

TUMKUR  **UNIVERSITY**

National Education Policy 2020

**CURRICULUM FRAMEWORK FOR FOUR-YEAR UNDER GRADUATE
PROGRAM IN BACHELOR OF BUSINESS ADMINISTRATION
BBA (Honors)**

***With Effect from
the Academic Year 2021-2***



SEPTEMBER 2021

National Educational Policy 2020

The approval of the National Education Policy (NEP) by the Ministry of Human Resource Development, Government of India has been well deliberated as discussed from the last 4 years and more. The advent of industry 4.0 scenario has led our current system of education outdated. Hence, the NEP is designed to contemplate the current skill requirements. The Indian education system with its earlier policies on education has greatly led to creation of fragmented system of education. However, bringing the whole system into one large umbrella remains a key issue. The current NEP has attempted to cure the same by getting rid of standalone institutions and institutions of affiliated nature and proposed formation and upgradation of institutions to offer multidisciplinary education. Multidisciplinary education system with inbuilt flexibility for both undergraduate as well as post graduate and research level is a key highlight of the NEP. It focuses on promoting and building vocational skills/skill enhancement courses, right from the school level, which can ease the burden on the employment opportunities and supply of proficient/talented workforce. As the experts rightly put it as the syllabi which academia develops should be student centric rather than teacher centric, which used to be so far. As already the Union Cabinet has approved the NEP 2020, it aims to pave way for transformational reforms in school and higher education systems in the country. This policy will replace the 34- year-old National Policy on Education (NPE), 1986.

Vision of the National Education Policy 2020

- An education system that contributes to an equitable and vibrant knowledge society, by providing high-quality education to all.
- Develops a deep sense of respect towards the fundamental rights, duties and Constitutional values, bonding with one's country, and a conscious awareness of one's role and responsibilities in a changing world.
- Instils skills, values, and dispositions that support responsible commitment to human rights, sustainable development and living, and global well-being, thereby reflecting a truly global citizen.

This National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental aspirations of our country. This Policy proposes the revision and revamping of all aspects of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirations & goals of 21st century education, including SDG4, while building upon India's traditions and value systems. NEP aims for India to have an education system by 2040 that is second to none, with equitable access to the highest-quality education for all learners regardless of social or economic background and seeks to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" by 2040." The whole of the NEP policy is a medication to cure the shortcomings in the education

system for the last 35 to 36 years. The failure or success of the NEP will rely completely on the implementation and its acceptance by the stakeholders. For which we need to join hands in strengthening the system.

EXECUTIVE SUMMARY

Higher Education is a vital contributor for Economic Development of the nation. It plays a major role in improving human well-being and developing Indian Economy, since it serve as a center for developing ideas and innovations. The Sustainable Development Goal 4 (SDGs4) also advocates the quality of education, which seeks to “ensure inclusive and equitable quality education and promotes lifelong learning opportunities for all” by 2040 for Inclusive Economic Development. Approximately half of India’s 1.2 billion people are under the age of 26 and by 2020, it is forecasted to be the youngest country in the world with a median age of 29 including Karnataka. To reap the benefits of this demography, the Government of Karnataka and Karnataka State Higher Education Council (KSHEC) proposed an idea of developing a Curriculum Framework based on New Education Policy guidelines for both Undergraduate and Postgraduate programs across the faculty disciplines in the state of Karnataka for strengthening the ‘Quality of Higher Education’. Accordingly, Tumkur University, Department of Bachelor of Business Administration has adopted the Curriculum Framework for Four-Year under Graduate Program in Bachelor of Business Administration , BBA(Honors) given by the NEP Curriculum Draft Committee for BBA , Government of Karnataka

Introduction

Bachelor of Business Administration Education was started in India as early as 1886, when the first Commercial School was started in Madras. By 1960 Bachelor of Business Administration became a special subject of study in 35 Universities. It endured significant changes over the years. After 90’s, Bachelor of Business Administration emerged as one of the most potential pursuits in India due to higher availability of jobs and for entering into entrepreneurship forever growing Indian economy and need for skillful business minds. Bachelor of Business Administration Education has gained considerable importance in India. This is evident by the fact from 0.36 lakh enrolments in 1950-51 in Bachelor of Business Administration Program, reached over 38.6 lakh during 2015-16 (AISHE Report). The said facts indicate the significant measureable progress of Bachelor of Business Administration Education in India. At the same time, there is dire need to develop the quality and raise the bar to meet the international standards, since modern economies rely on cross-border transactions, the free flow of international capital and the majority of the financial transactions occur across borders, and that number is expected to grow. With the changing trends in the Economy, there has been an explosion of knowledge and technologies in all the spheres. In this situation, it is important that, Bachelor of Business Administration Education Eco-System does not face compromise

with respect to quality as it provides ample opportunities to Graduates & Post Graduates for employment and self-business establishment. Being successful in today's global marketplace is about being creative, making accurate decisions and taking calculated risks. The Bachelor of Business Administration Education develops leaders with the skills, knowledge and mind-set to make a real, practical difference to people's lives and the success of businesses and economies. The Bachelor of Business Administration Education provides the perfect learning environment where students, academicians and business houses come together to create high quality and unique learning experiences. High-Quality Bachelor of Business Administration Education is essential in India. Use of technology is one of the influential ways to enhance the students' ability to meet the ever changing necessities of the business houses and society. In this connection, the Curriculum is designed to give students an in-depth mastery of the academic knowledge with hands-on-approach to bridge the gap between the industry and academia to produce a better quality of students for employment and entrepreneurial opportunities.

"Bachelor of Business Administration Education is a form of instructions that directly as well as indirectly prepares a businessman for his calling. It prepares students for socially desirable and personally fruitful careers in the field of business and finance. While pursuing higher education in Bachelor of Business Administration in India, students acquire the knowledge of business trade, fluctuations in the market, fiscal policies, basics of economics, industrial policies, etc. The education imparted to Bachelor of Business Administration students tends to equip them with a number of specialized skills that help them excel in different functional areas of Trade, Industry and Bachelor of Business Administration."

Need for Curriculum Development

As per the National Education Policy initiatives, it is intended to formulate Curriculum to eliminate the disparities among the students studying in different Universities/Institutes. In addition to above the Members of the Committee also identified the need for the Development of Curriculum framework for Bachelor of Business Administration Education:

1. **Indian Business Environment:** Due to LPG of Indian Economy, industry has undergone a lot of changes, growing MSME sector and Khadi & Village Industries, Non-profit and Social Enterprises, Emerging Entrepreneurship, State and Central Government initiatives, there are lot of opportunities for young people, the Curriculum helps the students to explore and utilize the opportunities created by the present business environment.
2. **Credit Disparities:** The Choice Based Credit System is not introduced in true sense as well there is credit disparity from one University to another/One Institute to another. To remove this credit disparities, which was burdening the students, Curriculum Framework is developed, which

helps the BOS of the Universities/Institutes to develop their own Scheme of Teaching and Evaluation as per the Curriculum Credit Framework.

3. **Program Learning Outcomes (PLOs)** and Sustainable Development Goals (SDGs): In the New Curriculum, the courses would be mapped to identify their contribution towards PLOs and SDGs, which in turn help Universities/Institutes in their Accreditation and Ranking.

