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| B.B.a.,  aviation |
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| **SYLLABUS** |
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| **from the academic year**  **2023 – 2024** |
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| **TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI – 600 005** |
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**B.B.A., AVIATION**

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| **LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME** | | |
| **Programme:** | **B.B.A., Aviation** | |
| **Programme Code:** |  | |
| **Duration:** | **3 years [UG]** | |
| **Programme Outcomes:** | **PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study  **PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one’s views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.  **PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.  **PO4: Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one’s learning to real life situations.  **PO5: Analytical reasoning**: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.  **PO6: Research-related skills**: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation  **PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team  **PO8: Scientific reasoning**: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.  **PO9: Reflective thinking**: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.  **PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.  **PO 11 Self-directed learning**: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.  **PO 12 Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.  **PO 13: Moral and ethical awareness/reasoning**: Ability to embrace moral/ethical values in conducting one’s life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demon starting the ability to identify ethical issues related to one‟s work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.  **PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.  **PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn‟, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling. | |
| **Programme Specific Outcomes:** | | **PSO1**: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.  **PSO 2**: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.  **PSO 3**: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.  **PSO 4**: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.  **PSO 5:** Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies. | |

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|  | **PO 1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **PSO 1** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 2** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO3** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 4** | Y | Y | Y | Y | Y | Y | Y | Y |
| **PSO 5** | Y | Y | Y | Y | Y | Y | Y | Y |

**3 – Strong, 2- Medium, 1- Low**

**Highlights of the Revamped Curriculum**:

* Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
* The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
* The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
* The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
* The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
* The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
* Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
* State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

**Value additions in the Revamped Curriculum:**

|  |  |  |
| --- | --- | --- |
| **Semester** | **Newly introduced Components** | **Outcome / Benefits** |
| **I** | **Foundation Course**  To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens  gives rise to a new perspective. | * Instill confidence among students * Create interest for the subject |
| **I, II, III, IV** | **Skill Enhancement papers** (Discipline centric / Generic / Entrepreneurial) | * Industry ready graduates * Skilled human resource * Students are equipped with essential skills to   make them employable |
| * Training on language and communication skills enable the students gain   knowledge and  exposure in the competitive world. |
| * Discipline centric skill will improve the Technical knowhow of solving real life   problems. |
| **III, IV, V & VI** | Elective papers | * Strengthening the domain knowledge * Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature * Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with   hands-on-training. |

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| **IV** | Elective Papers | | * Exposure to industry moulds students into solution providers * Generates Industry ready graduates * Employment opportunities enhanced |
| **V Semester** | Elective papers | | * Self-learning is enhanced * Application of the concept to real situation is conceived resulting   in tangible outcome |
| **VI Semester** | Elective papers | | * Enriches the study beyond the course. * Developing a research framework and   presenting their  independent and  intellectual ideas effectively. |
| **Extra Credits:**  **For Advanced Learners / Honors degree** | | | * To cater to the needs of peer learners / research   aspirants |
| **Skills acquired from the Courses** | | Knowledge, Problem Solving, Analytical  ability, Professional Competency, Professional Communication and Transferrable Skill | |

**Credit Distribution for UG Programmes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sem I** | **Credit** | **H** | **Sem II** | **Credit** | **H** | **Sem III** | **Credit** | **H** | **Sem IV** | **Credit** | **H** | **Sem V** | **Credit** | **H** | **Sem VI** | **Credit** | **H** |
| Part 1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | 5.1 Core Course –\CC IX | 4 | 5 | 6.1 Core Course –  CC XIII | 4 | 6 |
| Part.2 English | 3 | 6 | Part..2 English | 3 | 6 | Part..2 English | 3 | 6 | Part..2 English | 3 | 6 | 5.2 Core Course – CC X | 4 | 5 | 6.2 Core Course –  CC XIV | 4 | 6 |
| 1.3 Core Course – CC I | 5 | 5 | 2..3 Core Course – CC III | 5 | 5 | 3.3 Core Course – CC V | 5 | 5 | 4.3 Core Course – CC VII  Core Industry Module | 5 | 5 | 5. 3.Core Course CC -XI | 4 | 5 | 6.3 Core Course –  CC XV | 4 | 6 |
| 1.4 Core Course – CC II | 5 | 5 | 2.4 Core Course – CC IV | 5 | 5 | 3.4 Core Course – CC VI | 5 | 5 | 4.4 Core Course –  CC VIII | 5 | 5 | 5. 4.Core Course –/ Project with viva- voce  CC -XII | 4 | 5 | 6.4 Elective -VII Generic/ Discipline Specific | 3 | 5 |
| 1.5 Elective I Generic/ Discipline Specific | 3 | 4 | 2.5 Elective II Generic/ Discipline Specific | 3 | 4 | 3.5 Elective III Generic/ Discipline Specific | 3 | 4 | 4.5 Elective IV Generic/ Discipline Specific | 3 | 3 | 5.5 Elective V Generic/ Discipline Specific | 3 | 4 | 6.5 Elective VIII  Generic/ Discipline Specific | 3 | 5 |
| 1.6 Skill Enhancement Course SEC-1 | 2 | 2 | 2.6 Skill Enhancement Course SEC-2 | 2 | 2 | 3.6 Skill Enhancement Course SEC-4,  (Entrepreneurial Skill) | 1 | 1 | 4.6 Skill Enhancement Course SEC-6 | 2 | 2 | 5.6 Elective VI Generic/ Discipline Specific | 3 | 4 | 6.6 Extension Activity | 1 | - |
| 1.7 Skill Enhancement -(Foundation Course) | 2 | 2 | 2.7 Skill Enhancement Course –SEC-3 | 2 | 2 | 3.7 Skill Enhancement Course SEC-5 | 2 | 2 | 4.7 Skill Enhancement Course SEC-7 | 2 | 2 | 5.7 Value Education | 2 | 2 | 6.7 Professional Competency Skill | 2 | 2 |
|  |  |  |  |  |  | 3.8 E.V.S. | - | 1 | 4.8 E.V.S | 2 | 1 | 5.8 Summer Internship /Industrial Training | 2 |  |  |  |  |
|  | **23** | **30** |  | **23** | **30** |  | **22** | **30** |  | **25** | **30** |  | **26** | **30** |  | **21** | **30** |
| **Total – 140 Credits** | | | | | | | | | | | | | | | | | |

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System**

**for all UG courses including Lab Hours**

**First Year – Semester-I**

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| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course SEC-1 | 2 | 2 |
| Foundation Course | 2 | 2 |
|  |  | **23** | **30** |

**Semester-II**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-2 | 2 | 2 |
| Skill Enhancement Course -SEC-3 (Discipline / Subject Specific) | 2 | 2 |
|  |  | **23** | **30** |

**Second Year – Semester-III**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language - Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-4 (Entrepreneurial Based) | 1 | 1 |
| Skill Enhancement Course -SEC-5 (Discipline / Subject Specific) | 2 | 2 |
| E.V.S | - | 1 |
|  |  | **22** | **30** |

**Semester-IV**

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| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language - Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 13 |
| Part-4 | Skill Enhancement Course -SEC-6 (Discipline / Subject Specific) | 2 | 2 |
| Skill Enhancement Course -SEC-7 (Discipline / Subject Specific) | 2 | 2 |
| E.V.S | 2 | 1 |
|  |  | **25** | **30** |

**Third Year**

**Semester-V**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| **Part-3** | Core Courses including Project / Elective Based | 22 | 26 |
| **Part-4** | Value Education | 2 | 2 |
| Internship / Industrial Visit / Field Visit | 2 | 2 |
|  |  | **26** | **30** |

**Semester-VI**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| **Part-3** | Core Courses including Project / Elective Based & LAB | 18 | 28 |
| **Part-4** | Extension Activity | 1 | - |
| Professional Competency Skill | 2 | 2 |
|  |  | **21** | **30** |

**Consolidated Semester wise and Component wise Credit distribution**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Parts** | **Sem I** | **Sem II** | **Sem III** | **Sem IV** | **Sem V** | **Sem VI** | **Total Credits** |
| **Part I** | 3 | 3 | 3 | 3 | - | - | 12 |
| **Part II** | 3 | 3 | 3 | 3 | - | - | 12 |
| **Part III** | 13 | 13 | 13 | 13 | 22 | 18 | 92 |
| **Part IV** | 4 | 4 | 3 | 6 | 4 | 1 | 22 |
| **Part V** | - | - | - | - | - | 2 | 2 |
| **Total** | 23 | 23 | 22 | 25 | 26 | 21 | **140** |

