyani Publishers, Ludhiana. 2016

Websites/e-Learning Resources

1. http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. Industrial Marketing Management | Journal | Science Direct.com by Elsevier
5. Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	3	2	3	2	2	1	2	2
CO 2	3	3	2	3	2	3	1	2	2	1
CO 3	3	2	2	3	3	3	3	1	3	2
CO 4	3	3	2	3	2	2	3	1	2	1
CO 5	3	3	3	3	3	1	2	2	2	2
Total	15	14	12	14	13	11	11	7	13	8
Average	3.0	2.8	2.4	2.8	2.6	2.2	2.2	1.4	2.6	1.6

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1502	Accounting for Managers II	Core	5	5

The goal of this course is to apply critical thinking skills on various elements of accounting issues and analyze the accounting information.

Course Outcomes:

At the end of the course, students will be able to,

CO1: provide basic understanding of cost concepts and classification.

CO2: develop skills in tools & techniques and critically evaluate decision making in business.

CO3: describe various ratios and cash flow related to finance

CO4: demonstrate the role of budgets and variance as a tool of planning and control.

CO5: gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

Unit I: Cost Accounting

15 Hours

Meaning, nature, scope and functions, need, importance and limitations – Cost concepts and classification - Cost sheets -Tenders &Quotation.

Unit II: Management Accounting

15 Hours

Meaning - nature, scope and functions, need, importance and limitations - Management Accounting Vs Cost Accounting - Management Accounting Vs Financial Accounting. Analysis and Interpretation of financial statements - Nature, objectives, essentials and tools, methods - Comparative Statements, Common Size statement and Trend analysis.

Unit III: Ratio Analysis

15 Hours

Interpretation, benefits and limitations - Classification of ratios - Liquidity, Profitability, turnover – Cash flow and Funds flow statement.

Unit IV: Budgets and Budgetary Control

15 Hours

Meaning, objectives, merits and demerits - Sales, Production, flexible budgets and cash budget.

Unit V: Marginal Costing

15 Hours

CVP analysis - Break even analysis.

Learning Resources:

Text Books

1. T. S. Reddy and Dr. Y. Hari Prasad Reddy- Management Accounting, MarghamPublication,2016
2. T. S. Reddy and Dr. Y. Hari Prasad Reddy- Cost Accounting, Margham Publications,

References Books

1. E.Gordon, N Sundram & M Sriram, Management Accounting Principles and Practices, Himalaya Publishing House, First edition, 2018
2. Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers –Volume II, Charulatha Publications, Chennai
3. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
4. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
5. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019.

Websites/e-LearningResources

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>
5. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	3	3	3	2	2	1	2	2
CO 2	3	3	3	3	3	2	1	1	1	3
CO 3	3	3	3	3	3	2	1	1	2	3
CO 4	3	3	3	3	3	2	1	1	1	3
CO 5	3	3	3	3	3	2	2	2	2	3
Total	15	15	15	15	15	10	5	9	7	15
Average	3	3	3	3	3	2	1.4	1.2	1.6	2.8

Strong - 3**Medium-2****Low-1**

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1404	International Business	Core	4	4

The students will gain an exposure to global business strategies and enrich their knowledge on key areas relating to global market.

Course Outcomes:

At the end of the course, students will be able to,

CO1: familiarize with basic concepts of International Business

CO2: impart knowledge about theories of international trade

CO3: explain the concepts of foreign exchange market and foreign direct investment

CO4: describe the global environment

CO5: gain knowledge on the Contemporary Issues of International Business

Unit I: Introduction to International Business **12 Hours**

Importance, nature and scope of international business - Internationalization process and Approaches - Modes of entry - Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs.

Unit II: Introduction of Trade Theories **12 Hours**

Mercantilism -Absolute Advantage - Comparative Advantage –Heckscher - Ohlin Theory - The New Trade Theory -Porter's Diamond Competitive Advantage Theory.

Unit III: Foreign Investments **12 Hours**

Pattern, Foreign exchange rates and their impact on trade and investment flows - Functions of Foreign Exchange Market- Foreign Direct Investments -Factors influencing FDI - Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment –Advantages of Host and Home Countries.

Unit IV: Drivers in Globalization **12 Hours**

Globalization of Markets, production, investments and Technology. World trade in goods and services - Major trends and developments- World trade and protectionism - Tariff and non-tariff barriers.

Unit V: Regional Economic Groupings in Practice **12 Hours**

Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO.

Learning Resources:

Text Books

1. Gupta C B, International Business,S Chand & Co.Ltd, 2014
2. Cherunilam, F, International Business: Text and Cases, 5th Edition, PHI Learning, 2010

ReferencesBooks

1. Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
2. Griffin,R., InternationalBusiness,7th Edition,Pearson Education, 2012.
3. Tamer Cavusgil S,Gary Knight,John Riesenberger, International Business The New Realities,4th edition, Pearson , 2017
4. Aswathappa K, International Business,7th Edition, McGraw-Hill, 2020
5. Subba RaoP, International Business, (Text and Cases), Himalaya Publishing House, 2016

Websites/e-Learning Resources

1. <https://online.hbs.edu/blog/post/international-business-examples>
2. https://saylordotorg.github.io/text_international-business
3. <https://www.imf.org/en/home>
4. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>
5. <http://www.simplynotes.in/e-notes/mbabba/international-business-management/>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	3	3	2	2	2	2	1	-
CO 2	3	3	3	2	2	1	2	2	-	1
CO 3	3	3	3	3	2	2	2	2	-	1
CO 4	3	2	3	3	2	2	1	2	1	-
CO 5	3	3	3	3	2	2	2	2	-	1
Total	15	14	15	14	10	9	9	10	2	3
Average	3	2.8	3	2.8	2	1.8	1.8	2	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1202	Business Etiquette and Corporate Grooming	NME	3	2

The aim of this course is to understand various personality traits and apply the right grooming technique for professional outlook.

Course Outcomes:

At the end of the course, students will be able to,

CO1: impart knowledge about basic etiquettes in professional conduct

CO2: provide understanding about the work place courtesy and ethical issues involved

CO3: suggest on guidelines in managing rude and impatient clients

CO4: familiarize students about significance of cultural sensitivity and the relative business attire

CO5: stress on the importance of attire

Unit I: Introduction to Business Etiquette

9 Hours

Introduction- ABCs of etiquette - meeting and greeting scenarios - principles of exceptional work behaviour- role of good manners in business-professional conduct and personal spacing.

Unit II: Workplace Courtesy and Business Ethics

9 Hours

Workplace Courtesy- Practicing common courtesy and manners in workplace - Etiquette at formal gatherings - Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment - real life workplace scenarios - company policy for business etiquette

Unit III: Etiquette

9 Hours

Telephone Etiquette, email etiquette and Disability Etiquette, Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices

Unit IV: Diversity and Cultural Awareness

9Hours

Diversity and Cultural Awareness at Workplace Impact of diversity –Cultural Sensitivity – Taboos and Practices - Inter - Cultural Communication.

Unit V: Business Attire and Professionalism

9 Hours

Business Attire and Professionalism Business style and professional image – dress code-guidelines for appropriate business attire – grooming for success.

Learning Resources:

Text Books

1. Indian Business Etiquette, Raghu Palat, JAICO Publishers
2. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt.Ltd.

References:

1. Nimeran Sahukar, Prem P.Bhalla,—The Book of Etiquette and manners, Pustak Mahi publishers ,2004
2. Nina Kochhar,—At Ease with Etiquette, B.jain Publisher, 2011.
3. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter, McGraw Hill Education

Websites/e-Learning Resources

1. <http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf>
2. [https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20\(1\).pdf](https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf)
3. <https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf>
4. https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm
5. https://wikieducator.org/Business_etiquette_and_grooming

CO-PO Mapping Table

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	2	1	1	3	3	2	3
CO 2	3	3	3	2	1	1	2	3	3	2
CO 3	3	3	3	3	1	1	3	2	2	3
CO 4	3	2	2	2	1	1	2	2	2	2
CO 5	3	2	1	2	1	1	3	3	1	2
Total	15	13	11	11	5	5	13	13	10	12
Average	3	2.6	2.2	2.2	1	1	2.6	2.6	2	2.4

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA1200	Environmental Studies	AEC	3	2

To acquaint the learners with the knowledge and awareness of environment and pollution.

Course Outcomes:

At the end of the Course, students will be able to,

CO1: describe the natural environment that we live in.

CO2: acknowledge and gratify natural components and resources.

CO3: decrease their contribution towards pollution of natural resources and Instead, saving them.

CO4: identify opportunities for businesses to help promote conservation of nature and issues that endangers it.

CO5: develop both individual and social ethics that would create responsible Human beings.

Unit I: Environmental Studies

9 Hours

Meaning – Objectives - Components – Physical – Biological – Scope –Importance of Studying Environmental Studies.

Unit II: Eco System

9 Hours

Concept - Components - Kinds –Structure - Food chains – Characteristic –Ecosystem Services

Unit III: Natural Resources

9 Hours

Land Resources - Mineral Resources- Food Resources- Forest Resources – Water Resources
-Uses of water.

Unit IV: Pollution

9 Hours

Non-Degradable and Bio gradable pollutants - Types of pollutions - Sources.

Unit V: Human communities and the Environment

9 Hours

Characteristics of human population –Population Growth Trends in India – Impact of Over Population on the Resources.

Learning Resources:

Text Books.

1. Erach Bharucha - "Textbook of Environmental Studies", published by Universities Press in 2019.
2. Dr.SaritaKumar, Fundamental of Environmental Studies, Sultan Chand & Sons New Delhi, 2021.

References

1. Anindita Das - "Environmental Studies: Concepts, Connections, and Controversies", published

- by Oxford University Press in 2023.
2. Dr.S.S.Dhote-"Introduction to Environmental Studies", published by Himalaya Publishing House in 2022.
 3. Anindita Basak-"Environmental Studies: Multiple Choice Questions" , published by McGraw Hill Education in 2021.
 4. Rajagopalan Vasudevan,- "Environmental Studies: From Crisis to Cure"published by S.Chand &Company Ltd. in 2020.

Websites/e-Learning Resources

1. <https://www.cseindia.org/>
2. <https://www.teriin.org/>
3. <http://www.ises.co.in/>
4. <http://www.indiaenvironment.org/>
5. <https://www.moef.gov.in/>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	2	1	1	1	2	1	1	1
CO 2	3	3	3	3	1	2	2	3	1	3
CO 3	3	3	3	2	1	2	3	3	3	2
CO 4	3	3	2	1	1	1	3	2	3	2
CO 5	3	3	3	3	1	1	3	1	3	2
Total	15	15	13	10	5	7	13	10	11	10
Average	3.0	3.0	2.6	2.0	1.0	1.4	2.6	2.0	2.2	2.0

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA2501	Organizational Behaviour	Core Course	5	5

This course is designed to impart the knowledge to students on psychological, behavioural, organisational and cultural aspects that are present in organisations.