4. **Skill Development Courses:** The focus of existing Master Programs in Bachelor of Business Administration is less on skill development. The New Curriculum has given more emphasis for the skill development by considering the need of the Fourth Industrial Revolution components namely Automation, Digital platforms, AI, Block Chain Technology, IOT, Spread Sheet, Analytics etc., which enables the students to acquire the specialized skills and applied competencies in the field of Bachelor of Business Administration and Business.

5. **Discipline Specific Electives:** The existing Programs in Bachelor of Business Administration in many Universities/Institutes have limited number of Discipline Specific Electives and these are almost like core courses, hence wider choice of elective courses are proposed to introduce in the New Curriculum Framework.

6. **Multidisciplinary Courses:** New Curriculum helps the students to choose the courses of their choice from other streams/across faculty. Therefore, students will be capable of making a positive contribution to Bachelor of Business Administration, Trade and Industry in the national and global context by drawing the knowledge from the different disciplines, which is socially desirable.

Pedagogy

In addition to Conventional Time-Tested Lecture Method, the Members of the Curriculum Development suggest the following approaches:

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.

2. **Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.

3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.

4. **ICT Teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are

located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment. This sparks different ways of thinking as well as cover the conventional material.

5. **Leadership Building:** Apart from developing a strong background in the functional areas of Bachelor of Business Administration and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.

6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

Guidelines for Continuous Internal Evaluation and Semester End Examination

The Members of the BOS Committee deliberated on the framework of Continuous Internal Evaluation (CIE) as well Semester End Examination (SEE) for the courses. The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl.No. Parameters for the Evaluation Marks

Continuous Internal Evaluation (CIE)		
1	Continuous & Comprehensive Evaluation (CCE)	10 Marks
2	Internal Assessment Tests (IAT)	40 Marks
	Total of CIE (A+B)	40 Marks
3	Semester End Examination (SEE)	60 Marks
	Total of CIE and SEE (A + B + C)	100 Marks

a. **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 10% weightage (10 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 7.5 marks each:

- i. Individual Assignments
- ii. Seminars/Class Room Presentations/ Quizzes
- iii. Group Discussions /Class Discussion/ Group Assignments
- iv. Case studies/Case lets
- v. Participatory & Industry-Integrated Learning/ Filed visits
- vi. Practical activities / Problem Solving Exercises
- vii. Participation in Seminars/ Academic Events/Symposia, etc.

- viii. Mini Projects/Capstone Projects
- ix. Any other academic activity
- b. Internal Assessment Tests (IAT): The IAT will carry a maximum of 40% weightage (40 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 40 marks each and the same is to be scaled down to 40 marks. Standard format is given below.
- c. In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

Template for IAT

Internal Assessment Test Bachelor of Bachelor of Business Administration (BBA-Honors)

Course Code: _____ Name of the Course: _____ Total Marks: 40
Duration: 1 Hour

SECTION-A

- I. Answer any two of the following questions. Questions are asked on Remembering. (4 x 2= 8)
- 1.
 - 2.
 - 3.

SECTION- B

- II. Answer any two of the following questions. Questions are asked on Understanding and Applying. (2 x5= 10)
- 4.
 - 5.
 - 6.

SECTION- C

- III. Answer any one of the following questions. Questions are asked on analyzing and evaluating. (1*12=12)
- 7.
 - 8.

II. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the University norms. The Members of the Committee also deliberated on the framework of Semester End Examination (SEE) and suggested to give autonomy to Board of Studies (BOS) of Universities/Institutes to have their own Framework. Accordingly, Tumkur University BOS Committee for BBA has suggested the following Framework for End-Examination.

**Proposed Model Question Paper for Semester End Examination
Semester BBA Examination, Month/Year
(New Syllabus 2021-22)**

BACHELOR OF BUSINESS ADMINISTRATION

Paper: _____

Time: 3 Hours

Max. Marks: 60

SECTION-A

1. Answer any SIX of the following questions. Each Question Carries 2 Marks

(Option : 6 MCQs of 1 marks each and 3 sub questions of 2 marks each)

(6x 2= 12)

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.

SECTION- B

Answer any THREE of the following questions. Each Question Carries 4 Marks

(3 x4= 12)

- 2.
- 3.
- 4.
- 5.
- 6.

SECTION- C

Answer any THREE of the following questions. Each Question Carries 12 Marks

(3x12=36)

- 7.
- 8.
- 9.
- 10.
- 11.

Learning Outcome Based Curriculum Framework

i. Intended Learning Outcomes

The Bachelor of Business Administration (BBA) has the objective of preparing graduates who embody the University graduate attributes. The proper and effective identification and definition of graduate attributes and their successful attainment at the end of the programme will result in graduate outcomes. The graduate attributes and the graduate outcomes will shape the graduate profile. It aims to provide students with the knowledge, skills, attitudes, values and habits on the one hand and the tools of analysis and the holistic development of the personality on the other with which to understand and actively participate in the modern business and economics world, to prepare them for subsequent graduate studies and to achieve success in their professional careers.

1. Graduates of this degree will be knowledgeable across the core requirements of the degree.

Graduates will be able to:

- Demonstrate knowledge of major theories and model in key areas of Accounting, Marketing, Finance, Taxation and Other management Domain of knowledge .
- Analyse organizational problems and generate pragmatic/realistic solutions based on academic research in Bachelor of Business Administration .
- Demonstrate knowledge of microeconomic theory as it relates to markets, firms, government policy and resource allocation and its utilization.
- Demonstrate knowledge of macroeconomic theory as it relates to current macroeconomics policies, issues, strategies and practices.
- Demonstrate knowledge of key concepts underlying quantitative decision analysis.
- Apply basic mathematical and statistical skills necessary for analysis of a range of problems in economics, actuarial studies, accounting, marketing, management and finance.

2. Graduates of this degree will be knowledgeable of an area of specialization in the faculty. Graduates, subject to their areas of specialization, will be able to:

- Demonstrate knowledge of the theories, concepts and findings of the faculty specializations with a firm grounding based on evidence-based and research informed practices through theory-research practice linkages; capable of rigorous analysis and interpretation with a focus on logical reasoning.

3. Graduates of this degree will be knowledgeable domestic and international economic and organizational environments.

Graduates will be able to understand the synergistic and symbiotic relationships among the key elements of an organization such as people, structure, task, technology, culture, strategies, systems, processes and environment, decisions- actions-consequences linkages in unfamiliar contexts, and

analyze Bachelor of Business Administration /business issues in the international contexts; Compare international contexts and issues through the lens of the Bachelor of Business Administration disciplines; evaluate national and international debates and discussions on economic, commercial and business issues.

4. Graduates of this degree will be knowledgeable of disciplines outside the faculty.

Graduates will be able to : Demonstrate an understanding of the Concepts, principles, techniques, theories and arguments of their chosen areas of study outside the core disciplines of economics and business.

ii. Generic Skills Graduates of the degree will have the capacity to

- Work collaboratively and productively in teams.
- Use basic mathematical and statistical tools of analysis independently.
- Apply critical and analytical skills and methods to the identification, evaluation and resolution of complex problems in unfamiliar contexts.
- Engage confidently in self-directed study and research.
- Communicate ideas effectively in written, oral and nonverbal formats.
- Operate effectively in multicultural and diverse environments.
- Use effectively information from diverse sources.
- Be proficient in the use of appropriate information and communication technologies .
- Critically evaluate new ideas, research findings, methodologies and theoretical frameworks in a specialized field of study.
- Recognize and understand the ethical responsibilities of individuals and organisations in society and capable of resolving ethical issues and dilemmas in the decision-making process.

iii. Graduate Attributes

Bachelor of Bachelor of Business Administration graduates will have the following attributes and skills

(A) Academically excellent

- (1) Analysis and evaluation of evidence in the Bachelor of Business Administration disciplines in support of an argument, proposition or solution to problems in organisations and in society.
- (2) Strategic and critical thinking in relation to business and Bachelor of Business Administration – related issues.