**\*Part I. II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

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| **Methods of Evaluation** | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | 25 Marks |
| Assignments |
| Seminars |
| Attendance and Class Participation |
| **External Evaluation** | End Semester Examination | 75 Marks |
|  | Total | 100 Marks |
| **Methods of Assessment** | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or  overview | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems,  Observe, Explain | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate | |
|  | between various ideas, Map knowledge | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or  Presentations | |

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| **SEMESTER I** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MARKS** | | **TOTAL** |
| **COURSE COMPONENT** | | **CIA** | **External** |
| PartI | Paper–I | Language – Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| PartII | Paper–I | English | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| PartIII | CorePaper–I | **BBA-DSC01:**Principles of  Management | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| CorePaper–II | **BBA-DSC02: Accounting for Managers** | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Elective Paper-I | **BBA-DGE1:Introduction to Airline industry** | Y | - | - |  | 4 | 3 | 25 | 75 | 100 |
| PartIV | Skill Enhancement course BBASEC1 NME- Basics of Event Management | | Y | - | Y | - | 2 | 2 | 25 | 75 | 100 |
| Foundation Course BBA FC01- Managerial communication | |  |  |  |  | 2 | 2 | 25 | 75 | 100 |
|  | Total | | | | | | 30 | 23 |  | | |

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| **SEMESTER II** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAXMARKS** | | | **TOTAL** |
| **COURSE COMPONENT** | | **CIA** | | **EXT** |
| PartI | Paper–II | Language – Tamil | Y | - | - | - | 6 | 3 | 25 | | 75 | 100 |
| PartII | Paper–II | English | Y | - | - | - | 6 | 3 | 25 | | 75 | 100 |
| Part III | CorePaper–III | BBA-DSC03**:**  Marketing Management | Y | - | - | - | 5 | 5 | 25 | | 75 | 100 |
| CorePaper–IV | BBA-DSC04:  Strategic Management | Y | - | - | - | 5 | 5 | 25 | | 75 | 100 |
| Elective -II | BBA-DGE2**:**  **Airline and Airport operations** | Y | - | - | - | 4 | 3 | 25 | | 75 | 100 |
| Part IV | Skill Enhancement course BBASEC2 NME- Managerial Skill Development | | Y | - | - | - | 2 | 2 | 25 | | 75 | 100 |
| SEC3 Business Etiquette and Corporate Grooming | |  |  |  |  | 2 | 2 | 25 | | 75 | 100 |
|  | EVS | | Y |  |  |  | 1 |  | | | | |
|  | Total | |  |  |  |  | 30 | 23 | |  | | |

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| **SEMESTER III** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAXMARKS** | | **TOTAL** |
| **COURSE COMPONENT** | | **INT** | **EXT** |
| PartI | Paper–III | Language – Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| PartII | Paper–III | English | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part III | CorePaper–V | **BBA-DSC05:**  **OrganisationalBehaviour** | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| CorePaper–VI | **BBA-DSC06: Financial Management** | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Elective –III | **BBA-DGE03:**BusinessStatistics | Y | - | - | - | 4 | 3 | 25 | 75 | 100 |
| PartIV | SEC4 Computer Applications in Business | | Y | - | Y | - | 1 | 1 | 25 | 75 | 100 |
| SEC5 Entrpreneurial Skill New Venture Management | | Y |  | Y |  | 2 | 2 | 25 | 75 | 100 |
| EnvironmentalStudies | | Y | - | - | - | 1 |  |  | | |
|  | Total | | | | | | 30 | 22 |  | | |

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| **SEMESTER IV** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAX MARKS** | | **TOTAL** |
| **COURSE COMPONENT** | | **CIA** | **EXT** |
| PartI | Paper–IV | Language – Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| PartII | Paper–IV | English | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| PartIII | CorePaper–VII | **BBA-DSC07:**  **Business**  **Environment** | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| CorePaper–VIII | **BBA-DSC08:**  Business Regulatory FrameWork | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| ElectivePaper–IV | **BBA-DGE04:**Operation Research | Y | - | - | - | 3 | 3 | 25 | 75 | 100 |
| PartIV | SEC6 Tally | |  |  | Y | - | 2 | 2 | 25 | 75 | 100 |
| SEC7 Intellectual Property Rights | | Y | - | - | - | 2 | 2 | 25 | 75 | 100 |
| EnvironmentalStudies | | Y | - | - | - | 1 | 2 | 25 | 75 | 100 |
|  | Total | | | | | | 30 | 25 |  | | |

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| Second year Vacation Internship -45 hours | | | | | | | | | **2 credits** | | | |
| **SEMESTER V** | | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAXMARKS** | | **TOTAL** |
| **COURSE COMPONENT** | | | **CIA** | **EXT** |
| PartIII | CorePaper–IX | | **BBA-DSC09:**  Human Resources Management | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| CorePaper–X | | **BBA-DSC10:**ResearchMethodology | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| CorePaper–XI | | **BBA-DSC11:**  **Business Taxation** | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| CorePaper–XII | | **BBA-DSC12:**  ManagementInformationsystem | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| Elective–V | | **BBA – DSE 1A**  **Air Traffic Control**  Or  **BBA-DSE 1B**  **Airline Marketing and Strategic Management**  Or  **BBA-DSE 1C**  **Aviation Law** | Y | - | - | - | **4** | 3 | 25 | 75 | 100 |
|  | Elective – VI Project | BBA DSE 2Project with Viva –Voce | | - | - | Y | - | 4 | 3 | 20 | 80 | 100 |
|  | Value Education |  | |  |  |  |  | 2 | 2 |  |  |  |
| PartIV | Summer Internship/Industrial Training | | | Y | - | - | - | - | 2 |  |  |  |
|  | Total | | | | | | | 30 | 26 |  |  |  |

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| **SEMESTER VI** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAXMARKS** | | **TOTAL** |
| **COURSECOMPONENT** | | **CIA** | **EXT** |
|  | CorePaper–XIII | **BBA-DSC13:**  **Entrepreneurial**  **Development** | Y | - | - | - | 6 | 4 | 25 | 75 | 100 |
|  |  |
|  | CorePaper–XIV | **BBA-DSC14**  Services Marketing | Y |  |  |  | 6 | 4 | 25 | 75 | 100 |
| PartIII | CorePaper–  XV | **BBA-DSC15**  International Business | Y |  |  |  | 6 | 4 | 25 | 75 | 100 |
| Elective–VII | **BBA-DSE3A:**  **Air Transport Safety and Security** | Y | - | - | - | 5 | 3 | 25 | 75 | 100 |
|  |  | Or  **BBA DSE3B:**  **Aircraft Navigation Service** |
|  | Elective – VIII | Generic/Discipline Specific |  |  |  |  | 5 | 3 | 25 | 75 | 100 |
|  | Professional Competency Enhancement  Quantitative Aptitude I  And Quantitative Aptitude II  (2 hours each) | |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  | 2 | 2 | 25 | 75 | 100 |
| PartV | ExtensionActivities | | - | - | Y | - | - | 1 |  |  |  |
|  | Total | | | | | | 30 | 21 |  |  |  |

Total Credits 140`

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBADSC01** | **Principles of Management** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart knowledge about evolution of management | | | | | | | | | | | | | |
| CLO2 | To provide understanding on planning process and importance of decision making in organization | | | | | | | | | | | | | |
| CLO3 | To learn the application of principles in organization | | | | | | | | | | | | | |
| CLO4 | To study the process of effective controlling in organization | | | | | | | | | | | | | |
| CLO5 | To familiarize students about significance of ethics in business and its implications. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager – Levels of Management – Development of Scientific Management and other Schools of thought andapproaches. | | | | | | | | 15 | | | CLO1 | | |
| II | Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision. | | | | | | | | 15 | | | CLO2 | | |
| III | Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. | | | | | | | | 15 | | | CLO3 | | |
| IV | Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. | | | | | | | | 15 | | | CLO4 | | |
| V | Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Describe nature, scope, role, levels, functions and approaches of management | | | | | | | | PO5 | | | | | |
| **CO2** | Apply planning and decision making in management | | | | | | | | PO2, PO5, PO6,PO8 | | | | | |
| **CO3** | Identify organization structure and various organizing techniques | | | | | | | | P01, PO4 | | | | | |
| **CO4** | Understand Direction, Co-ordination & Control mechanisms | | | | | | | | PO2,PO6 | | | | | |
| **CO5** | Relate and infer ethical practices of organisation. | | | | | | | | PO3, PO8 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004. | | | | | | | | | | | | | |
| 2. | Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014. | | | | | | | | | | | | | |
| 3 | .Stephen A. Robbins & David A. Decenzo& Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011 | | | | | | | | | | | | | |
| 4 | Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India | | | | | | | | | | | | | |
| 5 | Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014. | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | P.C. Tripathi& P.N Reddy; Principles of Management, Sultan Chand& Sons,6th Edition, 2017 | | | | | | | | | | | | | |
| 2. | L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition. | | | | | | | | | | | | | |
| 3. | Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017 | | | | | | | | | | | | | |
| 4. | Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition. | | | | | | | | | | | | | |
| 5. | Harold Koontz, HienzWeihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | <https://www.toolshero.com/management/14-principles-of-management/> | | | | | | | | | | | | | |
| 2 | <https://open.umn.edu/opentextbooks/textbooks/693> | | | | | | | | | | | | | |
| 3 | <https://open.umn.edu/opentextbooks/textbooks/34> | | | | | | | | | | | | | |
| 4 | <https://openstax.org/subjects/business> | | | | | | | | | | | | | |
| 5 | <https://blog.hubspot.com/marketing/management-principles> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | L | S | S | S | S | M | S |
| **CO 2** | M | S | S | S | M | M | L | S |
| **CO 3** | M | S | S | M | S | S | M | S |
| **CO 4** | S | M | S | S | S | S | L | S |
| **CO 5** | M | S | S | S | S | S | M | S |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