Course Outcomes:

At the end of the course, students will be able to,

CO1 : define Organisational Behaviour, recall the basics of OB.

CO2 : explain the concepts personality, perception and learning.

CO3 : discuss the complexities and matters related to group behaviour and leadership.

CO4 : tell the concept of culture in organisations and aspects of organisational structure.

CO5 : describe the concept of organisation change, conflict and power

Unit I: Introduction

15 hours

Concept of Organizational Behaviour (OB); Definition, nature, scope and role of OB: Disciplines that contribute to OB; Opportunities for OB.

Unit II: Personality

15 hours

Nature of Personality -Types- Determinants - Theories of Personality - Shaping of Personality; Perception: Meaning and Definition - Perceptual Process - Factors influencing Perception. Attitudes: Components of Attitudes -Types -Formation of Attitudes; Learning: Meaning and definition - Learning process, classical conditioning theory of Learning - Operant conditioning theory; Motivation: Definition -types - importance: Theories of motivation -Maslow's hierarchy of needs theory - Alderfer's ERG Theory - Herzberg's motivation hygiene theory.

Unit III: Groups and work teams

15 hours

Concept: Five stage model of group development; Group norms - cohesiveness - Group think and shift; Teams; types of teams; Creating team players from individuals and team based work(TBW)- Leadership: Concept; Trait theories; Behavioural theories (Blake and Mouton managerial grid); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal);

Unit IV: Concept of organisational culture

15 hours

Impact – importance- creating and sustaining culture: Concept of structure - Prevalent organizational designs: New design options.

Unit V: Organisational Change

15 Hours

Definition - process - reasons for change - resistance to change - overcoming resistance to change. Concept of conflict: Conflict process; types, functional/ dysfunctional conflict: Introduction to power and politics.

Learning Resources:

Text Books

1. K. Aswathappa, Organizational Behaviour, 14th edition, Himalaya Publishing House, 2023.
2. Neharika Vohra Stephen P. Robbins, Timothy A. Judge, Organizational Behaviour, Pearson Education, 18th Edition, 2022.

References Books

1. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd
2. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition
3. S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi.
4. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
5. John Newstrom, Organizational Behaviour: Human Behaviour at Work, McGraw Hill Education; 12th edition (1 July 2017)

Websites/ e-Learning Resources:

- 1 <https://www.iedunote.com/organizational-behavior>
- 2 <https://www.london.edu/faculty-and-research/organisational-behaviour>
- 3 Journal of Organizational Behavior on JSTOR
- 4 International Journal of Organization Theory & Behavior | Emerald Publishing
- 5 <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	2	1	1	1	2	1	1	1
CO 2	3	3	3	3	1	2	2	3	1	3
CO 3	3	3	3	2	1	2	3	3	3	2
CO 4	3	3	2	1	1	1	3	2	3	2
CO 5	3	3	3	3	1	1	3	1	3	2
Total	15	15	13	10	5	7	13	10	11	10
Average	3.0	3.0	2.6	2.0	1.0	1.4	2.6	2.0	2.2	2.0

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/W k.	Credits
24BBA2601	Financial Management	Core	6	6

The course aims to provide students with a comprehensive understanding of financial management principles and sources of finance.

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the basics of finance, sources of finance, and the role of financial management.

CO2: describe the capital structure planning, its factors, theories, and the cost of capital.

CO3: apply the capital budgeting techniques to evaluate investment projects and understand capital rationing.

CO4: evaluate the dividend policies, their impact on shareholder wealth, and study various dividend models.

CO5: examine the components of working capital, its determinants, and methods for forecasting working capital needs.

Unit I: Financial Management

18 Hours

Meaning, objectives and Importance of Finance - Sources of finance - Functions of financial management - Role of financial manager in Financial Management.

Unit II: Capital structures planning

18 Hours

Factors affecting capital structures - Determining Debt and Equity proportion - Theories of capital structures - Leverage concept; Cost of capital -Cost of equity - Cost of preference share capital - Cost of debt - Cost of retained earnings -Weighted Average (or) Composite cost of capital (WACC).

Unit III: Capital Budgeting

18 Hours

Accounting Rate Return, Payback period, Net present value, Internal Rate Return, Capital rationing, simple problems on capital budgeting methods.

Unit IV: Dividend policies

18 Hours

Factors affecting dividend payment - Company Law provision on dividend payment -Various Dividend Models (Walters Gordon's - M.M. Hypothesis).

Unit V: Working capital

18 Hours

Components of working capital - operating cycle - Factors influencing working capital - Determining (or) Forecasting of working capital requirements.

Learning Resources:

Text Books

1. I.M. Pandey, "Financial Management" by Pearson Education 12th edition, 2021.
2. M.Y. Khan and P.K. Jain, "Financial Management: Text, Problems and Cases" by McGraw-Hill Education, 8th edition, 2018.

Reference Books

1. Prasanna Chandra, "Financial Management: Theory and Practice", McGraw Hill Education, 10th Edition, 2020.
2. S.N. Maheshwari, "Financial Management: Principles & Practice", Sultan Chand & Sons, 15th Revised Edition, 2019.
3. Dr. A. Murthy, "Financial Management" Margham Publications, 1st Editions, 2013.
4. Dr Kulkarni and Dr. Sathya Prasad, Financial Management, 13th Edition 2011.

Websites/e-Learning Resources:

1. https://www.managementstudyhq.com/financial-management-meaning-objectives-functions.html#google_vignette
2. <https://www.managementstudyguide.com/financial-management.htm>
3. <https://www.wallstreetmojo.com/financial-management/>
4. <https://www.economicdiscussion.net/financial-management/introduction-to-financial-management/33281>

CO-PSO Mapping Table

CO/PSO	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO10
CO1	3	2	2	2	2	1	2	2	1	1
CO2	3	2	3	3	3	1	3	1	1	1
CO3	3	1	3	3	3	1	2	2	1	1
CO4	3	1	2	2	3	1	2	2	1	2
CO5	3	2	3	3	2	1	3	2	1	2
Total	15	8	13	13	13	5	12	9	5	7
Average	3	1.6	2.6	2.6	2.6	1	2.4	1.8	1	1.4

Strong - 3

Medium-2

Low-1

Course Code	Course Name	Category	Hours/WK	Credits
24BBA2503	Strategic Management	Core	5	5

This course is designed to enhance overall organizational performance, which leads to manageable growth.

Course Outcomes

At the end of the course, students will be able to,

CO1: state the strategic management process and the complexities of business environment.

CO2: discuss the external environmental and internal organizational factors influencing strategy formulation.

CO3: construct the skills required for selection of the most suitable strategies for a business organization

CO4: explain the workable solutions to the issues and challenges related to successful implementation of the chosen strategies.

CO5: attain enhanced knowledge with current developments

Unit I: Introduction to Strategic Management 15 Hours

Overview of Strategic Management - Process - Levels of Strategy Strategic Intent-Vision and Mission Business Definition

Unit II: Business Environment 15 Hours

External Environment Appraisal using PESTEL (Political, Economic, Social, Technical, Legal, and Environmental). Competitor Analysis using Porter's 5-Forces model - Environmental Threat and Opportunity Profile (ETOP) Value chain Analysis- Strategic Advantage Profile (SAP) - Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis

Unit III: Strategic alternatives at corporate level 15 Hours

Concept of grand strategies -Strategic choice models - BCG(Boston Consulting Group) - GE(General Electric) Nine Cell Matrix- Hofer's matrix-Strategic alternatives at business level: Michael Porter's Generic competitive strategies

Unit IV: Strategic Implementation 15 Hours

Developing short-term objectives and policies, functional tactics, and rewards - Structural Implementation: an overview of Structural Considerations - Behavioral Implementation: an overview of Leadership and Corporate Culture - Mc Kinsey 7-S Framework - Establishing Strategic Control.

Unit V: Balanced Scorecard 15 Hours

Concept of Balanced Scorecard approach. Use of Big data for Balanced score card - Importance of Corporate Social Responsibility & Business Ethics - Concept of Corporate Sustainability

Learning Resources:

Text Books:

1. Strategic Management: LM Prasad, Sultan Chand & Sons publication.
2. Strategic management, Dr C B Gupta, S.Chand publication.

References:

1. Thomson & Strickland, (2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011)
2. N. Chandrasekaran, Ananthanarayanan (2011), Strategic Management, Oxford University Press -First Edition -Second Impression (2012)
3. Ireland, Hoskisson & Manikutty (2009), Strategic management - A South Asian Perspective, Cengage Learning- Ninth Edition (2012)
4. Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson.
5. Kenneth Carrig, Scott A Snell. Strategic Execution: Driving Breakthrough performance in business, Stanford University Press (2019)

Web Resources

1. Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266>
2. <https://str.aom.org/teaching/all-levels>
3. <https://online.hbs.edu/courses/business-strategy/>
4. <https://open.umn.edu/opentextbooks/textbooks/73>
5. https://www.oreilly.com/library/view/strategic-management/9789389588064/xhtml/34_References.xhtml

CO -PSO MAPPING TABLE

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO1	3	3	2	2	1	2	2	2	1	1
CO2	3	3	3	3	2	1	2	2	1	1
CO3	3	2	3	3	2	2	2	2	1	1
CO4	3	3	3	2	2	2	1	1	1	2
CO5	3	3	2	3	2	1	2	2	2	1
Total	15	14	13	13	9	8	9	9	6	6
Average	3	2.8	2.6	2.6	1.8	1.6	1.8	1.8	1.2	1.2

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA2201	Entrepreneurial Skill New Venture Development	Skill Enhancement Course	3	2

The basic objective of this course is to provide fundamental knowledge about new venture development to generate and evaluate new business ideas among students.

Course Outcomes:

At the end of the course, students will be able to,

CO1: describe to generate and evaluate new business ideas

CO2: discuss about a business model that generates money

CO3: illustrate how to find, evaluate and buy a business

CO4: evaluate the feasibility of idea into a Venture

CO5: explain sources who lend for new ventures

Unit I: Concept of Entrepreneurship

9 Hours

Evolution - importance - Importance of entrepreneurship - developing creativity and understanding innovation - stimulating creativity; Organizational actions that enhance creativity - Managerial responsibilities - Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Unit II: Developing Successful Business Ideas

9 Hours

Recognizing Opportunities and Generating Ideas - Entry strategies: New Product - Franchising - Buying an existing firm.