(B) Research Skills

- (3) The retrieval of information from variety of business, Bachelor of Business Administration and economics sources.
- (4) Knowledgeable across disciplines with a kaleidoscopic view.
- (5) Synthesis of knowledge across disciplines.

- (6) Problem solving through the application of appropriate and relevant theories principles and data.
- (7) Skilled in the use of computer systems and software used in Bachelor of Business Administration and business through practical assignments, exercises and demonstrations.
- C) Attuned to cultural diversity
- (8) Aware of Cultural difference and able to account for these in developing solutions to Bachelor of Business Administration and business-related problems.
- D) Active global citizens
- (9) Effective communicators on matters related to economics and Bachelor of Business Administration .
- (10) Participants in discussion and debate on national and international issues related to the Disciplines of the faculty.
- E) Leaders in communities
- (11) Effective decision makes in business and Bachelor of Business Administration through meaningful and impactful community engagement practices.
- (12) Ethical and collegial in professional practice.

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

Notes:

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

Acronyms Expanded

- AECC : Ability Enhancement Compulsory Course
- DSC © : Discipline Specific Core (Course)
- SEC-SB/VB : Skill Enhancement Course-Skill Based/Value Based
- OEC : Open Elective Course
- DSE : Discipline Specific Elective
- SEE : Semester End Examination
- CIE : Continuous Internal Evaluation
- L+T+P : Lecture+Tutorial+Practical(s)

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 40 or less than 40 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 40 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

First Semester Course Contents

- 1.1 Management Principles & Practice**
- 1.2 Fundamentals of Business Accounting**
- 1.3 Marketing Management**
- 1.4 Digital Fluency for Business**

1.5 Open Elective: Select any one

- **Business Organization**
- **Office Organization and Management**
- **Management Fundamentals**
- **E-Commerce**
- **Business Etiquettes**
- **Personal financial Planning**
- **Emotional Intelligence**

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.1

Name of the Course: Management Principles & Practice

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- The ability to understand concepts of business management, principles and function of management.
- The ability to explain the process of planning and decision making.
- The ability to create organization structures based on authority, task and responsibilities.
- The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- The ability to understand the requirement of good control system and control techniques.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO MANAGEMENT	10
Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	
Module No. 2: PLANNING AND DECISION MAKING	08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	
Module No. 3: ORGANIZING AND STAFFING	12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	
Module No. 4: DIRECTING AND COMMUNICATING	12
Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	
Module No. 5: COORDINATING AND CONTROLLING	10
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	
Module No. 6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS	04
Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different types of Organization structure.
3. Draft Control charts.

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.2

Name of the Course: Fundamentals of Business Accounting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, and problem solving.

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the framework of accounting as well accounting standards.
- The Ability to pass journal entries and prepare ledger accounts
- The Ability to prepare subsidiaries books
- The Ability to prepare trial balance and final accounts of proprietary concern.
- Construct final accounts through application of tally.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO FINANCIAL ACCOUNTING	08
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.	
Module No. 2: ACCOUNTING PROCESS	12
Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.	
Module No. 3: SUBSIDIARY BOOKS	14
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)	
Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN	10
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.	
Module No. 5: ACCOUNTING SOFTWARE	12

Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.

Skill Developments Activities:

1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using tally software.

Text Books:

1. Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S.Anil Kumar,V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.
4. Himalaya Publishing House.
5. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
6. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
7. Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
8. M.C. Shukla and Goyel, Advaced Accounting , S Chand.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.3

Name of the Course: Marketing Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- Understand the concepts and functions of marketing.
- Analyse marketing environment impacting the business.
- Segment the market and understand the consumer behaviour
- Describe the 4 p's of marketing and also strategize marketing mix
- Describe 7 p's of service marketing mix.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO MARKETING	10
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing -E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	
Module No. 2: MARKETING ENVIRONMENT	10
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment - Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	
Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.	
Module No. 4: MARKETING MIX	20
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)	
Module No. 5: SERVICES MARKETING	06
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).	
Skill Developments Activities: <ol style="list-style-type: none">Two cases on the above syllabus should be analyzed and recorded in the skill developmentDesign a logo and tagline for a product of your choiceDevelop an advertisement copy for a product.Prepare a chart for distribution network for different products.	

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. P N Reddy and Appanniah, Marketing Management

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: Business Organization

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- a) An understanding of the nature, objectives and social responsibilities of business
- b) An ability to describe the different forms of organisations
- c) An understanding of the basic concepts of management
- d) An understanding of functions of management.
- e) An understanding of different types of business combinations

Syllabus:	Hours
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Module No. 1: INTRODUCTION TO BUSINESS	10
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Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.

Module No. 2: FORMS OF BUSINESS ORGANIZATION:	12
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Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits.

Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.

Module No. 3: PUBLIC ENTERPRISES	08
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Departmental Undertaking: Definitions, Features, Merits and Demerits.

Public Corporations: Definitions, Features, Merits and Demerits.

Government Companies: Definitions, Features, Merits and Demerits

Module No. 4: BUSINESS COMBINATIONS	08
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Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

Module No 5: MANAGEMENT OF ORGANIZATIONS	07
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Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of

Management.

Skill Developments Activities:

1. Preparation of partnership deed
2. Draw a business tree
3. Make a list of 10 PSUs
4. Prepare a list of different types of business combinations

Text Books:

1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.

3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana, '**Business Organisation & Administration**', Sahitya Bhawan Publications Agra.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: Office Organization and Management (

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate

- An understanding of basic knowledge of office organisation and management
- Demonstrate skills in effective office organisation
- Ability to maintain office records
- Ability to maintain digital record.
- Understanding of different types of organisation structures and responsibilities as future office managers.

Syllabus:

Hours

Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT 08

Introduction: Meaning, importance and functions of modern office

Modern Office Organisation: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types,

Nature of office services: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office

Office management: Meaning, Elements and major processes of Office management

Office Manager: Functions and qualifications of Office manager.

Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES 07

Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space,

Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out.

Types of offices: Open Office and Private Office- advantages and disadvantages.

Module No. 3: OFFICE ENVIRONMENT: 10

Meaning and Components of Office Environment

Interior Decoration: Colour Conditioning, Floor Coverings, Furnishings,

Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture

Lighting and Ventilation,

Noise: Internal Noise, External Noise

Cleanliness, Sanitation and Health

Safety and Security

Module No. 4: RECORDS MANAGEMENT 10

Introduction to records: Importance of Records, types of office records,

Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management

Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.

Filing Methods: Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages.

Centralisation and Decentralisation of Filing- Centralised filing and Decentralised Filing

Office manual: contents, Importance, types of office manuals.

Indexing: Meaning, importance, advantages and essentials of good indexing, type of index

Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.

Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING

10

Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation

Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines

Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), **Data Collection Methods-** Primary and secondary data collection methods

Data presentation Methods of Presentation of Data

Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation

Skill Developments Activities:

1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today
3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Text Books:

1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
2. M.E Thakuram Rao, Office organisation and Management, Atlantic
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: Management Fundamentals

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate: f) An understanding of the management functions g) An ability to describe the different skills of managers h) An understanding of the basic functions of management i) An understanding of planning and goal setting in organization.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO MANAGEMENT		10
. Basic Concepts: Manager, Managing, Workplace, Organization, Management Functions, Mintzberg's Managerial Roles, The Universality of Management, Approaches to Management - Early Management, Classical Approach, Behavioral Approach, Quantitative Approach, Contemporary Approaches.		
Module No. 2: MANAGERIAL COMPETENCIES		12
Managerial Competencies: qualities of a manager, Communication, team work, planning and administrative, strategic and global competencies; Managerial Skills; How Is the Manager's Job Changing?, Importance of Customers to the Manager's Job, Importance of Innovation to the Manager's Job, Importance of Sustainability to the Manager's Job.		
Module No. 3: PLANNING AND GOALSETTING		08
Planning and Decision Making - Concept, need, nature, Management By Objectives (MBO) - Process of MBO - Benefits of MBO, Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing Plans, Approaches to Setting Goals, Decision Making: The Decision-Making Process - Types of Decisions, Decision-Making approaches - Quantitative approach, Environmental Approach, System Approach, Ethical Approach, Intuitive Approach, Case Study Approach.		
Module No. 4: DIRECTING AND COORDINATION		08
Directing and Coordination - Meaning & Definitions of Directing – meaning of leader and leadership, qualities of a leader, Leadership styles, Co-ordination: Meaning & Definitions – Importance – Techniques of Co-ordination- Motivation, Theories of Motivation (Maslow & Herzberg theory)		
Module No 5: COMMUNIATION AND CONTROL		07
Communication and controlling: meaning and definition of Communication, process of communication, types of communication, Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices.		

Skill Developments Activities:

1. Preparation of organizational chart
2. list out the qualities and skills of a Manger
5. list lout the skills required for four different jobs
6. Prepare a list of different types plans prepared in an organisations

Text Books:

Fundamentals of Management by Robbins, S.P. and Decenzo, D.A., Pearson Education Asia, New Delhi.

2. Management, Koontz and Wechrich, TMGH

3. Management, Stoner, et. al., Prentice Hall of India, New Delhi.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: E - Commerce

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

3 Credits

3 Hrs

45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- j) An understanding of the E Commerce
- k) An ability to describe the importance of internet
- l) An understanding of the E payment system
- m) An understanding of ethical issues in internet

Syllabus:

Hours

Module No. 1:INTRODUCTION TO E-COMMERCE

10

. Introduction E-Commerce, Meaning, Framework, anatomy of E-commerce applications, E-commerce consumer applications & E-commerce organization applications, Key success factors in ECommerce

Module No. 2: INTERNET AND NETWORK

10

Meaning of internet, basic communication on internet, Chronological history of the internet, Internet Governance and Email. Network infrastructure for E-Commerce, security on the internet and Web, ethics and netiquettes, Web site designing, Web background, www as architecture, E – Com & www & consumer oriented E-Commerce.

Module No. 3: E ELECTRONIC PAYMENT AND MARKETING ON INTERNET

12

Electronic payment systems Types of E-payment systems, Digital token based, smart cards, Credit card based E- payment, systems, Risk and E – Payments systems, Digital Signatures, types of digital documents & corporate data ware houses. Demo of E – banking system, payment methods. Advertising and marketing on the Internet The new age of information based Marketing, Internet communication-internet telephony, SKYPE, VIBER, peer to peer communication.

Module No. 4: SECURITY IN E COMMERCE

08

Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

Module No 5: ISSUES IN E COMMERCE

05

Issues in E Commerce Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

Skill Developments Activities:

- 1.list out the merits and demerits of internet
- 2.Visit computer center and collecting formation on designing a website
3. list out the threats in computer systems
4. list out the computer crimes

Text Books:

1. Frontiers of E-commerce by Ravi Kalakota and Andrew B. Whinston-Pearson Education
2. E-commerce-The cutting edge of Business by Kamallesh K. Bajaj & Debjani Nag, Tata Mc Graw Hill
3. E-commerce concepts, Models & strategies C.S.V. Murthy Himalaya
4. E-Business Organizational & Technical Foundations By Micheal P. Papazoglou & Pieter M.A. Ribbers Wiley-I 03 E-Commerce Business Technology Society.-Laudon & Traver Pearson Education
5. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
6. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley. 3. Efraim Turban, Jae Lee, David King, H. Michael Chung, "Electronic Commerce-A Managerial Perspective", Addison-Wesley.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: Business etiquettes

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate: n) An understanding on the importance of professionalism at work. o) An ability to understand the body language at work p) An understanding of the basic business etiquette q) An understanding of significance of attire.		
Syllabus		Hours
Module No. 1: : PROFESSIONALISM AT WORK:		10
Making a good first impression, understanding the mechanics of human perception, being aware of elements in image building, developing a culture of excellence, basic understanding of acceptable attitudes and mannerisms at work, the role of Good Manners in Business? Disability Etiquette - Basic disability Etiquette practices, Courtesies for wheelchair users, Courtesies for blind or visually impaired, Courtesies for the deaf, People with speech impairments. Multi-cultural challenges, Multi-cultural etiquette, Cultural differences and their effect on business etiquette, Select Cultural Highlights		
Module No. 2: BODY LANGUAGE AT WORK:		05
Body language its importance, Nonverbal communication, the 'smile' factor, building posture, facial expressions and eye contact, gestures for effective communication.		
Module No. 3: BUSINESS ETIQUETTE		12
Business Etiquette Basics: Introduction to business etiquette - The ABCs of etiquette Meeting and greeting scenarios, Enduring Words, Making introductions and greeting people, Greeting Components, The protocol of shaking hands, Introductions, Introductory scenarios, Addressing individuals, Networking for business, Business card protocol, Managing your business voice, Speaking Diplomatically, Managing Question and Answer Sessions Effectively - Anticipatory Q & A, Dealing with hostile questions, Reframing principles, Case Studies and Practice, Cell phone Etiquette, Voice Mail Etiquette, Internet & email etiquette, Internet usage in the workplace, Email, Netiquette, Online chat, Online chat etiquette, Online chat etiquette guidelines		
Module No. 4: DINING ETIQUETTE:		10
Dining Etiquette: Planning a meal, issuing invitations, How to proceed through a receiving line, seating guidelines, navigating a place setting, appropriate table manners.		
Module No 5: BUSINESS ATTIRE & PROFESSIONALISM		08
Business Attire & Professionalism: Dressing sense, selecting the right clothing for a business wardrobe, Business style and professional image, Dress code, Guidelines for appropriate business attire, Grooming for success, Guidelines for appropriate business attire, Multicultural dressing, Making-up basics		

Skill Developments Activities:

1. list out the work place mannerism by visiting any two organizations.
2. observe the body language of any two great personalities and prepare a note on it
3. Prepare a chart on the different types of dress code in different jobs .
4. List out the etiquettes of cell phone, internet and online chatting.
5. Prepare a list of dinning etiquettes and table manners

Text Books:

1. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, Barbara Pachter
2. Modern Manners: Tools to Take You to the Top, Dorothea Johnson and Liv Tyle
3. Business Etiquette: 101 Ways to Conduct Business with Charm and Savvy, Ann Sabath
4. Indian Business Etiquette, Raghu Palat, Jaico Publishing
5. Business Etiquette: A Guide for the Indian Professional, Shital Kakkar Mehra

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: Personal Financial Planning