**S –Strong M-Medium L-Low**

**CO-PO Mapping with program specific outcomes ,**

**Level of Correlation between PSO’s and CO’s**

**CO-PO Mapping (Course Articulation Matrix)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to PO’s** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject**  **Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DGE01** | **Accounting for Management** | Core | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To provide an insight into the concepts, theories and techniques of Accounting for Management. | | | | | | | | | | | | | |
| CLO2 | To familiarize with Accounting for Management tools used. | | | | | | | | | | | | | |
| CLO3 | To apply Accounting for management tools | | | | | | | | | | | | | |
| CLO4 | To appreciate the use of Management accounting tools in critically analyzing and interpreting financial information. | | | | | | | | | | | | | |
| CLO5 | To evaluate various business decision alternatives using Accounting for Management Tools and Techniques. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Accounting Principles – Concepts – Basic of Accounting – Journal – Ledger – Trial Balance – Preparation ofTrading and Profitand Lossaccountand BalanceSheet(problems)– Depreciation methods. | | | | | | | | 9 | | | CLO1 | | |
| II | FinancialStatementanalysis–Objectives–AccountingRatio‘s;Liquidity;Profitability,turnoverandmarkettestratios–Problemsandcomputationandinterpretationofvarious accountingratios | | | | | | | | 9 | | | CLO2 | | |
| III | Fund flow statement analysis sources and applications of funds – Statement of changes in working capital –Computation of fund from operations – Working for computation of various sources and uses – Preparationof fund flow statement – Cash flow statement (Problems) – Distinction between funds flow and cash flowstatement. | | | | | | | | 9 | | | CLO3 | | |
| IV | Cost Accounting –meaning – Distinction between accounting and costaccounting – Cost terminology;cost, cost center, cost unit – Elements of cost – Cost Sheet – Problems –Target costing; concept andapplications | | | | | | | | 9 | | | CLO4 | | |
| V | Marginal Costing – Definition – Distinction between marginal costing and absorption costing – Decisionmaking under marginal costing system – Contribution, P/V Ratio, limiting factor, Margin of Safety, BreakEvenPoint(problems)-Computationofbreakevenpoint | | | | | | | | 9 | | | CLO5 | | |
|  | **Total** | | | | | | | | **45** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Describe various concepts relevant to Accounting for Management. | | | | | | | | PO1,PO2 | | | | | |
| **CO2** | Explain various tools and techniques of Accounting for Management. | | | | | | | | PO1 | | | | | |
| **CO3** | Apply the tools of Accounting for Management to solve problems related to decision making and planning. | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO4** | Critically analyze and interpret financial information using Management Accounting Tools & Techniques. | | | | | | | | PO1,PO2,PO6,PO8 | | | | | |
| **CO5** | Evaluate various business decision alternatives and proposals using Accounting for Management techniques to make recommendations for effective decision making. | | | | | | | | PO2,PO6 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication. | | | | | | | | | | | | | |
| 2. | SN Maheswari, Management Accounting - Sultan Chand &Sons | | | | | | | | | | | | | |
| 3 | Reddy,T.S.andHariprasad Reddy, Y, Cost Accounting, Margam Publications | | | | | | | | | | | | | |
| 4 | Rajiv Kumar Goel , Ishaan Goel – Concepts Building Approach to management Accounting –CENGAGE New Delhi | | | | | | | | | | | | | |
| 5 | Murthy A and Gurusamy S ,Management Accounting- Theory &Practice, Vijay Nicole Imprints Pvt. Ltd .Chennai | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | Jhamb, Fundamentals of Management Accounting – An eBooks India - New Delhi. | | | | | | | | | | | | | |
| 2. | Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education. | | | | | | | | | | | | | |
| 3. | Jain,S.P&Narang,K.L.,Cost Accounting, Kalyani Publishers | | | | | | | | | | | | | |
| 4. | Charles T. Horngren and Gary Sundem, N, Introduction to Management Accounting, Prentice Hall | | | | | | | | | | | | | |
| 5. | Sharma and Shashi K. Gupta, Management Accounting, Kalyani Publishers | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | www.accountingcoach.com/ | | | | | | | | | | | | | |
| 2 | www.accountingstudyguide.com/ | | | | | | | | | | | | | |
| 3 | www.futureaccountant.com/ | | | | | | | | | | | | | |
| 4 | www.thestudentcpa.com/ | | | | | | | | | | | | | |
| 5 | www.accountinglectures.com/ | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | M | S | L | M |
| **CO 2** | S | M | M | M | M | S | L | S |
| **CO 3** | S | M | M | M | M | S | L | S |
| **CO 4** | S | M | M | M | M | S | L | M |
| **CO 5** | S | M | M | M | M | S | L | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBADGE1:** | **INTRODUCTION TO AIRLINE INDUSTRY** | Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart fundamental knowledge on aviation regulatory bodies  and their roles and responsibilities. | | | | | | | | | | | | | |
| CLO2 | To provide understanding on different variants of aircraft available in the market & their operational ability. | | | | | | | | | | | | | |
| CLO3 | **To familiarize on procedures and practices implemented at airport to manage passenger traffic in terminal and in ramps.** | | | | | | | | | | | | | |
| CLO4 | **To understand the organization structure in airline industry** | | | | | | | | | | | | | |
| CLO5 | To familiarize with air safety and security procedures. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | Aviation – Meaning & Genesis of Aviation - Aviation Terminology - Regulatory Bodies – DGCA, BCAS, ICAO, IATA - Airport and Airline Codes - World Time Zone - Land side and Airside – Areas – Terminal Building – Apron – Runway. | | | | | | | | 15 | | | CLO1 | | |
| **II** | History of Aircraft-Difference between Aircraft and Airplane-Classification of Airplanes-Physical Description of an Aircraft- Basic Science behind the Flight-Mechanics of the Flight-Parts of an Aircraft with definitions. | | | | | | | | 15 | | | CLO2 | | |
| **III** | Passenger services at terminal building: Reservation –Check in – Seating Procedures - Baggage Procedure – Types of Passengers and Handling Procedure -Co- ordination with Supporting Agencies / Departments. Boarding Gate – Arrival Terminal.  Passenger services at ramp: Ramp Handling Procedure - | | | | | | | | 15 | | | CLO3 | | |
|  | Baggage Make up Area – Passenger Reconciliation - Baggage Reconciliation - Gate Know Show (GNS)- Flight Cancellation and Denied Boarding Compensation Procedures - Arrival Ramp Procedure. | | | | | | | |  | | |  | | |
| **IV** | Airline Alliances – Development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture | | | | | | | | 15 | | | CL04 | | |
| **V** | Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation – Future of Airline Industry. | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the roles and responsibilities of Aviation regulatory bodies | | | | | | | | PO1,PO3 | | | | | |
| **CO2** | Identify the various types of aircrafts and their operations | | | | | | | | PO1,PO2,PO6,PO7 | | | | | |
| **CO3** | Ability to handle the various types of passengers at the terminal and at the ramp. | | | | | | | | PO1, PO3,PO8 | | | | | |
| **CO4** | Identify the types of airline personnel and the related roles and responsibilities. | | | | | | | | ,PO6 | | | | | |
| **CO5** | Understand the air safety and security procedure. | | | | | | | | PO1, PO5, PO6 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | Fly Sky Aviation, “Airport and Airline Management”, 1st Edition, 2020. | | | | | | | | | | | | | |
| 2. | International Air Transport Association (IATA); 1st Edition (14 April 2011) | | | | | | | | | | | | | |
| 3 | B.Young, “Airport planning and management” McGraw-Hill Education, 6th Edition, 2011. | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | IATA books on airline customer service – 1st edition, 2020 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | **http[s://www](http://www.slideshare.net/vivianmeril/introduction-to-airline-industry).sli**[**deshare.net/vivianmeril/introduction-to-airline-industry.**](http://www.slideshare.net/vivianmeril/introduction-to-airline-industry) | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | S | L | M | M | M | M |
| **CO 2** | S | S | M | L | M | S | S | M |
| **CO 3** | S | M | S | M | M | M | M | S |
| **CO 4** | M | L | L | M | M | S | L | M |
| **CO 5** | S | M | M | L | S | S | M | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC04** | **MARKETING MANAGEMENT** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To understand the marketplace. | | | | | | | | | | | | | |
| CLO2 | To identify the PLC stages and the pricing strategies. | | | | | | | | | | | | | |
| CL03 | To select the different marketing channels of distribution. | | | | | | | | | | | | | |
| CLO4 | To appraise the Sales Forecasting. | | | | | | | | | | | | | |