Unit III: Feasibility Analysis

9 Hours

Marketing; Technical and Financial Feasibility analysis - Industry and Competitor Analysis - Assessing a New Venture's Financial Strength and Viability

Unit IV: Moving from an Idea to a New Venture

9 Hours

Preparing the Proper Ethical and Legal Foundation - Building a New-Venture Team - Leadership - Corporate Entrepreneurship - Social Entrepreneurship.

Unit V: Financing the New Venture

9 Hours

Financing entrepreneurial ventures - Managing growth; Valuation of new company - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, Micro Small Medium Enterprises - any new venture - rules and regulations governing support by these institutions.

Learning Resources:

Text Books

1. Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
2. Entrepreneurship, 11th Edition, By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha, McGraw Hill

Reference Books

1. Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., &Zimmerer, T. (2016). Boston: Pearson.
2. Entrepreneurship and New Venture Creation; ArunSahay, V. Sharma; Excel Book (2008)
3. New Venture Creation, Kathleen R. Allen, Cengage Publication (2013)
4. Entrepreneurship Development, Indian Cases on Change Agents by K. Ramachandran, McGraw Hill Publication
5. Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications.

Websites/ e-Learning Resources:

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

CO-PO Mapping Table

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	1	2	2	1	1
CO3	3	3	3	3	3	2	2	2	2	2
CO4	3	3	3	3	2	2	2	1	2	2
CO5	3	3	3	3	3	1	2	2	2	2
Total	15	15	15	14	13	8	10	8	8	8
Average	3	3	3	2.8	2.6	1.6	2	1.6	1.6	1.6

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA2502	Business Environment	Core Course	5	5

This course is designed in such a manner for the students to understand the various elements and aspects of environment that prevail in business.

Course Outcomes:

At the end of the course, students will be able to,

CO1 : explain the concept of business environment & its significance

CO2 : state the various environmental factors and its impact on business.

CO3 : illustrate the societal environmental factors and its impact on business

CO4 : recall the importance of consumer orientation in business and international trade.

CO5 : describe the technological environment and it's advancements.

Unit I: Business Environment

15 Hours

Types of Environment-Internal and External Environment; Competitive Structure of Industries; Competitor analysis: Nature, Scope and objectives of Business; Environmental analysis and forecasting.

Unit II: Economic Environment

15 Hours

Nature of the Economy - Structure of the Economy - Economic Policies -Economic Conditions; Monetary and Fiscal Policies: Political, Government, Legal, Natural and Demographic Environment.

Unit III: Societal environment of Business

15 Hours

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.

Unit IV: Social Audit

15 Hours

Consumerism and business - Consumer rights- exploitation- Consumerism- consumer protection- consumerism in India- consumer protection act; Global Environment: General Agreement on Trade and Tariff :World Trade Organization and Global Liberalization

Unit V: Technology Environment

15 Hours

Industry 4.0-Meaning-Features- basic Applications and uses- Block chain: Artificial Intelligence, Augmented Reality, Cloud, Internet of Things, Industrial Internet of Things, Big Data and Analytics.

Learning Resources:

Text Books

1. Francis Cherunilam, Business Environment, Himalaya Publications, 25th revised edition New Delhi, 2016
2. K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India

References Books

1. Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan
2. Business Environment Ruchi Goyal Publisher: Neelkanth Publishers Pvt. Ltd.2019
3. Business Environment, Fourth Edition, By Pearson
4. Business Environment Indian And Global Perspective 3rd Edition by Ahmed, Faisal Alam, M. Absar, Phi Learning

Websites/ e-Learning Resources:

1. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
2. <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences>
3. <https://pestleanalysis.com/political-factors-affecting-business/>
4. <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	2	1	2	1	1	1	1	1	1
CO 2	3	3	2	2	1	2	2	2	3	1
CO 3	3	3	2	2	1	1	2	2	3	2
CO 4	3	3	2	2	1	1	1	1	2	1
CO 5	3	2	2	2	1	3	2	2	3	2
Total	15	13	9	10	5	8	8	8	12	7
Average	3.0	2.6	1.8	2.0	1.0	1.6	1.6	1.6	2.4	1.4

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA2602	Business Regulatory Frame Work	Core	6	6

The students will articulate the Legal acts which provide framework for making business decisions and facilitates commercial transactions

Course Outcomes:

At the end of the course- students will be able to,

CO1: discuss the Indian Contracts Act and Special Contracts Act

CO2: acquire knowledge of the Sales of goods act& contract of agency

CO3: explain the Indian Companies Act 1956

CO4: exemplify the Consumer Protection Act - RTI

CO5: describe the Cyber laws and IT Act

Unit I: Formation of Contract

18 Hours

Brief outline of Indian Contracts Act 1872 - Formation - Nature and Elements of Contract - Classification of Contracts - Contracts Vs Agreement - offer and acceptance - Considerations - Capacity of Contract- Free Consent - Agreements Declared Void- Contingent Contract - Quasi Contracts- Indemnity -Bailment - and Pledge.

Unit II: The Sale Goods Act – 1930

18 Hours

Introduction - Formation of the Contract of Sale - Goods and their Classification - Condition and Warranties - Passing (Transfer) of Property (Ownership) in goods - Transfer of Title by Non-Owners - Performance of Contract of Sale - Unpaid Seller and His Rights - Sale by Auction - Contract of Agency: Kinds of Agency - Duties and Rights of the Agent - Scope of Agent's Authority - liabilities of Principal and Agent to Third Parties - Termination of Agency.

Unit III: Indian Companies Act 1956

18 Hours

Forms of Companies - Characteristics of Company - Advantages of incorporation - Conversion of Private Company into Public Company Formation of Company – Promotion. Commencement of Business-Memorandum and Articles of Association - Difference between Articles and Memorandum - Appointment of Directors -Duties -Meeting - Resolutions - Winding up

Unit IV: Consumer Protection Act & Right to Information Act

18 Hours

Consumer Protection Act - Objectives and Basic Concepts - Consumer rights and Guidelines on consumer protection - Consumer goods - defect in goods - spurious goods and services - service-deficiency in service - unfair trade practice - restrictive trade practice. Right to Information Act and features.

Unit V: Cyber laws and IT Act 2000 & 2008**18 Hours**

Cyber laws - Introduction - Digital Signatures - E-commerce - Copyright Issues - Trademark Issues and Information and Technology Act - 2000 and 2008.

Learning Resources:**Text Books**

1. Pillai R S N- Bhagavati- Business Law- Third Edition- Sultan Chand
2. Business Law (Commercial Law) - Dr. M.R. Sreenivasan.

Reference Books

1. Business Regulatory Framework- SahityaBhawan Publications. Revised- 2022.
2. Business Regulatory Framework- Garg K.C.- Sareen V.K.- Sharma Mukesh- 2013
3. Bare Acts- RTI- Consumer Protection Act.
4. Business Regulatory Framework- Dr.Pawan Kumar Oberoi- Global Academic Publishers & Distributors- 2015
5. Elements of Merchantile Law- N D Kapoor(2019)- Sultan Chand & Sons

Websites/ e-Learning Resources:

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. International Journal of Law (lawjournals.org)
5. https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework

CO-PSO Mapping Table

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	1	2	2	1	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	3	3	3	3	2	2	2	1	1	1
CO5	3	3	3	3	3	1	2	2	1	1
Total	15	15	15	14	13	8	10	8	5	5
Average	3	3	3	2.8	2.6	1.6	2	1.6	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA2504	Production and Materials Management	Core	5	5

To give an overview of the production process of products and to impart knowledge about a plant layout and materials management among students.

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the basic concepts and functions of production management

CO2: describe the layout of manufacturing facilities, principles of a good layout and service facilities

CO3: illustrate the work study & method study, its procedure & quality control techniques in production.

CO4: state the inventory control concepts and its replenishment to manage inventory

CO5: discuss the purchase management procedure and vendor rating mechanisms

UNIT 1: Introduction

15 hours

Meaning- scope and Functions of Production Management - Different types of Production Systems; Production design & Process planning: Plant location- Factors to be considered in Plant Location - Plant Location Trends.

UNIT 2: Layout of Manufacturing Facilities

12 hours

Principles of a Good Layout -Layout Factors - Basic Types of Layouts - Service Facilities.

UNIT 3: Methods Analysis and Work Measurement

15 hours

Methods Study Procedures -The Purpose of Time Study - Stop Watch Time Study - Performance Rating Allowance Factors - Standard Time - Work Sampling Technique; Quality Control: Purposes of Inspection and Quality Control - Acceptance Sampling by Variables and Attributes - Control Charts.

UNIT 4: Integrated Materials Management

18 hours

Concept- service function advantages; Inventory Control: Function of Inventory – Importance - Replenishment Stock - Material demand forecasting: (MRP) Materials requirement planning- Basis tools -(ABC) Always better control- (VED) vital, essential and durable - (FSN) fast moving, slow moving and non moving Analysis - Inventory Control Of Spares And Slow Moving Items –(EOQ) Economic order quantity - (EBQ) economic batch quantity - Stores Planning -Stores Keeping and Materials Handling -objectives and Functions.

UNIT 5: Purchase Management

15 hours

Purchasing - Procedure - Dynamic Purchasing - Principles -import substitution- Vendor rating and Management.

Learning Resources:

Text Book:

1. K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020
2. R.B Khanna, Production and Operations management, Prentice Hall Publications, 2015

Reference Book:

1. P.Saravanel and S.Sumathi; Production and Materials Management, Margham Publications, 2015
2. M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004
3. P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
4. P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013.
5. S.N.Chary, Production and Operations Management, JBA Publishers, Edition VI

Web Resources:

1. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4. https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf
5. <https://examupdates.in/materials-management-notes/>

CO-PSO MAPPING

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	3	3	3	3	2	2	2	2	1	-
CO2	3	3	3	2	2	1	2	2	-	1
CO3	3	3	3	3	2	2	2	2	-	1
CO4	3	2	3	3	2	2	1	2	1	-
CO5	3	3	3	3	2	2	2	2	-	1
TOTAL	15	14	15	14	10	9	9	10	2	3
AVERAGE	3	2.8	3	2.8	2	1.8	1.8	2	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA2402	Fundamentals of Logistics	Supportive	5	4

The learner in this course will be able to comprehend the basic concept based and systemic approach towards those business ventures that involve logistics.

Course Outcomes:

At the end of the course, students will be able to,

CO1 : state the basic concepts relating to logistics

CO2 : analyse the role of outsourcing and customer service in logistics

CO3 : appraise the needs, modes and issues relating to global logistics

CO4 : describe about the different activities allied to logistics

CO5 : illustrate the various areas of logistics where technology can be applied

Unit I: Introduction to Logistics

15 Hours

History of Logistics-Supply chain management and logistics- Need- principles- benefits- types of logistics - cost saving & Productivity improvement-Basic concepts of national logistics policy.