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate: f) An understanding of the need for financial planning g) An ability to understand the Importance of KYC, PAN ADHAR h) An understanding of the types of investments i) Inability to analyses risk before investment.. j) An understanding of tax and retirement planning.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO FINANCIAL PLANNING		08
Need for Financial Planning, Assessing personal and financial goals, needs and priorities, attitudes and expectations and risk tolerance level, Personal Financial Planning Process, Preparation of Personal Budget, Personal Financial Statements, Responsibilities of a Financial Planner, Time Value of Money, KYC, PAN & AADHAR		
Module No. 2: INVESTMENT PLANNING		12
Introduction to Investment Planning, Investment Criteria- liquidity, safety and Profitability, Investment vehicles (Gold, Bonds, Equity, FD, Insurance, MFs, ETFs, Post Office Savings, Real Estate etc.), Risk and Return associated with these investments, Return comparison over a period of time from different asset classes, Investment strategies, Mutual Funds as Investment Vehicle-Special focus on SIP, STP, and SWP, NFOs, Trading in Commodities, Derivatives and F&Os, Crypto currency, Creating an Investment Portfolio, Awareness of mis-selling in investment products.		
Module No. 3: ANALYSIS OF RISK		08
Risk Analysis, Insurance Planning and Debt: Risk analysis, Concept of long term risk, Insurance decisions in personal financial planning, Types of insurance cover- mortality, health, disability, property and liability, ULIPs and Term Plans, Credit Card Financing, Types of Consumer and Home Loans- cost and risk, Credit Score.		
Module No. 4: TAX PLANNING		12
Tax Planning: What is Tax Deduction? Tax Deductions under the Section and respective Subsections of : 80C, 80D, 80E, 80G, 80 I, Sections 80 JJA, 80QQB, 80RRB, 80TTA, 80U and other relevant sections, Direct Tax Code (DTC), Taxation impact on different investment options, Personal tax planning, Filing IT Returns. (
Module No 5: RETIREMENT PLANNING		07
Retirement Planning and Estate Planning: Wealth creation, retirement planning for an individual, Pension Plans, Provident Fund, Gratuity, Life Insurance Plans., General Insurance Plans, Reverse Mortgage Plans, Senior Citizen Schemes, What is Estate? Who needs Estate Planning? Transferring assets during life time, Power of Attorney, Transferring assets post death – e.g., Nominations, Will, and Creating Trusts.		

Skill Developments Activities:

1. prepare a report on the procedure of obtaining PAN
2. prepare a list on the types of mutual funds and bonds of public and private sectors
3. make a list of different tax planning schemes and its deduction under IT
4. meet the investors and study the perception towards financial planning

Text Books:

1. Basics of Personal Financial Planning Insurance Education Series by NIA, K C Mishra, Steward Doss, Cengage Delmar Learning India Pvt. Ltd.
2. Introduction to Financial Planning , Indian Institute of Banking & Finance
3. Personal Financial Planning Theory and Practice, Kaplan Schweser
4. Personal Finance, E. Thomas Gorman and Raymond E. Fogue, Southwest-Western Cengage Learning.
5. Fundamentals of Financial Planning, Michael Dalton, Joseph Gillice, James Dalton and Thomas Langdon, Money Education 5. Personal Financial Planning, Benedict Koh Wai Mun Fong, Pearson

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: Emotional intelligence

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

3 Credits

3 Hrs

45 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- k) An understanding of importance of personality development
- l) An ability to describe the different types of personality
- m) An understanding of the basic concepts of emotional intelligence
- n) An understanding of components and models of emotional intelligence
- o) An ability to develop emotional intelligence test.

Syllabus:

Hours

Module No. 1: INTRODUCTION TO PERSONALITY

10

personality-meaning and definition, personality types, determinants of personality, personality traits, SWOT analysis, self-esteem, advantages of high self-esteem, self-awareness, importance of self-awareness, Johari window

Module No. 2: GOAL SETTING

12

Techniques in Personality development, Self-confidence, Mnemonics Goal setting, setting of SMART Goals, strategies to achieve goals, Time Management and effective planning, time management skill

Module No. 3: EMOTIONAL INTELLIGENCE

08

Emotional Intelligence: Concept of Emotional Intelligence, Understanding the history and origin of Emotional Intelligence, Contributors to Emotional Intelligence, Science of Emotional Intelligence, EQ and IQ, Scope of Emotional Intelligence..

Module No. 4: COMPONENTS OF EMOTIONAL INTELLIGENCE

08

Components of Emotional Intelligence: Self-awareness, Self-regulation, Motivation, Empathy, Social skills. Emotional Intelligence Competencies, Elements of Emotional Intelligence, Models of Emotional Intelligence: The Ability-based Model, The Trait Model of Emotional Intelligence, Mixed Models of Emotional Intelligence.

Module No 5: EMOTIONAL INTELLIGENCE AT WORK PLACE:

07

Emotional Intelligence at Work place: Importance of Emotional Intelligence at Work place? Cost-savings of Emotional Intelligence, Emotionally Intelligent Leaders, Case Studies Measuring Emotional Intelligence: Emotionally Intelligence Tests, Research on Emotional Intelligence, Developing Emotional Intelligence

Skill Developments Activities:

1. prepare a Report on personality traits of any two great leaders
2. Conduct Creativity and team building exercises.
3. Conduct group activities and goal setting exercises.
4. list out the components of emotional intelligence
5. conduct an exercise to measure the emotional intelligence of students

Text Books:

1. Personality development and soft skills by Barun Mitra, Oxford university Press.
2. Communication skills and personality development -P.C sharma- Nirali prakashan Pune.
3. . Managing soft skills for personality development by B.N Gosh, tata Mc Grawhill education pvt Ltd.

4. Daniel Goleman (1996). Emotional Intelligence- Why it can Matter More than IQ. Bantam Doubleday Dell Publishing Group
5. Daniel Goleman (2000). Working with Emotional Intelligence. Bantam Doubleday Dell Publishing Group
6. Liz Wilson, Stephen Neale & Lisa Spencer-Arnell (2012). Emotional Intelligence Coaching. Kogan Page India Private Limited

Second Semester Course Contents

2.1 Financial Accounting and Reporting

2.2 Human Resource Management

2.3 Business Environment/ Business

Mathematics

**2.4 Health Wellness / Social & Emotional
Learning**

2.5 Open Elective: Select any one

- **People Management**
- **Retail Management**
- **Travel and Tourism Management**
- **Agri Business Management**
- **Digital Business**
- **Corporate Social Responsibility**
- **Startups. Management**

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.1

Name of the Course: Financial Accounting and Reporting

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate		
a) The ability to prepare final accounts of partnership firms		
b) The ability to understand the process of public issue of shares and accounting for the same		
c) The ability to prepare final accounts of joint stock companies.		
d) The ability to prepare and evaluate vertical and horizontal analysis of financial statements		
e) The ability to understand company's annual reports.		
Syllabus:		Hours
Module No. 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM		10
Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods)		
Module No. 2: ISSUE OF SHARES		08
Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).		
Module No. 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES		12
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).		
Module No. 4: FINANCIAL STATEMENTS ANALYSIS		12
Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet –Trend Percentages. (Analysis and Interpretation)		
Module No. 5: CORPORATE FINANCIAL REPORTING PRACTICES		10

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

Skill Developments Activities:

1. Collect financial statement of a company for five years and analyse the same using trend analysis.
2. Refer annual reports of two companies and list out the components.
3. Draft a partnership deed as per Partnership Act.
4. List out the accounting policies in annual report of the company

Text Books:

1. Stephen P. Robbins, Management, Pearson
2. Koontz and O'Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.2

Name of the Course: Human Resource Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

Course Outcomes: On successful completion of the course, the students will be able to demonstrate

- Ability to describe the role and responsibility of Human resources management functions on business
- Ability to describe HRP, Recruitment and Selection process
- Ability to describe to induction, training, and compensation aspects.
- Ability to explain performance appraisal and its process.
- Ability to demonstrate Employee Engagement and Psychological Contract.