| CLO5 | To prepare according to the latest trends in market. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Fundamentals of Marketing – Role of Marketing – Relationship of Marketing With Other Functional Areas- Concept of Marketing Mix – Marketing Approaches – Various Environmental Factors Affecting the Marketing Functions. | | | | | | | | 15 | | | CLO1 | | |
| II | Segmentation – Need And Basis of Segmentation -Targeting – Positioning  Product – Characteristics – Benefits – Classifications – Consumer Goods – Industrial Goods. Product Mix-New Product Development Process - Product Life Cycle. Branding – Packaging. | | | | | | | | 15 | | | CLO2 | | |
| III | Pricing – Factors Influencing Pricing Decisions – Pricing Objectives. Market  Physical Distribution: Importance – Various Kinds of Marketing Channels – Distribution Problems. | | | | | | | | 15 | | | CLO3 | | |
| IV | A Brief Overview of Communication Mix-Types of Media & its Characteristics- Print - Electronic - Outdoor – Internet- A tool to customer loyalty. Sales Promotion tools- IMC (Integrated marketing communication) - Definition, Process, Need & Significance - CRM – Importance. | | | | | | | | 15 | | | CLO4 | | |
| V | Sales Force Management: Personal Selling Process- Motivation, Compensation and Control of Sales Force–  Digital Marketing: Introduction- Applications & Benefits - | | | | | | | | 15 | | | CLO5 | | |
|  |  | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To list and identify the core concepts of Marketing and its mix. | | | | | | | | PO1, PO2, PO3 | | | | | |
| **CO2** | To sketch the nature of product, PLC and pricing strategies. | | | | | | | | PO1, PO2, PO3,PO6, PO8 | | | | | |
| **CO3** | To analyze the appropriate promotional mix. | | | | | | | | PO1 PO2, PO3, PO4, PO8 | | | | | |
| **CO4** | To assess the sales and evaluation of customers. | | | | | | | | PO1, PO2, PO6 | | | | | |
| **CO5** | To prepare and rearrange the latest trends in market. | | | | | | | | PO1, PO2, PO7 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Philip Kotler & Gary Armstrong, *Principles of Marketing: A South Asian Perspective*, Pearson Education, 2018. | | | | | | | | | | | | | |
| 2. | Rajan Saxena, *Marketing Management*, Tata Mc Graw Hill, 2017. | | | | | | | | | | | | | |
| 3. | L.Natarajan, *Marketing*, Margham Publications, 2017. | | | | | | | | | | | | | |
| 4. | J P Mahajan & Anupama Mahajan, *Principles of Marketing*, Vikas Publishing House, 2017. | | | | | | | | | | | | | |
| 5. | K Karunakaran, *Marketing Management*, Himalaya Publishing House,2017. | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | C.B.Gupta& Rajan Nair Marketing Management, Sultan Chand &Son 2020 | | | | | | | | | | | | | |
| 2. | V.S. Ramaswamy & S. Namakumari, 2002, *Principles of Marketing*, first edition, S.G. Wasani / Macmillan India Ltd, | | | | | | | | | | | | | |
| 3. | Cranfield, *Marketing Management*, Palgrave Macmillan. | | | | | | | | | | | | | |
| 4. | Harsh V Verma & Ekta Duggal, *Marketing*, Oxford University Press, 2017. | | | | | | | | | | | | | |
| 5. | Sontakki C.N, *Marketing Management*, Kalyani Publishers, Ludhiana.2016 | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1. | <http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip_Kotler%5D_Marketing_Management_14th_Edition%28BookFi%29.pdf> | | | | | | | | | | | | | |
| 2. | https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf | | | | | | | | | | | | | |
| 3. | <https://www.enotesmba.com/2013/01/marketing-management-notes.html> | | | | | | | | | | | | | |
| 4. | [Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier](https://www.sciencedirect.com/journal/industrial-marketing-management) | | | | | | | | | | | | | |
| 5. | [Journal of Marketing Management | Taylor & Francis Online (tandfonline.com)](https://www.tandfonline.com/journals/rjmm20) | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | S | M | M | M | S | M | M |
| **CO 2** | S | S | M | S | M | S | M | S |
| **CO 3** | S | S | M | M | M | S | M | S |
| **CO 4** | S | S | M | M | M | S | M | M |
| **CO 5** | S | S | M | M | M | S | M | S |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 2 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 2 | 3 |
| **Weightage** | 14 | 15 | 15 | 14 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 2.8 | 3.0 | 3.0 | 2.8 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE4B** | **Strategic Management** | Core | Y | - | - | - | | 3 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To understand the concept of strategy and strategic management process. | | | | | | | | | | | | | |
| CLO2 | To create awareness of evolving business environment. | | | | | | | | | | | | | |
| CLO3 | To understand strategic alternatives and make appropriate strategic choice | | | | | | | | | | | | | |
| CLO4 | To know the basics of strategic implementation | | | | | | | | | | | | | |
| CLO5 | To understand recent trends for competitive advantage | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction to Strategic Management -Overview of Strategic Management Process Levels of Strategy  Strategic Intent-Vision and Mission Business Definition | | | | | | | | 12 | | | CLO1 | | |
| II | External Environment Appraisal using PESTEL  Competitor Analysis using Porter’s 5-Forces model  Environmental Threat and Opportunity Profile (ETOP)  Value chain Analysis  Strategic Advantage Profile(SAP) Scanning Functional Resources and Capabilities for building Organization Capability Profile (OCP) SWOT Analysis | | | | | | | | 16 | | | CLO2 | | |
| III | Strategic alternatives at corporate level: concept of grand strategies -Strategic choice models - BCG, GE Nine Cell Matrix , Hofer’s matrix-Strategic alternatives at business level: Michael Porter’s Generic competitive strategies | | | | | | | | 16 | | | CLO3 | | |
| IV | Strategic Implementation: Developing short-term objectives and policies, functional tactics, and rewards  Structural Implementation: an overview of Structural Considerations Behavioural Implementation: an overview of Leadership and Corporate Culture Mc Kinsey 7-S Framework Establishing Strategic Control | | | | | | | | 16 | | | CLO4 | | |
| V | Concept of Balanced Scorecard approach. Use of Big data for Balanced score card Importance of Corporate Social Responsibility & Business Ethics Concept of Corporate Sustainability | | | | | | | | 15 | | | CLO5 | | |
|  |  | | | | | | | | **75** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To develop an understanding of the strategic management process and the complexities of business environment. | | | | | | | | PO1, PO2, PO5, PO6 | | | | | |
| **CO2** | To analyze the external environmental and internal organizational factors influencing strategy formulation. | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO3** | To demonstrate the skills required for selection of the most suitable strategies for a business organization. | | | | | | | | PO1, PO2, PO4, PO5, PO6 | | | | | |
| **CO4** | To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies. | | | | | | | | PO1, PO2, PO4 PO5, PO8 | | | | | |
| **CO5** | To familiarize with current developments | | | | | | | | PO1, PO3, PO4,PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Wheelan and Hunger, Concepts in Strategic Management and Business Policy, Pearson. – 14th Edition (2017) | | | | | | | | | | | | | |
| 2. | Azhar Kazmi, Strategic Management and Business Policy, McGraw Hill – Third Edition(2012) | | | | | | | | | | | | | |
| 3. | Jauch, Glueck& Gupta, Business Policy and Strategic Management, (Frank Brothers), (7th Edition) | | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | | |
| 4. | Pearce, Robinson and Mittal, Strategic Management, Formulation, Implementation & Control, (McGraw Hill), (12th Edition) | | | | | | | | | | | | | |
| 5. | Hitt, Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012) | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Thomson & Strickland,(2008), Crafting and Executing Strategy, McGraw Hill.- Sixteenth Edition (2011) | | | | | | | | | | | | | |
| 2. | N. Chandrasekaran, Ananthanarayanan(2011), Strategic Management, Oxford University Press – First Edition – Second Impression (2012) | | | | | | | | | | | | | |
| 3. | Ireland, Hoskisson&Manikutty (2009), Strategic Management – A South Asian Perspective, Cengage Learning- Ninth Edition(2012) | | | | | | | | | | | | | |
| 4. | Dr.LM.Prasad, Strategic Management, Sultan Chand & Sons | | | | | | | | | | | | | |
| 5. | Kenneth Carrig,Scott A Snell.StrategicExecution:Driving Breakthrough performance in business, Stanford University Press(2019) | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1 | Strategic management journal <https://onlinelibrary.wiley.com/journal/10970266> | | | | | | | | | | | | | |
| 2 | <https://str.aom.org/teaching/all-levels> | | | | | | | | | | | | | |
| 3 | https://online.hbs.edu/courses/business-strategy/ | | | | | | | | | | | | | |
| 4 | <https://study.sagepub.com/parnell4e> | | | | | | | | | | | | | |
| 5 | https://www.strategicmanagement.net/ | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | M | S | M | S |
| **CO 2** | S | S | S | M | S | S | M | S |
| **CO 3** | M | S | M | M | S | M | M | M |
| **CO 4** | S | S | M | M | S | S | M | S |
| **CO 5** | M | M | S | M | M | M | M | M |