Unit II: Customer service and Outsourcing

15 Hours

Definition of customer service- Elements of customer service- Phases in customer service: Customer retention- Procurement and Outsourcing: Definition of Procurement- Outsourcing benefits of Logistics; Critical issues in logistics outsourcing.

Unit III: Global Logistics and Supply Chain

15 Hours

Global Logistics - Global Supply Chain- Organizing for Global Logistics-Strategic issues in global logistics - Forces driving globalization - Modes of transportation in global logistics- Barriers to global logistics -Financial issues in logistics performance; Need for integrated logistics- Role of 3rdParty &4thparty- Overview of export and import.

Unit IV: Key logistics activities

15 Hours

Warehousing: meaning- types- benefits; Transportation: Meaning- Types of Transportations- efficient transportation system and its benefits; Courier logistics: Meaning - Categorization of consignments - guidelines in pricing courier-express service for international and domestic shipping.

Unit V: Technology & Logistics

15 Hours

Informatics, using logistics system to support time based competition- Bar coding: Global Positioning System: Point of sale data: Artificial Intelligence- Electronic data interchange -types- benefits.

Learning Resources:

Text Books

1. Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012
2. Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011

References Books

1. Janat Shah, Supply Chain Management -Text and Cases, Pearson Education, 5th edition, 2012.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5th edition, 2012.
3. Fundamentals of Logistics Management (The Irwin/ McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998
4. Fundamentals of Logistics Management, David Grant, Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

Websites/ e-Learning Resources:

1. <https://www.techtarget.com/searcherp/definition/logistics-management>
2. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
3. <https://www.track-pod.com/blog/functions-of-logistics/>
4. <https://www.projectmanager.com/blog/logistics-management-101>
5. <https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	2	1	1	1	1	1	1	2
CO 2	3	2	2	2	1	1	2	1	1	2
CO 3	3	3	2	2	2	2	2	1	2	3
CO 4	3	3	3	2	1	2	3	1	2	2
CO 5	3	3	2	2	1	3	2	1	2	2
Total	15	14	11	9	6	9	10	5	8	11
Average	3.0	2.8	2.2	1.8	1.2	1.8	2.0	1.0	1.6	2.2

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA2202	Managerial Skill Development	Skill Enhancement Course (SEC)	3	2

The course aims to develop students' managerial skills through a deep understanding of self-awareness, self-esteem, creative thinking and effective communication techniques.

Course Outcomes:

At the end of the course, students will be able to,

CO1: identify the self-confidence, groom the personality and build emotional competence.

CO2: discuss the self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.

CO3: analyze the emotional competence, understanding emotional intelligence (EI), and applying positive and negative emotions effectively.

CO4: evaluate the critical-thinking and analytical skills to investigate complex problems to propose viable solutions.

CO5: apply the communication skills through various methods like oral presentations, conducting meetings, and using non-verbal communication effectively.

Unit I: Self

9 Hours

Core Competency, Understanding of Self, Components of Self - Self-identity, Self-concept, Self - confidence and Self-image; Skill Analysis and finding the right fit; Self-learning styles, attitude towards change and applications of skills.

Unit II: Self Esteem

9 Hours

Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.

Unit III: Building Emotional Competence

9 Hours

Emotional Intelligence - Meaning, Components, Importance and Relevance, Positive and Negative Emotions, Healthy and Unhealthy expression of Emotions; The six-phase model of Creative Thinking: ICEDIP model (Inspiration, Clarification, Evaluation, Distillation, Incubation, and Perspiration)

Unit IV: Thinking skills

9 Hours

The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking; Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation.

Unit V: Communication related to course**9 Hours**

How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics; Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.

Learning Resources:**Text Books**

1. Joshi, Campus to Corporate -Your Roadmap to Employability, Sage Publication G, (2015).
2. McGrath E. H., Basic Managerial Skills, Prentice Hall India Learning Private Limited, (9 Ed. 2011).

Reference Books

1. M.S. Rao ,"Soft Skills: Enhancing Employability" I.K. International Publishing House, 2013.
2. Kathryn Rentz, Marie Elizabeth Flatley, and Paula Lentz, "Business Communication: Connecting in a Digital World"Mc Graw Hill,2013.
3. Barun K. Mitra,"Personality Development and Soft Skills, Oxford University Press (India), 2016.
4. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.

Websites/e-Learning Resources:

1. <https://extension.psu.edu/developing-self-leadership-competencies>
2. https://www.academia.edu/4358901/managerial_skill_developmentpdf
3. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
4. [https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MB A-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MB A-1-MSD(Managerial%20skill%20development).pdf)
5. <https://professional.dce.harvard.edu/blog/how-self-awareness-makes-you-a-better-manager/>

CO-PO Mapping Table

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	2	2	2	1	2	2	1	2
CO 2	3	3	2	3	2	1	2	2	1	2
CO 3	3	2	3	2	2	1	2	2	1	2
CO 4	3	2	3	3	2	1	2	2	2	3
CO 5	3	3	2	2	2	1	2	2	2	3
Total	15	12	12	12	10	5	10	10	7	12
Average	3	2.4	2.4	2.4	10	1	2	2	1.4	2.4

Strong - 3**Medium-2****Low-1**

Course Code	Name of the Course	Category	Hours/W k.	Credits
24BBA3601	Human Resource Management	Core	6	6

This course aims to equip students with a thorough understanding of human resource management, including HR planning, recruitment, training, performance management, employee engagement, compensation, and current trends in HR practices.

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the nature and scope of Human Resources Management, highlighting the roles and responsibilities of an HR manager.

CO2: describe the processes and methods involved in Recruitment, Selection, and Job Analysis.

CO3: evaluate the Training and Performance Management, and Career Development.

CO4: analyze Employee Engagement, Compensation, and Welfare measures.

CO5: discuss the concepts of Human Resource Audit, HRIS, and Recent Trends in HRM.

Unit I: Introduction to Human Resource Management 18 Hours

Nature and scope of Human Resources Management - Roles & responsibilities of HR manager- HR Policies & procedures-Differences between personnel management and HRM - Environment of HRM - Concept & scope of Strategic Human resource management (SHRM) - HRM as a competitive advantage in the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world.

Unit II: Human Resource Planning 18 Hours

Job Evaluation – methods - Job analysis - Job description, Job specification - Recruitment - Selection - Process, Methods - Interview, Tests, Induction and Placement.

Unit III: Training and Development 18 Hours

Training Process, Methods, Training need assessment, Career Development; Transfer and Promotion; Performance Management - Meaning- Process - Performance appraisal methods - Performance Monitoring and review.

Unit IV: Employee Engagement 18 Hours

Meaning – Importance – evaluation - measuring employee - employee engagement - Employee Compensation – components – incentives – benefits - welfare and social security measures.

Unit V: Human Resource Audit 18 Hours

Nature - Benefits - Scope -Approaches; HRIS(Human Resource Information System) ; Recent trends in HRM; Green HRM &Virtual HRM Practices, Understanding People Analytics,

Multigenerational workforce. Global HRM.

Learning Resources:

Text Books

1. K. Aswathappa, "Human Resource Management" -McGraw Hill, 8th edition, 2020.
2. V.S.P. Rao, "Human Resource Management: Text and Cases", Excel Books, 2018.

Reference Books

1. S.S. Khanka, "Human Resource Management", S. Chand, 29th edition, 2020.
2. P. Subba Rao, "Human Resource Management", Himalaya Publishing House, 5th edition, 2020.
3. C.B. Mamoria, "Human Resource Management: Text and Cases", Himalaya Publishing House, 2020.
4. L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014.
5. Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010

Websites/e-Learning Resources:

1. <https://www.managementstudyguide.com/human-resource-management.htm>
2. <https://www.shrm.org/>
3. <https://www.hrmguide.net/>
4. <https://www.coursera.org/courses?query=human%20resource%20management>
5. <https://www.hr.com/en>

CO-PSO MAPPING

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	2	2	2	2	1	2	2	2	1
CO 2	3	2	2	2	3	1	2	2	2	1
CO 3	3	2	3	3	3	1	3	2	2	2
CO 4	3	2	3	2	3	1	3	2	2	1
CO 5	3	2	3	2	2	1	3	2	2	1
Total	15	10	13	11	13	5	13	10	10	6
Average	3	2	2.6	2.2	2.6	1	2.6	2	2	1.2

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA3603	Research Methodology	Core course	6	6

This course is designed to impart knowledge to students on the basic concepts of research work in the field of business.

Course Outcomes:

At the end of the course, students will be able to,

CO1 : explain the concepts and principles of research in business.

CO2 : tell the usage of research design, formulate hypothesis and sampling.

CO3 : illustrate the data collection sources and tools

CO4 : sketch and establish solutions through data analysis

CO5 : describe the process of writing and organizing a research report.

Unit I: Introduction to Business Research

18 Hours

Research in Business - Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

Unit II: Research Design

18 Hours

Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling – characteristics – process - techniques.

Unit III: Sources and Collection of Data

18 Hours

Primary and secondary sources, survey, observation, experimentation - details and evaluation. - Questionnaires - schedules.

Unit IV: Data Analysis and Preparation

18 Hours

Data entry, Data coding, editing, classification and tabulation& cross tabulation- presentation of data.

Unit V: Presenting results and writing the report

18 Hours

Types of research report, contents of research Report, Research Ethics -Plagiarism.

Learning Resources:

Text Books

1. Mark Saunders, Philip Lewis. Adrain Thornhill ” Research Methods for Business Students” 7th Edition ,Pearson India, 2015
2. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022

References Books

1. C.R Kothari, GauravGarg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.
2. Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.
3. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
4. Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
5. Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021

Websites/ e-Learning Resources:

1. https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODOLOGY.pdf
2. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
3. https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf
4. https://gurukpo.com/Content/BBA/ResearchMethod_in_Mngg.pdf
5. https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODODOLOGY.pdf

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	2	3	2	3	1	3	2	1	2
CO 2	3	3	2	2	3	2	2	1	1	1
CO 3	3	3	3	3	3	1	3	1	1	2
CO 4	3	3	3	3	3	2	2	1	1	2
CO 5	3	2	2	2	3	1	2	3	1	1
Total	15	13	13	12	15	7	12	8	5	8
Average	3.0	2.6	2.6	2.4	3.0	1.4	2.4	1.6	1.0	1.6

Strong - 3

Medium-2

Low-1

Course Code	Course Name	Category	Hours/WK	Credits
24BBA3605	Management Information System	Core	6	6

The students will have a clear understanding to capture data from various internal and external sources of information organization.