Syllabus:	Hours
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Module No. 1: Introduction to Human Resource Management	10
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Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices

Module No. 2: Human Resource Planning, Recruitment & Selection	14
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Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP

HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting.

Succession Planning – Meaning and Features

Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only)

Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment

Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features

Module No. 3: Induction, Training and Compensation	10
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Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning.

Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development.

Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.

Module No. 4: Performance Appraisal, Promotion & Transfers	14
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Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal

Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion

Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing

Module No. 5: Employee Engagement and Psychological Contract | **08**

Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE.

Psychological contract: Meaning and features

Skill Developments Activities:

1. Preparation of Job Descriptions and Job specifications for a Job profile
2. Choose any MNC and present your observations on training program
3. Develop a format for performance appraisal of an employee.
4. Discussion of any two Employee Engagement models.
5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

Textbooks:

Aswathappa, Human Resource Management, McGraw Hill

Edwin Flippo, Personnel Management, McGraw Hill

C.B.Mamoria, Personnel Management, HPH

Subba Rao, Personnel and Human Resources Management, HPH

Reddy & Appanniah, Human Resource Management, HPH

Madhurimalal, Human Resource Management, HPH

S.Sadri & Others: Geometry of HR, HPH

Rajkumar: Human Resource Management I.K. Intl

Michael Porter, HRM and Human Relations, Juta & Co.Ltd.

K. Venkataramana, Human Resource Management, SHBP

Chartered Accountants of India, New Delhi.

Note: Latest edition of textbooks may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Coe: BBA 2.3

Name of the Course: Business Environment

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate

- a) An Understanding of components of business environment.
- b) Ability to analyse the environmental factors influencing business organisation.
- c) Ability to demonstrate Competitive structure analysis for select industry.
- d) Ability to explain the impact of fiscal policy and monetary policy on business.
- e) Ability to analyse the impact of economic environmental factors on business.

Syllabus:

Hours

Module No. 1: INTRODUCTION BUSINESS ENVIRONMENT

12

Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.

Module No. 2: GOVERNMENT AND LEGAL ENVIRONMENT

16

Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business.

Legal environment - Various laws affecting Indian businesses

Module No. 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT

13

An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment.

Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..

Module No. 4: TECHNOLOGICAL ENVIRONMENT

10

Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.

Module No. 5: NATURAL ENVIRONMENT

05

Meaning and nature of physical environment. Impact of Natural environment on business.

Skill Developments Activities:

- 1) List out key features of recent Monetary policy published by RBI impacting businesses.
- 2) Give your observation as to how technology has helped society.
- 3) Draft Five Forces Model for Imaginary business.
- 4) Identify the benefits of Digital transformation in India.

Text Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment
2. Sundaram & Black: The International Business Environment; Prentice Hall
3. Chidambaram: Business Environment; Vikas Publishing
4. Upadhyay, S: Business Environment, Asia Books
5. Chopra, BK: Business Environment in India, Everest Publishing
6. Suresh Bedi: Business Environment,Excel Books
7. Economic Environment of Business by M. Ashikary.
8. Business Environment by Francis Cherrinulam

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.3

Name of the Course: Business Mathematics

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom's lecture, tutorials, Problem solving.

Course Outcomes: On successful completion of the course, the students will demonstrate

- The Understanding of the basic concepts of business maths and apply them to create solve and interpret application problems in business
- Ability to solve problems on various types of equation.
- Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them.
- Ability to apply the concept of simple interest and compound interest bills discounted etc. and apply them in day-to-day life.
- Ability to solve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts.

Syllabus:	Hours
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Module No. 1: NUMBER SYSTEM	04
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Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational and Irrational numbers, Real Numbers, HCF and LCM (Simple problems).

Module No. 2: THEORY OF EQUATIONS	10
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Introduction – Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems.

Module No.3: INDICIES, MATRICES AND LOGARITHMS	16
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Meaning – types – operation on matrices – additions – subtractions and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems.

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

Module No. 4: COMMERCIAL ARITHMETIC	16
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Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub-duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.

Module No. 5: PROGRESSIONS	10
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PROGRESSIONS: Arithmetic Progression - Finding the 'nth' term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean.

Skill Developments Activities:

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

Text Books:

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

Note: Latest edition of text books may be used.

Name of the Program: Bachelor Business Administration (BBA)

Course Code: BBA.2.6 (OEC)

Name of the Course: **People Management**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course outcome: On successful completion of the course, student will demonstrate:

- a) Ability to examine the difference between People Management with Human resource Management
- b) Ability to explain the need for and importance of People Management.
- c) Ability to explain role of manager in different stages of performance management process
- d) Ability to list modern methods of performance and task assessment.
- e) Ability to analyse the factors influencing the work life balance of an working individual.

Syllabus:	Hours
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Module No. 1: Introduction to People Management	06
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Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.

Module No. 2: Getting Work Done and Assessment and Evaluation	12
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Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members.

Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.

Module No. 3: Building Peer Networks and Essentials of Communication	12
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Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.

Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

Module No. 4: Motivation	08
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Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation

Module No. 5: Managing Self	07
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Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.

Skill Developments Activities:

1. Analyse two cases on any of the above content indicated above.
2. List out the modern tools to performance assessment and evaluation.
3. Conduct a survey of work life balance of working individuals
4. Draft a Career development of working individual in the middle level management.

Text Books:

1. McShane, Steven L. and Mary Ann Von Glinow, *Organizational Behavior: Emerging Knowledge and Practice for the Real World*. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. *Human Resource Management: An Experiential Approach*. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). *Personality vs. Organization*. *Organizational Dynamics*. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). *Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation*. *Academy of Management Learning & Education*, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) *Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition)*. New York: McGraw-Hill.
6. Goleman, D. (1998). *Working with Emotional Intelligence*. Bantam Books,

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.6 (OEC)

Name of the Course: Retail Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate ;

- An understanding of the types and forms of Retail business.
- Ability to examine Consumer Behaviour in various environment.
- Ability to analyse various Retail operations and evaluate them.
- Ability to analyse various marketing mix elements in retail operations.
- An understanding of Information Technology in retail business.

Syllabus:	Hours
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Module No. 1: INTRODUCTION TO RETAIL BUSINESS	08
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Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.

Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS	08
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Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.

Module No. 3: RETAIL OPERATIONS	08
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Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.

Module No. 4: RETAIL MARKETING MIX	14
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Introduction -Product : Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion : Setting objectives – communication effects - promotional mix.

Module No. 5: INFORMATION TECHNOLOGY IN RETAILING	07
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Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.

Skill Developments Activities:

- Draw a retail life cycle chart and list the stages
- Draw a chart showing a store operations
- List out the major functions of a store manager diagrammatically
- List out the current trends in e-retailing
- List out the Factors Influencing in the location of a New Retail outlet

Text Books:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar& others – Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.6 (OEC)

Name of the Course: Travel and Tourism Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate ;

- An understanding of the types and nature of tourism.
- An understanding of the type tourism.
- Ability to analyze the travel agency Business.
- An understanding of Modern Tour Industry.