**S-Strong M-Medium L-LowCO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBADGE2:** | **Airline and Airport Operations** | Elective | Y | - | - | - | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To impart knowledge on developments in aviation industry along with the current challenges and the methods adopted to overcome them. | | | | | | | | | | | | |
| CLO2 | To understand the necessity of every area in the airport including their design and development | | | | | | | | | | | | |
| CLO3 | To familiarize on importance of PPP – Public private participation in airport industry | | | | | | | | | | | | |
| CLO4 | To gain knowledge on Airline Terminal Management – Reservation and Ticketing, immigration, customs etc | | | | | | | | | | | | |
| CLO5 | To gain knowledge on knowledge on cargo management from operations and management perspective. | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | History of Aviation- Development of Air transportation in India-Major players in Airline Industry-Market potential of Indian Airline Industry—Current challenges in Airline Industry-Competition in Airline Industry-IATA & ICAO – Aims and functions | | | | | | | 15 | | | CLO1 | | |
| **II** | Airport planning- Operational area and Terminal -Airport Operations-Airport functions- Organization structure of Airline and Airports sectors -Airport authorities - Global and Indian scenario of Airport management – DGCA –AAI. | | | | | | | 15 | | | CLO2 | | |
| **III** | International trends in aviation-Emerging Indian scenario-PPP- Public Private Participation in Indian Airports-Private participation in International developments- Environment regulations-Regulatory issues-Meteorological services for Aviation-Airport fees, rates, and charges. | | | | | | | 15 | | | CLO3 | | |
| **IV** | Airline Terminal Management-Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding pass - Customs and Immigration formalities- Security Clearance- Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, Excess baggage charges, Baggage tracing – type of mishandled baggage - Systems for tracing mishandled baggage, Found & unclaimed baggage, property irregularity report. | | | | | | | 15 | | | CLO4 | | |
| **V** | Concept of Logistics- Role of Ware Housing-trend in material handling-Global Supply Chain- Quality concept and Total Quality Management-improving Logistic performance - Air Cargo Concept- Cargo Handling-Booking of Perishable Cargo and Live Animals- Industry Relation- Type of Air Cargo-Air Cargo Tariff, ratios and Charges-Airway Bill, Function, Purpose, Validation. | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Outcomes** | | | |
| **Course Outcomes** | On completion of this course, students will; | | **Program Outcomes** |
| **CO1** | Understand the developments and challenges in aviation industry. | | PO1, PO6 |
| **CO2** | Ability to design and develop the various areas in airport based on airport functions and operations. | | PO2, PO6, PO7 |
| **CO3** | Familiarise on Public Private Participation, airport fees and charges | | PO3 |
| **CO4** | Ability to manage airline terminal - Ticketing, immigration, customs etc | | PO1, PO3 |
| **CO5** | Ability to effectively handle logistics in airways | | PO1, PO6, PO7 |
| **Reading list** | | | |
| 1 | P.S.Senguttuvan –Principles of Airport Economics-Excel Books- 2nd edition, 2007 | | |
| 2 | Alexander T.Well, Seth Young –Principles of Airport Management-McGraw Hill 3rd edition 2003. | | |
| 3 | Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-, 2nd edition 2001 | | |
| 4. | Wells.A-Airport Planning and Management, 4th Edition-McGraw-hill, London 3rd edition 2000. | | |
| 5 | Doganis.R.-The Airport Business-Routledge, London 1st edition,1992 | | |
| **Reference Books** | | | |
| 1. | Richard De Neufville – Airport Systems: Planning, Design, and Management. -McGraw- Hill, London- 2nd edition,2007. | | |
| 2 | Kent Gouiden- Global Logistics Management –Wiley Black Well, 3rd edition, 2015 | | |
| 3 | Lambert –Strategic Logistic Management – Academic Intl Publishers, 5th edition, 2014 | | |
| 4 | Paul R.Murphy,JR and Donal &F.Wood-Contemporary Logistics –Prentie Hall. N 9th Edition, 2008. | | |
| Web Resources | | | |
| 1 | https://slideplayer.com/slide/4320121/ | | |
| 2 | https:/[/www.powershow](http://www.powershow.com/viewht/cdea9-).[com/viewht/cdea9-](http://www.powershow.com/viewht/cdea9-) | | |
| 3 | https:/[/www.slideshare.net/AiDY/overview](http://www.slideshare.net/AiDY/overview-on-airport-operation-presentation)-[on-airport-operation-presentation](http://www.slideshare.net/AiDY/overview-on-airport-operation-presentation) | | |
| **Methods of Evaluation** | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | 25 Marks | |
| Assignments |
| Seminar |
| Attendance and Class Participation |
| **External Evaluation** | End Semester Examination | 75 Marks | |
|  | Total | 100 Marks | |
| **Methods of Assessment** | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | L | L | L | L | S | M | M |
| **CO 2** | M | S | L | M | M | S | S | M |
| **CO 3** | L | M | S | L | M | M | M | M |
| **CO 4** | S | L | S | M | M | `M | M | M |
| **CO 5** | S | M | M | L | M | S | S | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC 05** | **Organizational Behaviour** | Specific Elective | Y | - | - | - | | 4 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To have extensive knowledge onOB and the scope of OB. | | | | | | | | | | | | | |
| CLO2 | To create awareness of Individual Benaviour. | | | | | | | | | | | | | |
| CLO3 | To enhance the understanding of Group Behaviour | | | | | | | | | | | | | |
| CLO4 | To know the basics of Organisaitonal Culture and Organisational Structure | | | | | | | | | | | | | |
| CLO5 | To understand Organisational Change, Conflict and Power | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics) | | | | | | | | 10 | | | CLO1 | | |
| II | INDIVIDUAL BEHAVIOUR:  1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.  2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,  3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)  4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making: | | | | | | | | 18 | | | CLO2 | | |
| III | GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal); | | | | | | | | 17 | | | CLO3 | | |
| IV | ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options | | | | | | | | 15 | | | CLO4 | | |
| V | ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics. | | | | | | | | 15 | | | CLO5 | | |
|  |  | | | | | | | | **75** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To define OrganisationalBehaviour, Understand the opportunity through OB. | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO2** | To apply self-awareness, motivation, leadership and learning theories at workplace. | | | | | | | | PO2,PO4. PO5, PO6 | | | | | |
| **CO3** | To analyze the complexities and solutions of group behaviour. | | | | | | | | PO1, PO2, PO4, PO5, PO6 | | | | | |
| **CO4** | To impact and bring positive change in the culture of the organisaiton. | | | | | | | | PO2, PO3, PO4 PO5, PO8 | | | | | |
| **CO5** | To create a congenial climate in the organization. | | | | | | | | PO1, PO2, PO5 PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | [Neharika Vohra Stephen P. Robbins, Timothy A. Judge](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Neharika+Vohra+Stephen+P.+Robbins%2C+Timothy+A.+Judge&search-alias=stripbooks) , *Organizational Behaviour*, Pearson Education, 18th Edition, 2022. | | | | | | | | | | | | | |
| 2. | Fred Luthans, *Organizational Behaviour*, Tata Mc Graw Hill, 2017. | | | | | | | | | | | | | |
| 3. | Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, *Organizational Behaviour*, John Wiley & Sons, 2011 | | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | | |
| 4. | [Louis Bevoc](https://www.amazon.in/Louis-Bevoc/e/B071SKMB82/ref=dp_byline_cont_ebooks_1), [Allison Shearsett](https://www.amazon.in/s/ref=dp_byline_sr_ebooks_2?ie=UTF8&field-author=Allison+Shearsett&text=Allison+Shearsett&sort=relevancerank&search-alias=digital-text), [Rachael Collinson](https://www.amazon.in/s/ref=dp_byline_sr_ebooks_3?ie=UTF8&field-author=Rachael+Collinson&text=Rachael+Collinson&sort=relevancerank&search-alias=digital-text), *Organizational Behaviour Reference*, Nutri Niche System LLC (28 April 2017) | | | | | | | | | | | | | |
| 5. | Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, *Organizational Behaviour: A Skill-Building Approach,* SAGE Publications, Inc; 2nd edition (29 November 2018). | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd | | | | | | | | | | | | | |
| 2. | Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour 1987, Reprint 2000, Konark Publishers Pvt. Ltd, 1st edition | | | | | | | | | | | | | |
| 3. | S.S. Khanka, Organizational Behaviour, S. Chand & Co, New Delhi. | | | | | | | | | | | | | |
| 4. | J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017. | | | | | | | | | | | | | |
| 5. | John Newstrom, *Organizational Behaviour: Huma Behaviour at Work*, McGraw Hill Education; 12th edition (1 July 2017) | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1 | <https://www.iedunote.com/organizational-behavior> | | | | | | | | | | | | | |
| 2 | <https://www.london.edu/faculty-and-research/organisational-behaviour> | | | | | | | | | | | | | |
| 3 | [Journal of Organizational Behavior on JSTOR](https://www.jstor.org/journal/jorgabeha) | | | | | | | | | | | | | |
| 4 | [International Journal of Organization Theory & Behavior | Emerald Publishing](https://www.emeraldgrouppublishing.com/journal/ijotb) | | | | | | | | | | | | | |
| 5 | <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | S | M | M | S | S | M | M |
| **CO 2** | S | S | M | S | S | S | M | S |
| **CO 3** | S | M | M | M | S | S | M | S |
| **CO 4** | S | S | M | M | S | S | M | M |
| **CO 5** | S | S | M | M | S | S | M | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC06** | **Financial Management** | | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | | |
| CLO1 | | Understand the basics of finance and roles of finance manager | | | | | | | | | | | | | |
| CLO2 | | Evaluate Capital structure & Cost of capital | | | | | | | | | | | | | |
| CLO3 | | Evaluate Capital budgeting | | | | | | | | | | | | | |
| CLO4 | | Assess dividends | | | | | | | | | | | | | |
| CLO5 | | Appraise Working Capital | | | | | | | | | | | | | |
| **UNIT** | | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | | Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management. | | | | | | | | 15 | | | CLO1 | | |
| II | | Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.  Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC) | | | | | | | | 15 | | | CLO2 | | |
| III | | Capital Budgeting: ARR, Pay back period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods. | | | | | | | | 15 | | | CLO3 | | |
| IV | | Dividend policies – Factors affecting dividend payment - Company Law provision on dividend payment –Various Dividend Models (Walter’s Gordon’s –M.M. Hypothesis) | | | | | | | | 15 | | | CLO4 | | |
| V | | Working capital – Components of working capital –operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements. | | | | | | | | 15 | | | C5 | | |
|  | | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | | |
| **Course Outcomes** | | On Completion of this course, the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | | Understand the basics of finance and roles of finance manager | | | | | | | | PO1, PO5,PO6 | | | | | |
| **CO2** | | Evaluate Capital structure & Cost of capital | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO3** | | Evaluate Capital budgeting | | | | | | | | PO1, PO6 | | | | | |
| **CO4** | | Assessing dividends | | | | | | | | PO1, PO6 | | | | | |
| **CO5** | | Appraise Working Capital | | | | | | | | PO1, PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | | |
| 1. | | DrKulkarni and Dr. SathyaPrasad, Financial Management, 13th Edition 2011 | | | | | | | | | | | | | |
| 2. | | Advanced Financial Management kohok, M A, Everest Publishing House | | | | | | | | | | | | | |
| 3. | | Financial Management Kishore R M, Taxman Allied Service | | | | | | | | | | | | | |
| 4. | | Strategic Financial Management Jakhotiya | | | | | | | | | | | | | |
| 5. | | Financial Management & Policy Srivastava, R M Himalaya | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | | |
| 1. | | Dr. K. Ganesan &S.Ushena Begam, Financial Management, Charulatha Publications , Chennai | | | | | | | | | | | | | |
| 2. | | Financial Management - I.M.Pandey, 2009 Vikas Publishing | | | | | | | | | | | | | |
| 3. | | Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi | | | | | | | | | | | | | |
| 4. | | Financial Management – S.N.Maheswari | | | | | | | | | | | | | |
| 5. | | Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons | | | | | | | | | | | | | |
| 6. | | Financial Management – A. Murthy | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | | |
| 1. | | https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/ | | | | | | | | | | | | | |
| 2. | | <https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf> | | | | | | | | | | | | | |
| 3. | | [Journal of Financial Management (esciencepress.net)](https://esciencepress.net/journals/index.php/finance) | | | | | | | | | | | | | |
| 4. | | [Financial Management on JSTOR](https://www.jstor.org/journal/finamana) | | | | | | | | | | | | | |
| 5. | | Financial Management Wiley online library | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | | |
| **Internal Evaluation** | | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | | |
| **Recall (K1)** | | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | M | S | L | M |
| **CO 2** | S | S | M | M | M | S | L | S |
| **CO 3** | S | S | M | M | M | S | L | S |
| **CO 4** | S | S | M | M | M | S | L | M |
| **CO 5** | S | S | M | M | M | S | L | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | | | **PSO 5** | | | | | |
| **CO 1** | | 3 | 3 | 3 | 3 | | | 3 | | | | | |
| **CO 2** | | 3 | 3 | 3 | 3 | | | 3 | | | | | |
| **CO 3** | | 3 | 3 | 2 | 3 | | | 3 | | | | | |
| **CO 4** | | 3 | 3 | 3 | 3 | | | 3 | | | | | |
| **CO 5** | | 3 | 3 | 3 | 3 | | | 3 | | | | | |
| **Weightage** | | 15 | 15 | 14 | 15 | | | 15 | | | | | |
| **Weighted percentage of Course Contribution to Pos** | | 3.0 | 3.0 | 2.8 | 3.0 | | | 3.0 | | | | | |
|  | |  |  |  |  | | |  | | | | | |
| **Subject Code** | **Subject Name** | | | | | **Category** | **L** | | **T** | **P** | **O** | | **Credits** | | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DGE03** | **BUSINESS STATISTICS** | | | | | Generic Elective | Y | | - | - | - | | 3 | | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | | | | | | | |
| CLO1 | Apply the Measures of Central Tendency in business | | | | | | | | | | | | | | | | | | | |
| CLO2 | Understanding the Measures of Variation | | | | | | | | | | | | | | | | | | | |
| CLO3 | Analyze of Time Series | | | | | | | | | | | | | | | | | | | |
| CLO4 | Understand Index Numbers and Statistical quality control | | | | | | | | | | | | | | | | | | | |
| CLO5 | Testing of hypothesis | | | | | | | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean. | | | | | | | | | | | | | | 12 | | | CLO1 | | |
| II | Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression. | | | | | | | | | | | | | | 12 | | | CLO2 | | |
| III | Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations | | | | | | | | | | | | | | 12 | | | CLO3 | | |
| IV | Index Numbers – Consumer Price Index – And Cost of Living Indices. | | | | | | | | | | | | | | 12 | | | CLO4 | | |
| V | Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA. | | | | | | | | | | | | | | 12 | | | CLO5 | | |
|  |  | | | | | | | | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Measures of Central Tendency | | | | | | | | | | | | | | PO1,PO2,PO4,PO6 | | | | | |
| **CO2** | Measures of Variation | | | | | | | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO3** | Analyze of Time Series | | | | | | | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO4** | Understand Index Numbers | | | | | | | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO5** | Test Hypothesis | | | | | | | | | | | | | | PO2,PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | | | | | | | |
| 1. | P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004. | | | | | | | | | | | | | | | | | | | |
| 2. | S.P. Gupta, Statistical Methods, Sultan Chand &Sons, NewDelhi,2007. | | | | | | | | | | | | | | | | | | | |
| 3. | S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007. | | | | | | | | | | | | | | | | | | | |
| 4. | J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007. | | | | | | | | | | | | | | | | | | | |
| 5. | Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill | | | | | | | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | | | | | | | |
| 1. | David M.Levine, David F.Stephanetal. Business Statistics : A first Course, 7th edition | | | | | | | | | | | | | | | | | | | |
| 2. | Dina Nath Pandit, Statistics: A Modern Approach , Hindustan Publishing Corporation | | | | | | | | | | | | | | | | | | | |
| 3. | Hazarika Padmalochan,A textbook of Business Statistics , S.Chand Publications | | | | | | | | | | | | | | | | | | | |
| 4. | Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, Mc Graw Hill ,2021 | | | | | | | | | | | | | | | | | | | |
| 5. | Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12th Media Services, 2017 | | | | | | | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | | | | | | | |
| 1 | <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/> | | | | | | | | | | | | | | | | | | | |
| 2 | <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf> | | | | | | | | | | | | | | | | | | | |
| 3 | <http://www.statisticshowto.com> | | | | | | | | | | | | | | | | | | | |
| 4 | https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/ | | | | | | | | | | | | | | | | | | | |
| 5 | https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/ | | | | | | | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | | | | | 25 Marks | | | | | | | | |
| Assignments | | | | | | | | | | |
| Seminars | | | | | | | | | | |
| Attendance and Class Participation | | | | | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | | | | | 75 Marks | | | | | | | | |
|  | Total | | | | | | | | | | | 100 Marks | | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | S | S | M | S | S | S | M | S |
| **CO2** | S | S | M | M | M | S | M | S |
| **CO3** | S | S | M | M | S | S | M | S |
| **CO4** | S | S | M | M | M | S | M | S |
| **CO5** | S | S | M | S | S | S | M | S |