Course Outcomes

At the end of the course, students will be able to,

CO1: describe Management Information System in decision making

CO2: state Management Information System, its structure and role in management functions

CO3: classify information system categories, Database Management systems

CO4: discuss System Development Life cycle and functional information system categories

CO5: explain functions of BPO (Business Process Outsourcing), Data mining and the recent trends in information management

Unit I: Introduction

18 Hours

Definition of Management Information System - MIS support for planning, organizing and controlling - Structure of MIS - Information for decision -making. -Ethical issues

Unit II: Concept of System

18 Hours

Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage

Unit III: Computers and Information Processing

18 Hours

Classification of computer - Input Devices -Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems

Unit IV: System Analysis and design

18 Hours

SDLC - Role of System Analyst - Functional Information system-Personnel, production, material, marketing.

Unit V: Decision Support Systems

18 Hours

- Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data.

Learning Resources

Text Books

1. Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India
2. Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai.

Reference Books

1. Mudrick & Ross, "Management Information Systems", Prentice - Hall of India.
2. Management Information System by Concise study by Kelkhar S A
3. CSV Murthy -"Management Information Systems" Himalaya publishing House.
4. Michael Alexander (2014) Business Intelligence Tools for Excel Analysts
5. Management Information System by Oka MM

Web resources

1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2. http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf
3. JMIS - Journal of Management Information Systems (jmis-web.org)
4. Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

CO-PSO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	3	3	2	2	2	2	2	1	1
CO 2	3	3	3	3	2	1	2	2	1	1
CO 3	3	2	3	3	2	2	2	2	1	1
CO 4	3	3	3	3	2	2	2	1	-	2
CO 5	3	3	2	3	2	1	2	2	2	-
Total	15	14	14	14	10	8	10	9	5	5
Average	3	2.8	2.8	2.8	2	1.6	2	1.8	1.3	1.3

Strong - 3

Medium-2

Low-1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA3401	Financial Services	Discipline Specific Elective	5	4

To enrich the students with an understanding of various financial services and investment opportunities available in the country.

Course Outcomes:

At the end of the course, students will be able to,

CO1: categorize the types of financial services and their role

CO2: discuss the functioning of Merchant Banking and SEBI

CO3: apply the concept of factoring, leasing and hire purchase.

CO4: explain the concept of Consumer Finance, Venture capital and credit rating

CO5: describe the role of Mutual funds and crypto currency in financial services.

UNIT I: Meaning and importance of financial services **15 hours**

Types of financial services - Financial services and economic and technological environment - Players in Financial Services sector; Financial Environment: Financial System - Reserve Bank of India (RBI) - Commercial Banks; Financial Institutions: National Stock Exchange - Non-Banking Financial Companies (NBFCs).

UNIT II: Merchant Banking **15 hours**

Functions - Issue management - Managing of new issues - Underwriting - Capital market - Stock Exchange - Role of security exchange Board of India (SEBI).

UNIT III: Leasing and Hire purchase **15 hours**

Concepts and features - Types of lease Accounts; Factoring - Functions of Factor.

UNIT IV: Venture Capital **15 hours**

Credit Rating - Consumer Finance.

UNIT V: Mutual Funds **15 hours**

Meaning - Types - Functions -Advantages. Introduction to digital payments - crypto currency.

Learning Resources:

Text Books

1. Gordon and Natarajan, "Financial Markets and Services", HimalayaPublishingHouse,2013.
2. Gupta, N K and Monika Chopra, Financial Markets, Institutions and Services, Ane Books India.

Reference Books:

1. Khan , "Financial Services", Tata McGraw Hill, New Delhi, 2008.

2. P.Mohana Rao 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. Machi Raju, “Financial Services”, Vikas Publishing House, New Delhi, 2009.

Web Resources

1. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
3. <https://academyfinancial.org/journal>
4. <https://www.scribd.com/document/438185931/Notes-Banking-and-Financial-Services>
5. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

CO-PSO MAPPING

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	3	3	3	3	2	2	2	2	1	1
CO2	3	3	3	3	2	2	2	2	-	1
CO3	3	3	2	3	2	2	2	2	1	-
CO4	3	3	3	3	1	2	2	2	-	1
CO5	3	3	3	2	2	2	1	2	1	-
TOTAL	15	15	14	14	9	10	9	10	3	3
AVERAGE	3	3	2.8	2.8	1.8	2	1.8	2	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/W k.	Credits
24BBA3403	Retail Marketing	Discipline Specific Elective	5	4

This course aims to make the students to understand the retailing industry as well as business challenges through merchandising practices, advertising and promotional techniques, and multichannel opportunities.

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the meaning and features of retailing.

CO2: describe the process and factors influencing the retail consumer

CO3: analyze the factor influencing pricing.

CO4: categorize the retail units and retail formats

CO5: evaluate the retail promotion strategies

Unit I: Retailing

15 Hours

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.

Unit II: Retail Consumer

15 Hours

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.

Unit III: Retail Pricing

15 Hours

Meaning - Factors Affecting Retail Prices - Pricing Objectives - 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.

Unit IV: Organization Pattern in Retailing

15 Hours

Classification of Retail Units –Retailing Formats - Methods of Customer Interaction; Store Layout: Types - Store Design - Key Components of Retail Atmospherics.

Unit V: Retail Promotion Strategies

15 Hours

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.

Learning Resources:

Text Books

1. S.Banumathy & M.Jeyalakshmi, Retail Marketing, Himalaya Publishing House, New Delhi 2010

Reference Books

1. Swapna Pradhan, 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 House Pvt Ltd, New Delhi, 2011.
5. Harjitsingh, Retail management, S. Chand publication

Websites/e-Learning Resources:

1. <https://courses.lumenlearning.com/wm-retailmanagement/chapter/defining-retailing/>
2. <https://egyankosh.ac.in/bitstream/123456789/15117/1/Unit-2.pdf>
3. https://www.tutorialspoint.com/retail_management/retail_management_pricing.htm
4. <https://www.coursesidekick.com/management/study-guides/wmopen-retailmanagement/organizational-patterns-of-a-retail-business>
5. <https://keeganedwards.com/what-is-retail-promotion-strategy/>

CO-PSO MAPPING

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	3	2	3	2	3	1	2	1	1	-
CO2	3	3	3	3	2	2	2	1	1	1
CO3	3	3	3	3	2	2	2	1	1	1
CO4	2	3	2	2	2	2	2	1	1	1
CO5	3	2	3	3	2	1	2	1	1	1
TOTAL	14	13	14	13	11	8	10	6	5	4
AVERAGE	2.8	2.6	2.8	2.6	2.2	2	2	1.2	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/W k.	Credits
24BBA3301	Advertising and Salesmanship	Generic Elective (GE)	4	3

The course aims to equip students with a comprehensive understanding of salesmanship and advertising to promote the business effectively.

Course Outcomes:

At the end of the course, students will be able to,

CO1: describe the concepts of advertising, publicity, salesmanship, and sales promotion.

CO2: explain the functions and importance of advertising, and identify its advantages across different stakeholders.

CO3: analyze the classification of advertisement copies and evaluate the elements that contribute to a successful advertising copy.

CO4: describe the qualities, duties, and theories of personal selling, and apply these principles to Hypothetical sales scenarios.

CO5: discuss the comprehensive sales management plan, incorporating the structure and functions of a sales organization and the roles and responsibilities of a sales manager.

Unit I: Advertising 12 Hours

Evolution - Definition - Basic features - Advertising and advertisement - Advertising and Publicity - Advertising and Salesmanship - Advertising and Sales promotion.

Unit II: Objectives 12 Hours

Functions - Importance -Product life cycle and Advertising - Advantages of Advertising to manufacturers, salesmen, wholesalers, retailers, customers and community.

Unit III: Types of advertisement 12 Hours

Classification of advertisement copy - Qualities of a goodcopy - Elements of an advertising copy - Reasons for failure of advertisement - Advertising Media; Kinds - Selection.

Unit IV: Salesmanship 12 Hours

Definition - Objectives - Importance - Duties - Qualities of a successful salesman - Sales personality - Types of Salesman - Theories of Personal Selling.

Unit V: Sales Organization 12 Hours

Need - Importance - Functions - Structure; Sales Management; Functions- Sales manager; Qualities - Duties and responsibilities - Types of Sales manager.

Learning Resources:

Text Books

1. R.S.N.Pillai and Bagavathi, “Marketing Management”, S.Chand& Company, New Delhi.
2. Chunawalla, Kumar, Sethia, Suchak, “Advertising Theory and Practice”, Himalaya Publishing House Private Limited, Mumbai. 2012.

Reference Books

1. 1.Rajeev Batra, John G.Myers and David D.Aaker, “Advertising Management”, Pearson, New Delhi.
2. Kathryn Rentz, Marie Elizabeth Flatley, and Paula Lentz, "Business Communication: Connecting in a Digital World" Mc Graw Hill,2013.
3. Monle Lee, Carla Johnson, “Principles of Advertising”, Viva Books Private Limited, New Delhi.
4. Manendra Mohan, “Advertising Management”, Tata McGraw Hill Publishing Company Ltd, New Delhi.
5. P. Saravanavel & S. Sumathi, "Advertising and Salesmanship" Margham Publications.

Websites/e-Learning Resources:

1. https://archive.mu.ac.in/myweb_test/sybcom-avtg-eng.pdf
2. https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
3. https://rccmindore.com/wp-content/uploads/2015/06/SubjectNotes_364.pdf
4. <https://www.rccmindore.com/wp-content/uploads/2024/04/Personal-Selling-and-Salesmanship.pdf>
5. https://www.yourarticlelibrary.com/sales/sales-organisation-needs-importance-functions-and-structure/50993#google_vignette

CO-PO Mapping Table

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10
CO 1	3	2	1	1	-	1	-	1	1	1
CO 2	3	2	3	2	-	1	-	1	1	1
CO 3	3	3	3	3	-	2	-	2	2	1
CO 4	2	3	3	3	-	1	1	2	2	2
CO 5	3	3	3	3	1	1	3	2	2	2
Total	14	13	13	12	1	6	4	8	8	7
Average	2.8	2.6	2.6	2.4	1	1.2	2	1.6	1.6	1.4

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA3303	Innovation Management	Core	4	3

The course provides students with knowledge on managing innovation in today's competitive era through strategic and technical product development to sustain competitive advantage.

Course Outcomes:

At the end of the course- students will be able to,

CO1: discuss the concept of innovation management.

CO2: describe the creativity and innovation in product development.