Syllabus:

Hours

Module No. 1: INTRODUCTION TO TRAVEL -

08

Meaning & definitions of tourism, traveler, excursionist, tourists - Objectives, nature & Classification of tourism & tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages.

Module No. 2: COMPONENTS, TYPES AND FORMS OF TOURISM

08

Components of tourism - Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical Tourism, historical, social,

Module No. 3: IMPACTS OF TOURISM

010

Tourism Impacts: Economic Impacts, Social Impacts, Cultural Impacts, and Environmental Impacts - Strategies to overcome or reduce the negative impacts of tourism. Adventure, health, business, conferences, conventions, incentives, sports tourism.

Module No. 4: TRAVEL AGENCY BUSINESS

12

Definition, The travel Market: Business Travel - Corporate Travel - Commercial Group Travel - Institutional Travel, Leisure Travel, Family Travel, Single Resort Travel, Special Interest Travel. Types of travel agency and tour operation, Inter-relationship between Travel agency and tour operation.

Module No. 5: MODERN TOUR INDUSTRY

07

. Package tours, Custom Tours, Tour Wholesalers, Types of Package Tours: Independent Package, hosted tour, escorted tour, sightseeing tours, Group, Incentive and convention tour, Mass Market Package holidays, Types of Tour Operators: Specialist tour operators, Outbound, Inbound and Domestic tour operators, Tour operators reliance on other organizations.

Skill Developments Activities:

- Prepare a list of tourist place and its popularity.
- Differentiate the types and forms of tourism.
- List out the functions of travel agency Business.
- List out the current trends in tourism industry.
- List out the Factors attracting tourist to a particular tourist places

Text Books:

- Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
- Bhatia AK (2002), Tourism Development: Principles and Practices, Revised edition Sterling Publishers Private Limited, New Delhi.

3. Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), Tourism Principles and Practices, 4th edition, Pearson Education Limited.
4. Dennis L & Foseter – Glencoe (2003), an Introduction to Travel & Tourism, McGrawHill International.
5. Dr. Revathy Girish (2007), Indian Tourist Panorama, Dominant Publishers and Distributors, New Delhi.
6. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition, Vikas Publishing House Pvt Ltd, New Delhi.
7. Kaul R.N (1991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1, 2 & 3 New Delhi,
8. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.6 (OEC)

Name of the Course: Agri Business Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; a) An understanding of the role of agriculture on Indian economy. b) To understand the agri products and distribution channel. c) Ability to examine the problems of farmers and NPA . d) To understand the financial support for agri business e) An understanding of impact of Technology in Agri Business.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO AGRICULTURE		08
Meaning of agriculture, Role of agriculture in Indian economy; problems and policy changes relating to farm supplies, farm production, agro processing, agricultural marketing, scope of Agri business Agricultural business management, functions of Agri Business Entrepreneurs.		
Module No. 2: AGRI PRODUCTS		07
Agri products types, Classification of agricultural products Product planning, media planning, planning of distribution channels and organising personal selling in rural markets. Organisation and functions of agricultural marketing in India, ,		
Module No. 3: FINANCING AGRIBUSINESS		12
Financial institutions: commercial banks, regional rural banks, NABARD, cooperatives'(NCDC and other institutions)Agro Industries Corporation, IDBI, IFCI, ICICI, SFCs, SIDCs; LIC, Non-banking financial companies, Role of external finance for agricultural production, problems, prospects and challenges in financing of agri business in India.		
Module No. 4: ROLE OF COOPERATIVES		08
Cooperatives, role of cooperatives in financing agri business, business development planning for cooperatives, MIS for agribusiness cooperatives, collective action and leadership in cooperatives, reasons for NPA, problems faced by farmers.		
Module No. 5: TECHNOLOGY AND AGRIBUSINESS		10
Agri business policies; Agricultural price and marketing policies; public distribution system and other policies, impact of technology on Agri Business, current trends in Agri Business.		
Skill Developments Activities: 1. Prepare a list of agri products. 2. Prepare a chart on the various financing institutions in India. 3. List out the problems of farmers in marketing of agri products. 4. list out the impact of technology on promoting agribusiness		
Text Books: 1) Acharya SS & Agarwal NL. 2004. Agricultural Marketing in India. 4th Ed.Oxford & IBH. 2) Kohls RL & Uhj JN. 2005. Marketing of Agricultural Products. 9th Ed. Prentice Hall. 3) Kotler P. 2002. Marketing Management – Analysis, Planning, Implementation and Control. Pearson Edu. 4) Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu. 5) Ramaswamy VS & Nanakumari S. 2002. Marketing Management. 2nd Ed.Mac Millan India		

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.6 (OEC)

Name of the Course: Corporate Social Responsibility

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate ;

- To examine the scope and complexity of CSR.
- To demonstrate a multi stakeholder perspective in viewing CSR issues.
- To explain the vision and mission of corporate to society at large.
- To evaluate the level of commitment to CSR of different organizations and show its competitive advantage.
- To analyses the impact of CSR on corporate culture

Syllabus:	Hours
Module No. 1: INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY	10

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. CSR through triple bottom line and Sustainable Business, environmental aspect of CSR; Chronological evolution of CSR in India; models of CSR in India, Carroll's model; drivers of CSR; major codes on CSR; CSR initiatives in India.

Module No. 2: RATIONALE OF CSR.	08
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Rationale of CSR Economic goals, profit maximization goals, sales maximization goals, wealth maximization goals, fallacy of maximization goals, corporate crimes-company and society relations-corporate social challenges-corporate Accountability-Business and ecology

Module No. 3: ETHICS IN BUSINESS	10
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Ethics Meaning, definition of ethics, types Importance and nature of Ethics relation between corporate responsibility & Business ethics. Ethics and organization: rational organization- employee's obligations to the firm, firms duties to the employees, broad ethical issues in society, managing ethics, Ethical issues in marketing-HRM-production and operations management-finance.

Module No. 4: CORPORATE GOVERNANCE	12
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Corporate Governance Corporate Governance- Meaning, Definition, what is good Corporate Governance? Issues in Corporate Governance, principles and Mechanisms of Corporate Governance, Corporate Governance ethics, obligations- Society, Employees, Customers, investors, managerial obligations.

Module No. 5: WHISTLE BLOWING	05
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Whistle Blowing- meaning and definition, features of WB, - Types of WB, Motives of WB, Evaluation of WB, Advantages of WB, creating a WB culture in organization, CSR amendments in Companies Act 2013.

Skill Developments Activities:

- List out the CSR activates of a manufacturing and service sector.
- List out the CSR activates discharged of any two companies.
- Draw a chart showing the roleof stake holders in CSR.
- List out the good corporate governance of a business.