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to PO’s** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA 0DSC 07** | **Business Environment** | | Core | Y | - | - | - | 4 | | 4 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart knowledge on the concept of business environment & its significance | | | | | | | | | | | | | |
| CLO2 | To know the various environment factors and its impact on business. | | | | | | | | | | | | | |
| CLO3 | To throw light on importance of the types of Social Organization. | | | | | | | | | | | | | |
| CLO4 | To discuss on the role of Planning. | | | | | | | | | | | | | |
| CLO5 | To create awareness of RBI & Stock Exchange. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Course Objectives** | | |
| I | The concept of Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and their impact on business and strategic decisions | | | | | | | | 12 | | | CLO1 | | |
| II | Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention | | | | | | | | 12 | | | CLO2 | | |
| III | Economic Environment: Business Cycles (Inflation, Deflation), Macroeconomic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions Five-year planning; establishment of NITI Aayog (National Institution for Transforming India); 1991 New Economic Policy; business liberalization, privatization, and globalization | | | | | | | | 12 | | | CLO3 | | |
| IV | Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups; types of social organisation | | | | | | | | 12 | | | CLO4 | | |
| V | Technology environment – Industry 4.0-Meaning-Features- basic Applications and Uses- Blockchain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics | | | | | | | | 12 | | | CLO5 | | |
|  | **Total** | | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | | |
| **CO1** | To understand the concepts of Business Environment. | | | | | | | | PO1,PO2 | | | | | |
| **CO2** | To apply knowledge in the business and strategic decisions. | | | | | | | | PO1, PO2,PO3 | | | | | |
| **CO3** | To analyze the importance of business in various social groups. | | | | | | | | PO2,PO4, PO5,PO6, PO8 | | | | | |
| **CO4** | To evaluate the types of economic environment and its impact on business. | | | | | | | | PO3,PO4, PO5, PO6 | | | | | |
| **CO5** | To construct and assess the environment for real-time business | | | | | | | | PO1,PO2,PO3, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Sankaran.S (Reprint 2016) Business Environment, Margham Publishing House, hid Revised Edition | | | | | | | | | | | | | |
| 2. | Gupta C B (Reprint 2018) ,Business Environment, Sultan Chand & Sons. Eleventh Revised Edition | | | | | | | | | | | | | |
| 3. | K.Ashwathappa, (Reprint 2016) Essentials of Business Environment, Himalaya Publishing House, 6th Edition, India | | | | | | | | | | | | | |
| 4. | Joshi Rosy Kapoor Sangam, Business Environment, Kalyani Publishers, Ludhiana | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
|  | | Business Environment : A Test/Reference Book With Case Studies Ebook : Prakash , N R Mohan | | | | | | | | | | | | |
|  | | Business Environment [Ruchi Goyal](https://www.flipkart.com/books/ruchi-goyal~contributor/pr?sid=bks)Publisher: Neelkanth Publishers Pvt. Ltd.2019 | | | | | | | | | | | | |
|  | | Business Environment,FourthEdition,By Pearson | | | | | | | | | | | | |
|  | | Business Environment Indian And Global Perspective 3Rd Edition by AHMED, FAISAL ALAM, M. ABSAR, PHI Learning | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1. | https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/ | | | | | | | | | | | | | |
| 2. | <https://www.healthknowledge.org.uk/public-health-textbook/organisation-management/5b-understanding-ofs/assessing-impact-external-influences> | | | | | | | | | | | | | |
| 3. | Francis Cherunilam, 2002, Business environment, Himalaya Publishing House, 11th Revised Edition,India. | | | | | | | | | | | | | |
| 4. | <https://pestleanalysis.com/political-factors-affecting-business/> | | | | | | | | | | | | | |
| 5. | <https://www.taxmann.com/bookstore/bookshop/bookfiles/businessandcommercialknowledgechapter2.pdf> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | | |
| Seminars | | | | | | | |
| Attendance and Class Participation | | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | S | M | S | S | M | M | S |
| **CO 2** | S | S | M | S | S | M | M | S |
| **CO 3** | S | S | M | S | S | M | M | S |
| **CO 4** | S | S | M | S | S | M | M | S |
| **CO 5** | S | S | M | S | S | M | M | S |