CO3: explain the innovation strategy and its competitive advantage.

CO4: explain the business strategy and objectives in current scenario.

CO5: deliver the knowledge about the technical innovation and its need and importance.

Unit I: Innovation Management 12 Hours

Concept- Scope - Characteristics - Evolution of Innovation Management -Significance - Factors Influencing - process of innovation - types of innovation - challenges and barriers of Innovation

Unit II: Tools for Innovation 12 Hours

Traditional V/S Creative Thinking - Individual Creativity Techniques: Meditation - Self-Awareness - Creative Focus. Group Creative Techniques: Brain storming - Off the Wall Thinking - Thinking Hats Method.

Unit III: Areas of Innovation Product Innovation 12 Hours

Concept - New product development - Packaging and Positioning Innovation Process Innovation: Concept - Requirement - Types: Benchmarking -Total Quality Management - Business Process Re-engineering

Unit IV: Business Strategy 12 Hours

Introduction - objectives - Create customer value - grow market share - entering into new markets - increasing profitability ratio - competitive marketing strategy.

Unit V: Technical Innovation 12 Hours

Need - Importance of technical innovation - Continuous flow of small increments of productivity and efficiency - Application of practical knowledge into a productive process.

Learning Resources:

Text Books

1. Innovation Management by C S G Krishnamacharyulu & Lalitha R- Himalaya Publishing House
2. James A Christiansen- “Competitive Innovation Management”- published by Macmillan Business- 2000.

Reference Books

1. Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons
2. Innovation and Entrepreneurship- Peter F. Drucker
3. Paul Trott- “Innovation Management & New Product Development”- published by Pitman- 2000.
4. Kelley- Tom- Jonathn Littmant- and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO- America’s Leading Design Firm. New York: Doubleday- 2001
5. Wagner- Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner- 2012.

Websites/ e-Learning Resources:

1. <https://www.coursera.org/learn/innovation-management>
2. <https://sloanreview.mit.edu/tag/innovation-management/>
3. <https://www.worldscientific.com/worldscinet/ijim>
4. <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf>
5. <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials>

CO-PO Mapping Table

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO1	3	3	3	2	2	1	2	2	1	1
CO2	3	3	3	2	2	1	2	2	1	2
CO3	3	3	3	2	2	1	2	2	1	2
CO4	3	3	3	2	2	1	2	2	1	1
CO5	3	3	3	2	2	1	2	2	1	2
Total	15	15	15	10	10	5	10	10	5	8
Average	3	3	3	2	2	1	2	2	1	1.6

Strong – 3 Medium – 2 Low – 1

Course Code	Course Name	Category	Hours/WK	Credits
24BBA3255	Internship	IS	-	2

The students are provided with an opportunity to have hands-on training and practice the knowledge they have learned.

Course Outcomes

At the end of the course, students will be able to,

CO1: acquire experience and professional Opportunity

CO2: improve knowledge to understand and work

CO3: upgrade the adequate skills required to compete

CO4: learn the professional conduct

CO5: gain professional administration skills and work ethics

The students shall do intuitional training individually during their second semester end summer vacation in an intuition in the field of business administration as approved by the department. The students must submit a report, along with the certificate of training completion from the organization where they have undergone the training to the department at the beginning of third semester.

CO - PSO MAPPING TABLE

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO 10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	2	2	2	-	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	3	3	3	3	2	2	2	1	-	1
CO5	3	3	3	3	3	2	2	2	1	1
Total	15	15	15	14	13	10	10	8	3	5
Average	3	3	3	2.8	2.6	2	2	1.6	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA3201	Intellectual Property Rights	Skill Enhancement Course	3	2

To impart students about the awareness of Intellectual property rights, Patent, Trademark, copyright and wide knowledge about its commercialization.

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the knowledge of Intellectual property rights through various laws

CO2: categorize the types of patent applications in India along with patentable and non-patentable inventions.

CO3: describe the process of acquiring a trademark and categorize the kinds of Trademark.

CO4: create an awareness about copyrights, registration and ownership

CO5: discuss the geographical indicators

UNIT I: Intellectual property rights 9 hours

Introduction- need for intellectual property right - IPR in India - Different Classifications - Important Principles of IP Management - Commercialization of Intellectual Property Rights - By Licensing - Intellectual Property Rights in the Cyber World.

UNIT II: Patent 9 hours

Introduction - Classification – Importance - Types of Patent Applications in India - Patentable Invention - Inventions Not Patentable.

UNIT III: Trade Mark 9 hours

Fundamentals Introduction - Concept - Purpose – Functions – Characteristics - Guidelines; For Registration of Trade Mark: -Kinds of TM - Protection - Non-Registrable Trademarks - Industrial Designs - Need for Protection of Industrial Designs.

UNIT IV: Copyright 9 hours

Introduction - Conceptual Basis - Copy Right and Related Rights - Author & Ownership of Copyright - Rights Conferred by Copy Right - Registration - Transfer – Infringement – Copyright pertaining to Software / Internet and other Digital media.

UNIT V: Geographical indications 9 hours

Concept - Protection & Significance.

Learning Resources

Text Book:

1. Intellectual Property Rights Text and Cases: DR.R.Radhakrishnan, DR.S. Balasubramanian

2. Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar H S

References Books

1. Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing
2. Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
3. Introduction To Intellectual Property Rights Softbound By Singh, Phundan, Daya Publishing House
4. Introduction To Intellectual Property Rights by C hawkam H.S, Oxford &Ibh
5. Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights by W Cornish and D L lewelyn and T Pain

Web Resources

1. <https://nptel.ac.in/courses/110/105/110105139/>
2. https://www.wipo.int/edocs/pubdocs/en/wipo_pub_450_2020.pdf
3. <https://ipindia.gov.in/>
4. <https://www.tutorialspoint.com/explain-the-intellectual-property-rights>
5. https://www.icsi.edu/media/webmodules/FINAL_IPR&LP_BOOK_10022020.p

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	2	2	2	2	1	-
CO2	3	3	3	3	2	1	2	2	-	1
CO3	3	3	3	2	2	2	2	2	1	-
CO4	3	2	3	3	2	2	2	2	-	1
CO5	3	3	3	2	2	2	2	1	1	1
TOTAL	15	14	15	14	10	9	10	9	3	3
AVERAGE	3	2.8	3	2.8	2	1.8	2	1.8	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/W k.	Credits
24BBA3602	Entrepreneurial Development	Core course	6	6

The objective of this course is to make the students acquainted to Entrepreneurship, and to develop in them the quality for Innovative entrepreneur

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the concepts of Entrepreneurship development.

CO2: apply knowledge in the business plans and implementation.

CO3: analyze the various analyses of business in setting up of enterprises

CO4: create the awareness about various schemes and subsidies of government for entrepreneurial development

CO5: evaluate and assess the various problems and remedies of entrepreneurship.

Unit I: Entrepreneur

18 Hours

Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship.

Unit II: Generating innovative ideas of business

18 Hours

Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting - Project profile preparation, matching entrepreneur with the project - Introduction of Patent and Trademarks.

Unit III: Business Plan Development

18 Hours

Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis, Project formulation - assessment of business models-Dealing with basic and initial problems of setting up of enterprises

Unit IV: Awareness of various government schemes for start-up business

18 Hours

Start-up India; Stand-up India, Aatmanirbhar Bharat mission, 'Make in India' Program, ASPIRE, MUDRA. Role of Women Entrepreneurs in Economic development. - Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI.

Unit V: Sick Industries

18 Hours

Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial

measures of Sick industries. Preventive and rehabilitation of business. Case study discussions.

Learning Resources:

Text Books

1. Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001.
2. K.Sundari-Entrepreneurship Development -Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi.

Reference Books

1. Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010.
2. Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.
3. Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016..
4. Kuratko/rao, Entrepreneurship: a south asianperspective.-Cengage, New Delhi.
5. Leach/Melicher, Entrepreneurial Finance - Cengage

Websites/e-Learning Resources:

1. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf
2. <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>
3. <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf>
4. http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf

CO-PSO MAPPING

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
CO1	3	2	3	2	3	1	2	1	1	-
CO2	3	3	3	3	2	2	2	2	1	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	2	3	3	3	2	1	2	-	1	1
CO5	2	3	2	2	2	2	1	1	1	1
TOTAL	14	14	14	13	12	8	9	6	5	4
AVERAGE	2.8	2.8	2.8	2.6	2.4	1.6	1.8	1.2	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/W k.	Credits
24BBA3604	Services Marketing	Core Course	6	6

This course aims the students to identify the key aspects of service products and markets, evaluate service designs, and promote a customer-oriented mindset.

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the concepts of Services Marketing.

CO2: examine and apply Marketing Mix in Service Marketing

CO3: analyze various strategies in the field of Services Marketing.

CO4: evaluate the role of delivering Quality Service

CO5: design the tools of Marketing

Unit I: Marketing Services

18 Hours

Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations.

Unit II: Marketing Mix in Service Marketing

18 Hours

The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process.

Unit III: Effective Management of Service Marketing

18 Hours

Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy

Unit IV: Delivering Quality Service

18 Hours

Causes of service - quality gaps – SERVQUAL - SERVPERF. The customer expectations versus perceived service gap - Factors and techniques to resolve this gap - Customer relationship management- Gaps in services - Quality standards, Factors and solutions - The service performance gap - Key factors and strategies for closing the gap - External communication to the customers- The promise versus delivery gap - Developing appropriate and effective communication about service quality.

Unit V: Marketing of Service with Special Reference to Financial services

18 Hours

Health services -Hospitality services including travel - Hotels and tourism- Professional service - Public utility service - Educational services and e-services.

Learning Resources:

Text Books

1. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi.
2. S.M. Jha, Services marketing, Himalaya Publishers, India

Reference Books

1. Christopher Lovelock ,JochenWirtz (2016)-Services Marketing -World Scientific Publisher.
2. Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm,TataMcGraw Hill NewDelhi.
3. C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi.
4. Reddy P.N. (2011)-Services Marketing -Himalaya Publication
5. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.

Websites/e-Learning Resources:

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>.
2. <https://www.economicdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>
5. <https://www.marketing91.com/service-marketing-mix/>

CO-PSO MAPPING

CO/PSO	PSO1	PSO2	PSO3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO10
CO1	3	2	3	2	3	1	2	1	1	-
CO2	3	3	3	3	2	2	2	1	1	1
CO3	3	3	3	3	2	2	2	2	1	1
CO4	2	3	2	2	2	2	2	1	2	1
CO5	3	2	2	2	2	1	2	1	1	1
TOTAL	14	13	13	12	11	8	10	6	6	4
AVERAGE	2.8	2.6	2.6	2.4	2.2	2	2	1.2	1.2	1

Strong – 3 Medium – 2 Low – 1

Course Code	Course Name	Category	Hours/WK	Credits
24BBA3606	Project	Core Course	6	6

This course aims to offer a practical exposure to grasp a idea based on the requirement of a organization and suggest for the development on the idea.