Text Books:

1. Business ethics R.V. Badhi, N.V.Badhi
2. Business ethics by L.P. Hartman, Tata Mc Grawhill.
3. Business ethics by W.H.Shaw-(Thomson)
4. Corporate Social Responsibility – C. Gopala Krishna
5. Corporate Social Responsibility – Sanjay.K. Agarwal

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.6 (OEC)

Name of the Course: Digital Business

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; a) An understanding of the types of digital business. b) To understand the E commerce business. c) Ability to analyze various mobile and social Commerce platforms.. d) an understanding the applications of Digital Business.		
Syllabus:		Hours
Module No. 1: ELECTRONIC COMMERCE:		08
The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms. E-Business, Electronic Markets and Networks; E-Commerce Business Models, Integrating the Marketplace with the Market space, Web 2.0. Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society		
Module No. 2: MOBILE AND SOCIAL COMERCE		08
Mobile Commerce, Attributes Applications and Benefits of M Commerce, Mobile Marketing - Shopping and Advertising. Social Commerce: Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, Social Media, Platforms for Social Networking; Social Media Marketing, The Benefits and Limitations of Social Commerce,		
Module No. 3: DIGITAL BUSINESS ECOSYSTEM		08
Electronic Commerce Mechanisms, Online Purchasing Process, E-Market places - Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls , Web (Information) Portals. Intermediaries: Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, E-Commerce Search Activities, Digital Payments: Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues		
Module No. 4: DIGITAL BUSINESS APPLICATIONS - I		14
Electronic Retailing: B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel, Referring Directories, Malls with Shared Services. Social Shopping , Concept, Benefits and Drivers, Social Shopping Aids, Real-Time Online Shopping. The Online Versus Off-Line Competition, Click-and-Brick models,. Fintech: E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications.		
Module No. 5: DIGITAL BUSINESS APPLICATIONS - II		07
Digital Business Applications - II: Online Travel and Tourism Services: Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. E-Employment: Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. Entertainment, Media & Gaming: Service Industry Consumer Applications. Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars; Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment		

Skill Developments Activities:

1. List out the various E Commerce Platforms
2. Present diagrammatically the plat forms of social networking.
3. List out the use of Mobile commerce.
4. List Out the application of Digital business in different businesses.
5. List out the various digital products used in entertainment industry.

Text Books:

1. Introduction to E Commerce & Social Commerce, Turban E , Whiteside J , King D, Outland J Springer
2. E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education.
3. Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.6 (OEC)

Name of the Course: startups Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	45 Hrs

Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

Course Outcomes: On successful completion Student will demonstrate ;

- An understanding of the nature of entrepreneurship
- An understanding of the personal attributes and use of entrepreneurial opportunities
- To Analyze the systematic process to select and screen a business idea and write a business plan
- To explore entrepreneurial leadership and management style & design strategies for successful implementation of ideas.

Syllabus:	Hours
Module No. 1: INTRODUCTION TO ENTREPRENEURSHIP	06
Introduction to Entrepreneurship, Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, types of entrepreneurs, Lean Start -up, The entrepreneurial ecosystem, Entrepreneurs and strategic decisions , Sustainability of Entrepreneurship: Dilemmas of an entrepreneur for success;	
Module No. 2: STARTUP OPPURTUNITIES	08
Meaning of startups, startup opportunities, Search and Identification; of business idea, Market Intelligence, Market analysis, Market research, Customer validation, developing your business model, Crafting your value proposition, Product Development , Managing the product development process, Long Tail markets, Product launch goals, Go-to Market Strategy, The role of selling in a startup, Sales forecasting for startups, Mapping buyer response modes. Social media Promotion tools	
Module No. 3: STARTUP FINANCIAL SUPPORT	14
The Financial Road Map: Planning/Budgeting, Developing a financial roadmap, financial statements: the four components, How to budget for startup success, Bootstrapping and alternative sources of funding, Informal capital- Friends & Family, Role of Entrepreneur Development Programs (EDP), Role of DIC, SISI , EDII , NIESBUD, NEDB, EDP Role of Government in ED, various schemes - PMEGP, CGTMSE, MPDA, SFURTI. Role of MSDE; Schemes by MSDE: PMKVY, SANKALP, STAR. Crowd funding, Venture capital, Private Equity, Financing Mix and the Financing continuum shareholding-Cliff -Vesting schedule-Relative importance of Operational Involvement,	
Module No. 4: STARTUP LEADRSHIP	10
Startup Leadership: Building and managing the founder team, Attracting and retaining the right people, The Team - Board/Governance, The role of a successful board, Different board models for different ventures, How to assemble a board of advisors, separating leadership from management, Legal Matters-Tax, Legal expenses, hiring the service providers. Employee management and leadership in the workforce, Recruiting, selection and hiring.	
Module No. 5: BUSINESS PLAN AND FEASIBILITY STUDY	07
Business Plan: Building the Business Plan, need & objectives, SWOT analysis, Internal and External Environment Analysis, Industry Analysis, marketing and financial considerations: Building a powerful marketing plan. E-commerce and Entrepreneur. Development of product / idea, Pricing strategies. Creating successful financial plan. Choosing the right location and layout.	

Skill Developments Activities:

1. List out the types of entrepreneurs.
2. Prepare a chart on the qualities of any two successful entrepreneurs.
3. Prepare a report on the two successful startups.
4. List out the financial support provided by SIDBI and DIC.
5. List out the various government schemes provided for startups in India.
6. list out the factors to be considered for starting a business

Text Books:

1. New Venture Management: The Entrepreneur's Roadmap (Entrepreneurship Series), Donald F. Kuratko and Jeffrey S. Hornsby, Pearson
2. The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture, Vijaya Kumar Ivaturi, Meena Ganesh, Penguin Random House India.
3. Managing New Ventures, Anjan Raichoudhuri, Prentice-Hall of India Pvt.Ltd
4. Develop Your Idea!: Get Off to a Flying Start With Your Startup. Guided Exercises, Templates & Resources for Exploring New Business Ventures, K. N. Kukoyi
5. Managing Small Business by Longenecker, Moore, Petty and Palich, Cengage Learning, India Edition.
6. Entrepreneurship: New Venture Creation by David H. Holt
7. The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi
8. Entrepreneurship and Small Business Management by Siropolis
9. Lead like an Entrepreneur by Neal Thornberry

II. Skill Enhancement Courses

Sl.No.	Name of the Courses
1.	Community Project Reports & Viva Voce
2.	Company Financial Statements Analysis and Reports
3.	Internship in Audit firms
4.	Industry Analysis and Reports
5.	E-Bachelor of Business Administration
6.	Collective Bargaining & Negotiation Skills in Business
7.	Training & Development
8.	Stock Market Operations
9.	Communication & Documentation
10.	New Venture Planning and Development
11.	Personal Tax Planning and Tax Management
12.	Cyber Security
13.	Leadership & Team Development
14.	Event Management
15.	Basics of Spreadsheets modelling
16.	Advanced Spreadsheets modelling
17.	Advertisement & Personal Selling
18.	Managing Digital Platforms
19.	ERP Applications
	Others (if any)

III. Ability Enhancement Compulsory Courses		IV. Generic Elective Courses	
Sl.No.	Name of the Courses	Sl.No.	Name of the Courses
1.	Languages – 1: Kannada/Hindi/Urdu/ Sanskrit/Others	1.	Personal Financial Planning
2.	Languages – 2: English/Others	2.	Accounting for Everyone
3.	Environmental Science	3.	Financial Literacy
4.	Indian Constitution	4.	Financial Environment
5.	Business Communication	5.	Public Policy
6.	Foreign Languages	6.	People Management
7.	Life Skills	7.	Rural Development
8.	Managerial Skills	8.	Basics of Management
	Others (if any)	9.	Investment in Stock Markets
		10.	Good Governance
		11.	Sustainable Development Goals
		12.	Risk Management
		13.	Digital Marketing
		14.	Creativity and Innovation
		15.	Public Administration and Business
			Others (if any)