**S-Strong M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 2 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 14 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 2.8 | 3.0 | 2.8 | 3 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC08** | **BUSINESS REGULATORY FRAME WORK** | Core | Y | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | |
| CLO1 | Explain Indian Contracts Act | | | | | | | | | | | | |
| CLO2 | Understand Sales of goods act& contract of agency | | | | | | | | | | | | |
| CLO3 | Understand Indian Companies Act 1956 | | | | | | | | | | | | |
| CLO4 | Understand Consumer Protection Act – RTI | | | | | | | | | | | | |
| CLO5 | Understand Cyber law | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Brief outline of Indian Contracts Act - Special contracts Act | | | | | | | 15 | | | CLO1 | | |
| II | Sale of goods Act - Contract of Agency | | | | | | | 15 | | | CLO2 | | |
| III | Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resoultions-Winding up  - | | | | | | | 15 | | | CLO3 | | |
| IV | Consumer Protection Act – RTI | | | | | | | 15 | | | CLO4 | | |
| V | Brief outline of Cyberlaws – IT Act 2000 & 2008 | | | | | | | 15 | | | CLO5 | | |
|  |  | | | | | | | **75** | | |  | | |
|  | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Explain Indian Contracts Act | | | | | | | PO1,PO3,PO6,PO8 | | | | | |
| **CO2** | Understand Sales of goods act and Contract of Agency | | | | | | | PO1,PO2,PO3,PO4,PO5,PO8 | | | | | |
| **CO3** | Understand Indian Companies Act 1956 | | | | | | | PO3,PO4,PO6,PO8 | | | | | |
| **CO4** | Understand Consumer Protection Act – RTI | | | | | | | PO1,PO2,PO3,PO6,PO7,PO8 | | | | | |
| **CO5** | Understand Cyber law | | | | | | | PO1,PO3,PO6,PO7,PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1 | Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications | | | | | | | | | | | | |
| 2 | Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand | | | | | | | | | | | | |
| 3 | N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons | | | | | | | | | | | | |
| 4 | Constitutional Law – Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni | | | | | | | | | | | | |
| 5 | Business Law (Commercial Law) – Dr. M.R. Sreenivasan | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1 | Business Regulatory Framework, Sahitya Bhawan Publications.  Revised, 2022. | | | | | | | | | | | | |
| 2 | Business Regulatory Framework, [Garg K.C., Sareen V.K., Sharma Mukesh](https://sibtbooks.com/index.php?search=Garg%20K.C.,%20Sareen%20V.K.,%20Sharma%20Mukesh&submit_search=&route=product%2Fsearch), 2013 | | | | | | | | | | | | |
| 3 | Business Regulatory Framework  Pearson Education India, 2011 | | | | | | | | | | | | |
| 4 | Bare Acts- RTI, Consumer Protection Act | | | | | | | | | | | | |
| 5 | Business Regulatory Framework **, Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015** | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
| 1 | <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html> | | | | | | | | | | | | |
| 2 | http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/ | | | | | | | | | | | | |
| 3 | <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661> | | | | | | | | | | | | |
| 4 | [International Journal of Law (lawjournals.org)](http://www.lawjournals.org/) | | | | | | | | | | | | |
| 5 | <https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework> | | | | | | | | | | | | |