Course Outcomes:

At the end of the course, students will be able to.

CO1: offer idea about research project

CO2: identify the research problem

CO3: review the literature of study

CO4: confer knowledge on Data Collection and Analysis

CO5: learn the Project Preparation

The students shall do research projects individually during their last semester in any of the fields of business administration as approved by the department. The students must submit a structured research report in API format given by the department.

Method of Assessment	
Review I	Problem Identification and Review of Literature
Review II	Rough Draft
Final	Project Report – Viva Voce

CO - PSO MAPPING TABLE

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO 10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	2	2	2	-	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	3	3	3	3	2	2	2	1	-	1
CO5	3	3	3	3	3	2	2	2	1	1
Total	15	15	15	14	13	10	10	8	3	5
Average	3	3	3	2.8	2.6	2	2	1.6	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA3402	Digital Marketing	Discipline Specific Elective	5	4

This course aims to be able to equip students with the ability to relate and subsequently develop various strategic data analytics and measurement tools in digital marketing.

Course Outcomes:

At the end of the course, students will be able to,

CO1: discuss the basic knowledge about digital marketing.

CO2: illustrate the various digital marketing tools used for business.

CO3: relate the digital analytics and measurement tools used for digital marketing.

CO4: explain the familiarize online and social media marketing

CO5: describe the various data analytics and measurement tools in digital marketing

Unit I: Introduction to Digital Marketing **15 Hours**

Origin - Development of Digital Marketing - Traditional vs Digital Marketing - Opportunities - Challenges - Online Marketing Mix - Digital Advertising Market in India. 6M Framework - ASCOR framework - POEM Digital Marketing framework.

Unit II: Content Marketing **15 Hours**

Content creation process - Content pillar - Types - A/B Testing - Display Advertising - Search Engine Marketing - Search Engine Optimization (On page & Off page optimization) - Email Marketing, - Mobile Marketing.

Unit III: Social Media Marketing **15 Hours**

Building successful social media digital strategy - Piggy bank theory - Personal branding in social media - Crowd sourcing - Lead generation & sales in social media.

Unit IV: Online Reputation Management **15 Hours**

Social commerce: Ratings & Reviews - Word of Mouth - User generated content - Co-Marketing - Affiliate Marketing - Influencer Marketing.

Unit V: Digital Analytics & Measurement **15 Hours**

Importance of Analytics in digital space - Data capturing in online space - Types - Tracking Mechanism - Google Analytics structure - Conversion tracking - Digital Engagement funnel; Define - Key performance indicator(s) (KPIs) -Advertisement words - Display Networks. Overview - Applications of Sentiment analysis - Text Mining; Measuring campaign effectiveness - Return on Investment - Customer life term value.

Learning Resources:

Text Books

1. Nitin C Kamat&Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018.
2. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.

Reference Books

1. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017
3. RomiSainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.
4. Vandanahuja, Digital Marketing current trends,7th edition 2015 Oxford University press, Chennai
5. Damian ryan, Understanding Digital Marketing,4th Edition 2017 publisher: Korgan page limited, USA

Websites/ e-Learning Resources:

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes>
5. <https://digitalmarketinginstitute.com/resources/ebooks>

CO-PSO Mapping Table

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO 10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	2	2	2	-	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	3	3	3	3	2	2	2	1	-	1
CO5	3	3	3	3	3	2	2	2	1	1
Total	15	15	15	14	13	10	10	8	3	5
Average	3	3	3	2.8	2.6	2	2	1.6	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Course Name	Category	Hours/WK	Credits
24BBA3404	Industrial Relations	Discipline Specific Elective	5	4

The student will develop an understanding about different facts and the entire machinery of industrial relations.

Course Outcomes

At the end of the course, the students will be able to,

CO1: describe about the Industrial relation and its importance in India

CO2: explain the enhanced knowledge about maintaining harmonious relations in India and to resolve disputes, handling grievances etc.

CO3: discuss about labour legislation acts

CO4: express about the knowledge of the management Councils and Collective Bargaining

CO5: explain about Trade Union and social political awareness.

Unit I: Industrial Relations

15 Hours

Origin, Definition- Scope - Role - Objectives - Factors- Participants & Importance of Industrial Relations - Approaches to Industrial relations- System of Industrial Relations in India.

Unit II: Industrial Dispute

15 Hours

Causes and Consequences- Strikes, Lockouts, Lay Off -Retrenchment- Transfer & Closure - Settlement of Disputes -Machinery- Negotiation, Conciliation, Meditation, Arbitration and Adjudication; Grievance: Causes & Redressed Procedure- Standing Orders.

Unit III: Labour Legislation

15 Hours

Factories Act 1948 - Employee state insurance act 1948- Employee Compensation act 1923- Payment of wages act1936 - Payment of Bonus act1965 - Employee Provident Fund and Miscellaneous Provisions Act 1952 - Payment of Gratuity act1972.

Unit IV: Workers' Participation in Management

15 Hours

Structure -Scope - Works Committee - Joint Management Council & Shop Council - Pre-Requisites for Successful Participation - Collective Bargaining: Definition -Meaning -Types - Process &Importance.

Unit V: Trade Unions

15 Hours

Growth - Economic - Social and Political Conditions - Objectives -Structures -Types and Functions - Social.

Learning Resources:

Text Books

1. Mamoria and Gankar, "Dynamics of Industrial Relation", Himalaya Publishing

- N. D. Kapoor, “Elements of Mercantile Law”, Sultan chand & sons, New Delhi 2009

References

- P.Subba Rao, “Industrial Relations”, Himalaya Publishing House, Mumbai 2013.
- G.Gankar, “Industrial Relations”, Himalaya Publishing House, Mumbai 2012.
- S.D.Punekar,S.B.Deodhar and Saraswathi Sankaran, “Labour welfare, Trade Unionism and Industrial Relation”, Himalaya Publishing House, Mumbai,2012.
- A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition
- Arun Monappa, Industrial Relations & Labour laws, Tata McGraw Hill, 2012

Websites/ e-Learning Resources

- <https://egyankosh.ac.in/bitstream/123456789/19427/1/Unit-21.pdf>
- <https://www.anujjindal.in/wp-content/uploads/2022/06/Chapter-1-Introduction-to-Industrial-Relations.pdf>
- <https://sim.edu.in/wp-content/uploads/2016/10/Industrial-Relations.pdf>
- <https://theintactone.com/2022/08/17/joint-management-councils/>
- <https://labourlawreporter.com/>

CO -PSO MAPPING TABLE

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO 10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	2	2	2	-	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	3	3	3	3	2	2	2	1	-	1
CO5	3	3	3	3	3	2	2	2	1	1
Total	15	15	15	14	13	10	10	8	3	5
Average	3	3	3	2.8	2.6	2	2	1.6	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA3302	E-Business	Generic Elective	4	3

To enrich the students to electronic modes of commercial operations and to orient them regarding the business software as well as ethical issues concerning e-commerce.

Course Outcomes:

At the end of the course, students will be able to,

CO1: explain the basic concepts of business done through web

CO2: examine the web tools in real-time business situations.

CO3: analyse the security threats in e-business.

CO4: evaluate the various strategies for marketing and sales promotion.

CO5: create awareness about the legal, ethical and tax issues in e-business.

UNIT I: Introduction to electronic business **12 hours**

Meaning - value chains - the Internet and the web - infrastructure for e-business.

UNIT II: Web based tools for e –business **12 hours**

e - Business software - overview of packages

UNIT III: Security threats to e – business **12 hours**

Implementing security for e - commerce and electronic payment systems.

UNIT IV: Strategies for marketing **12 hours**

Sales and promotion – (B2C) Business to Consumer and strategies for purchasing and support activities - (B2B) Business to Business - web auction virtual - web portals.

UNIT V: The environment of e-business **12 hours**

International - legal ethical - tax issues - business plan for implementing e-business.

Learning Resources

Text Books

1. Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business
2. Garry P Schneider and James T Perry - Electronic Commerce, Course technology, Thomson Learning, 2000

References Books

1. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.

4. David Whitely, E Commerce Strategy, Technology and Applications, TMH
5. J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce -Theory and Case Studies, University Press

Web Resources

1. https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
2. <https://www.techtarget.com/searchcio/definition/e-business>
3. <https://www.britannica.com/technology/e-commerce>
4. <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>
5. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

CO-PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	2	2	2	1	-
CO2	3	3	3	2	2	1	2	2	-	1
CO3	3	3	3	3	2	2	2	2	-	1
CO4	3	2	3	3	2	2	1	2	1	-
CO5	3	3	3	3	2	2	2	2	-	1
TOTAL	15	14	15	14	10	9	9	10	2	3
AVERAGE	3	2.8	3	2.8	2	1.8	1.8	2	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Course Name	Category	Hours/WK	Credits
24BBA3304	Consumer Behaviour	Generic Elective	4	3

The students will have a clear understanding to establish the relevance of consumer behaviour theories and concepts to marketing decisions.

Course Outcomes

At the end of the course, students will be able to,

CO1: state the concept of Consumer Behaviour & describe Consumer research process in detail.

CO2: describe the psychological and environmental influences that are relevant for understanding consumer behaviour

CO3: explain the consumer decision process

CO4: discuss the impact of consumer's motivation, personality on the buying behaviour

CO5: express innovation and consumer decision making process.

Unit I: Introduction to Consumer Behavior

12 Hours

Nature- scope & application-Importance of consumer behavior in marketing decisions- characteristics of consumer behaviour- role of consumer research- consumer behavior interdisciplinary approach- Introduction to Industrial Buying Behavior; Market Segmentation- Values and Lifestyle Survey (VALS 2) segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer- Influences on E-Buying

Unit II: Internal Influences on Consumer Behavior

12 Hours

Consumer Needs & Motivation: Characteristics of motivation- arousal of motives; theories of needs & motivation- Maslow's hierarchy of needs, McClelland's APA theory. Types of involvement.

Unit III: Consumer Personality

12 Hours

Theories of personality - Freudian theory - Jungian theory, Trait theory -Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection- organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning- instrumental conditioning- cognitive learning- involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model

Unit IV: External Influences on Consumer Behavior

12 Hours

Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process.

Unit V: Consumer Decision Making

12 Hours

Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition- pre-purchase search influences-information evaluation; purchase decision; post-purchase evaluation

Learning Resources:

Text Books

1. Consumer Behaviour in Indian Context -K K Srivastava, SujataKhandai
2. Consumer Behaviour- Suja Nair -Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006

References

1. Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India..
2. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
3. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.
4. David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002
5. Consumer Behaviour -Satish K Batra, S H HKazmi

Websites/ e-Learning Resources

1. <https://www.economicdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457>
2. https://issuu.com/thenappanganesen/docs/e-book___consumer_behaviour_11th_edition
3. https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-01.pdf
4. https://scholar.google.co.in/scholar?q=consumer+decision+making+process&hl=en&as_sdt=0&as_vis=1&oi=scholar
5. <https://thenewcollege.edu.in/pdf/econtent/20220307044228CONSUMER%20BEHAVIOR.pdf>

CO -PO MAPPING TABLE

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	2	2	2	-	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	3	3	3	3	2	2	2	1	-	1
CO5	3	3	3	3	3	2	2	2	1	1
Total	15	15	15	14	13	10	10	8	3	5
Average	3	3	3	2.8	2.6	2	2	1.6	1	1

Strong – 3 Medium – 2 Low – 1

Course Code	Course Name	Category	Hours/WK	Credits
24BBA3266	Professional Competency Skill	SEC	3	2

Embarking on a career in business administration holds promising opportunities for developing career growth in a professional way in a competitive business world.

Course Outcomes

At the end of the course, students will be able to,

CO1: impart long – run planning ability

CO2: familiarize the administrative knowledge of start-up a business

CO3: exposed the organising and directing a organization

CO4: get to utilise the opportunities available in the market

CO5: discover the digital marketing and branding skills

The students shall typically demonstrate their knowledge and skills through practical task, problem solving exercises, case studies and written assignments stimulating real world scenarios relevant to the field of study. During the completion of their course they should review the key concepts and skills engage in practical exercises, seek feedback from instructors, participate in study groups and familiarise themselves with the format and attain the expectations of professional competencies.

CO -PO MAPPING TABLE

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10
CO1	3	3	3	3	3	2	2	1	1	1
CO2	3	3	3	2	2	2	2	2	-	1
CO3	3	3	3	3	3	2	2	2	1	1
CO4	3	3	3	3	2	2	2	1	-	1
CO5	3	3	3	3	3	2	2	2	1	1
Total	15	15	15	14	13	10	10	8	3	5
Average	3	3	3	2.8	2.6	2	2	1.6	1	1

Strong – 3 Medium – 2 Low – 1

Department of Business Administration (UG)

Value Added Courses

w.e.f. 2024-2025

Sem	Course No.	Course Title	Hours/Wk	Credits
2	24BBA122V	Professional Ethics	2	2
3	24BBA221V	Written Communication	2	2
5	24BBA321V	Soft Skills for Managers	2	2

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA121V	Professional Ethics	Value Added Course	2	2

The basic objective of this course is to make the students to understand the importance of Values and Ethics in their Personal lives and professional careers.

Course Outcomes:

At the end of the course, students will be able to,

CO1: distinguish among morals, values, ethics, and to explore how they impact professional practice.

CO2: realize the importance of Values & Ethics in Business.

CO3: appreciate ethical dilemma while discharging duties in professional life

CO4: learn the skills of ethical decision-making and apply those skills to the real and current challenges of the professions.

CO5: regulate their behavior in a professional environment as employees and know various means of protesting against unethical practices.

Unit I: Concepts and Theories of Ethics

6 Hours

Definitions of Ethics - Personal ethics and Business ethics - Morality and law - How are moral standards formed? - Religion and Morality- Morality- Etiquette and Professional codes - Indian Ethical Traditions

Unit II: Business Ethics

4 Hours

Principles of personal Ethics - Principles of Professional ethics, Evolution of Ethics Over the years - Honesty, Integrity, Loyalty, Respect and Transparency- Distinction Between Values and Ethics- Roots of unethical Behaviour - Ethical Decision Making.

Unit III: Ethical Dilemmas and their Resolutions

8 Hours

What is an Ethical Dilemma? - Sources of Ethical Behaviour - Code of Personal Ethics for Employees- How to Resolve an Ethical Problem? - How to Resolve Ethical Dilemmas?

Unit IV: Ethical Decision-Making in Business

6 Hours

Ethical Models that Guide Decision making - Ethical Decision Making with Cross – Holder conflicts and competition - Applying Moral Philosophy to Ethical Decision Making - Kohlberg's Model of Cognitive Moral Development - Influences on Ethical Decision Making.

Unit V: Individual Factors**6 Hours**

Moral Philosophies and values – Applying Moral Philosophy to Ethical decision Making -
Cognitive moral Development - White Collar Crime - Whistle blowing - Individual factors in
Business Ethics.

Learning Resources:**Text Books**

1. V.Jayakumar, Professional Ethics and Human Values, 5th Edition, Lakshmi Publications, Chennai.

References

1. Jayasree Suresh and B. S. Raghavan, Human Values and Professional Ethics, 3rd Edition, S. Chand Publications
2. Manuel G Velasquez, Business Ethics concepts & Cases, 6e, PHI, 2008
3. John R Boatright, “Ethics and the Conduct of Business”, Pearson Education, New Delhi, 2003.
4. Biswanath Gosh, Ethics in Management and Indian Ethos, Vikas Publishing House Pvt Limited, 2009

CO-PO Mapping Table

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	1	1	-	1	-	1	1	1
CO 2	3	2	3	2	-	1	-	1	1	1
CO 3	3	3	3	3	-	2	-	2	2	1
CO 4	2	3	3	3	-	1	1	2	2	2
CO 5	3	3	3	3	1	1	3	2	2	2
Total	14	13	13	12	1	6	4	8	8	7
Average	2.8	2.6	2.6	2.4	1	1.2	2	1.6	1.6	1.4

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA221V	Written Communication	Value Added Course	2	2

The prime objective of this course is to learners with the mechanics of writing and to enable them to write in English precisely and effectively.

Course Outcomes:

At the end of the course, students will be able to,

CO1: get into the habit of writing regularly,

CO2: express themselves in different genres of writing from creative to critical and factual writing.

CO3: take part in print and online media communication,

CO4: read quite widely to acquire a style of writing.

CO5: identify their areas of strengths and weaknesses in writing.

Unit I: Personal Communication

6 Hours

Journal writing - Mails/emails – SMS - Greeting cards - Situation based – Accepting/declining invitations – Congratulating – Consoling - Conveying information.

Unit II: Social Communication

6 Hours

Blogs - Reviews (films, books) - Posting comments – Tweets - Cross-cultural communication - Gender sensitivity in communication.

Unit III: Work Place Communication

6 Hours

E-mails – Minutes - Reports of different kinds – Annual report - Status report - Survey report - Presentations – Interviews - Profile of institutions – Speeches - Responding to enquiries - Complaints – Resumes – Applications – Summarizing - Strategies for writing.

Unit IV: Research Writing

6 Hours

Articles for publication (Journals) - Developing questionnaire - Writing abstract – Dissertation - Qualities of research writing - Data (charts, tables) analysis - Documentation.

Unit V: Writing for Media and Creative Writing

6 Hours

Features for publication (Newspapers, magazines, newsletters, notice-board) - Case studies - Short stories – Travelogues - Writing for children – Translation - Techniques of writing.

Learning Resources:

Text Books

1. Raymond V Lesikar, John D Pettit, and Mary E Flatly. 2009. Lesikar's Basic Business Communication. 11th ed. Tata McGraw-Hill, New Delhi.

References

1. Sharan J Gerson, and Steven M Gerson. 2008. Technical Writing: Process and Product. Pearson Education, New Delhi.
2. E. H. McGrath, S.J. 2012. Basic Managerial Skills for All. 9th ed. Prentice-Hall of India, New Delhi

CO-PO Mapping Table

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	1	1	1	1	-	1	1	1
CO 2	3	2	3	2	-	1	-	1	1	1
CO 3	3	3	3	3	1	2	-	2	2	1
CO 4	2	3	3	3	-	1	1	2	2	2
CO 5	3	3	3	3	1	1	3	2	2	2
Total	14	13	13	12	3	6	4	8	8	7
Average	2.8	2.6	2.6	2.4	1	1.2	2	1.6	1.6	1.4

Strong – 3 Medium – 2 Low – 1

Course Code	Name of the Course	Category	Hours/Wk.	Credits
24BBA321V	Soft Skills for Managers	Value Added Course	2	2

The students will have a clear understanding on the basic knowledge of selected soft skills. This course will make them better prepared to face their future corporate life.

Course Outcomes:

At the end of the course, students will be able to

CO1: describe the fundamental aspects of soft skills and their importance in making them better prepared for their future.

CO2: learn the basic mannerism that needs to be followed in a work place.

CO3: have good knowledge about the various types of CV/Resume and how they have to prepare their resume for applying to future jobs.

CO4: demonstrate the importance of planning their career in such a way that they are on the right track in their career path.

CO5: educate and provide knowledge about the various stress factors and how to manage stress in a successful manner.

Unit I: Introduction to soft skills **6 Hours**

Importance of soft skills – Attributes regarded as soft skills – Practicing soft skills.

Unit II: Manners **6 Hours**

Introduction – poor manners among youth–Manners to get respect from others – Corporate grooming tips – Mobile phone etiquettes in office – Annoying office habits.

Unit III: Preparing CV/ Resume **6 Hours**

Introduction – Types of resumes – Tips for writing a CV - CV/ Resume preparation do's and don'ts– Common resume blunders

Unit IV: Career planning **6 Hours**

Introduction – guidelines for choosing a career – Myths about choosing a career – Tips for successful career planning – Guidance to develop career goals.

Unit V: Stress Management

6 Hours

Introduction – Effects of stress – sources of stress – Signs of stress - Stress management tips.

Learning Resources:

Text Books

1. Soft skills by Dr K. Alex, S.Chand and company limited, 2014 edition

References

1. Soft Skills: Key To Success In Workplace And Life by Meenakshi Raman and Shalini Upadhyay.
2. Personality Development and Soft Skills by Barun K. Mitra 2016 edition publisher : Oxford publication.

CO-PO Mapping Table

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	1	1	1	1	-	1	1	1
CO 2	3	2	3	2	1	1	-	1	1	1
CO 3	3	3	3	3	1	2	-	2	2	1
CO 4	2	3	3	3	1	1	1	2	2	2
CO 5	3	3	3	3	1	1	3	2	2	2
Total	14	13	13	12	5	6	4	8	8	7
Average	2.8	2.6	2.6	2.4	1	1.2	2	1.6	1.6	1.4

Strong – 3 Medium – 2 Low – 1