|  |  |  |
| --- | --- | --- |
| **Methods of Evaluation** | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | 25 Marks |
| Assignments |
| Seminars |
| Attendance and Class Participation |
| **External Evaluation** | End Semester Examination | 75 Marks |
|  | Total | 100 Marks |
| **Methods of Assessment** | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | S | S | L | S |
| **CO 2** | S | M | M | M | S | S | L | S |
| **CO 3** | S | M | M | M | S | S | L | S |
| **CO 4** | S | M | M | M | S | S | L | S |
| **CO 5** | S | M | M | M | S | S | L | S |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 2 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 13 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 2.6 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DGE04** | **Operation Research** | Generic Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Introduction to Operations Research definition and concept Essential features of LPP. | | | | | | | | | | | | | |
| CLO2 | Formulation of Transportation problem and finding an initial basic feasible solution. | | | | | | | | | | | | | |
| CLO3 | Expressing Assignment problem, Hungarian method- Minimization and Maximization case and Sequencing Problem. | | | | | | | | | | | | | |
| CLO4 | Analyse Network models and constructing network- critical path, various floats. | | | | | | | | | | | | | |
| CLO5 | Analyse Game Theory and Decision Theory | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems. | | | | | | | | 12 | | | CLO1 | | |
| II | Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution. | | | | | | | | 12 | | | CLO2 | | |
| III | Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines. | | | | | | | | 12 | | | CLO3 | | |
| IV | Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT | | | | | | | | 12 | | | CLO4 | | |
| V | Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye’stheorem application - decision trees. | | | | | | | | 12 | | | CLO5 | | |
|  |  | | | | | | | | **60** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Analyse Linear Programming | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO2** | Analyse Transportation problem | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO3** | Analyse Assignment problem | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO4** | Analyse Network models | | | | | | | | PO1,PO2,PO6 | | | | | |
| **CO5** | Analyse Game Theory and Decision Theory | | | | | | | | PO1,PO2,PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | [Operational Research | Research.com](https://research.com/journal/operational-research-1) | | | | | | | | | | | | | |
| 2. | [Operations Research | PubsOnLine (informs.org)](https://pubsonline.informs.org/journal/opre) | | | | | | | | | | | | | |
| 3. | Prabandhan : Journal of Management | | | | | | | | | | | | | |
| 4. | International Journal of Operations research | | | | | | | | | | | | | |
| 5. | DR H. Premraj, Elements of Operation Research, Margham publications, Chennai, 2019 | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | P.R. Vittal& V. Malini, Operative Research – Margham Publications – Chennai – 17. | | | | | | | | | | | | | |
| 2. | P.K. Gupta& Man Mohan, Problems in Operations Research – Sultan Chand & sons – New Delhi | | | | | | | | | | | | | |
| 3. | V.K. Kapoor, Introduction to operational Research – Sultan Chand & sons – New Delhi | | | | | | | | | | | | | |
| 4. | Hamdy A Taha, Operation Research – An Introduction prentice Hall of India- New Delhi | | | | | | | | | | | | | |
| 5. | P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House. | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1 | chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf | | | | | | | | | | | | | |
| 2 | chromeextension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf | | | | | | | | | | | | | |
| 3 | https://www.onlinemathlearning.com › linear-programming-example | | | | | | | | | | | | | |
| 4 | https://www.kellogg.northwestern.edu › weber › Notes\_6\_Decision\_trees | | | | | | | | | | | | | |
| 5 | www.pondiuni.edu.in › sites › default › files | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | S | S | M | M | M | S | M | S |
| **CO2** | S | S | M | M | S | S | M | S |
| **CO3** | S | S | M | M | S | S | M | S |
| **CO4** | S | S | M | M | M | S | M | S |
| **CO5** | S | S | M | M | M | S | M | S |

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to PO’s** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

**INSTITUTIONAL TRAINING \***

**Curricular note on Skill enhancing core paper with Internal evaluation for the award of 2 Credits**

**Aims:** The purpose of this skill enhancing (Training) core paper is to bridge the theoretical fundamentals with that of actual practice and to inculcate a spirit of inquiry & research rigor to investigate the nuances that go into the working of industry at large. Apart from adapting as team-worker, students are expected to gather, filter the required information and report the dynamics of the chosen industry in a standardized format.

**Process:** Colleges may institute MoU/Collaborative initiative with firms in their locality to get the consent and to make the training more purposeful. Every student, individually or in a group not exceeding three, shall undergo a four-week [a minimum of twenty working days] training in any organization [size, type and location to be specified by the respective college] of his/her choice during the vacation between fourth and fifth semester. In case of insufficient vacation, college level adjustments can be made to facilitate the students on training.

Prior permission may be obtained from the organization in advance by the students concerned and information shall be passed onto the colleges thus enabling the training supervision by the concerned faculties authorized by the college.

Weekly postal or electronic reporting should be obtained to ensure coherent and comprehensive training during the training period. A final report [Institutional Training Record – ITR] containing the introduction of the industry, the profile of the company and a valid conclusion indicating the benefits of the training shall be given not exceeding 30 [A4] pages [in a spiral- bound form/pre-printed record designed for this purpose].

**Reporting Proforma**: The profile of the company may include the organization-chart, people involved in key-positions, year of establishment and growth pattern (for at least five years), the products dealt and market to which it caters to, sales turn-over, market share [for last three years], competitors’ details, number of employees and their brief profile, share capital&

Share holding pattern, market capitalization (in case of listed public company), group companies, if any, awards & recognitions (if any received), litigations, if any involved and so on.

**Outcome**: Internal evaluation by the concerned training supervisor along with HOD shall be made during the beginning of fifth semester for award of two credits and report the same to the university.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S**ubject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC09** | **HUMAN RESOURCE MANAGEMENT** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Explain the concepts, functions and process of HRM | | | | | | | | | | | | | |
| CLO2 | Examine the selection and placement process | | | | | | | | | | | | | |
| CLO3 | Evaluate the training and performance | | | | | | | | | | | | | |
| CLO4 | Understand the importance of employee engagement and compensation | | | | | | | | | | | | | |
| CLO5 | Understand the recent trends in HR | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Nature and scope of Human Resources Management  –Roles & responsibilities of HR manager-HR Policies & procedures-Differences between personnel management and HRM –Environment of HRM -Concept &scope of Strategic Human resource management (SHRM) -HRM as a competitive advantage in the VUCA world | | | | | | | | 15 | | | CLO1 | | |
| II | Human Resource Planning- Job Evaluation-methods- Job analysis-Job description, Job specification .Recruitment – Selection – Process, Methods – Interview, Tests, Induction and Placement, | | | | | | | | 15 | | | CLO2 | | |
| III | Training and Development, Training Process, Methods,Training Need Assessment , Career Development. Transfer and Promotion. Performance Management –Meaning- Process- Performance appraisal methods-Performance Monitoring and review. | | | | | | | | 15 | | | CLO3 | | |
| IV | Employee Engagement- Meaning- Importance- evaluation- measuring employee employee engagement- Employee Compensation- components- incentives- benefits- welfare and social security measures | | | | | | | | 15 | | | CLO4 | | |
| V | Human Resource Audit – Nature – Benefits – Scope – Approaches. HRIS. Recent trends in HRM: Green HRM&Virtual HRM Practices, Understanding People Analytics, Multigenerational workforce.Global HRM | | | | | | | | 15 | | | CLO5 | | |
|  |  | | | | | | | | **75** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Explain the concepts, functions and process of HRM | | | | | | | | PO1,PO2,PO4,PO6 | | | | | |
| **CO2** | Examine the selection and placement process | | | | | | | | PO1,PO2,PO4,PO6,PO7,PO8 | | | | | |
| **CO3** | Evaluate the training and performance appraisal | | | | | | | | PO2,PO 3, PO5,PO6,PO8 | | | | | |
| **CO4** | Understand the employee engagement and compensation | | | | | | | | PO1 PO2,PO3,PO4,PO5,PO6 | | | | | |
| **CO5** | Understand the recent trends in HR | | | | | | | | PO2,PO3,PO6,PO7, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | [Shashi K. Gupta](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Shashi+K.+Gupta&search-alias=stripbooks) & [Rosy Joshi](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Rosy+Joshi&search-alias=stripbooks) , Human Resource Management , Kalayani Publisher 1st Edition, 2018 | | | | | | | | | | | | | |
| 2. | Steve Brown, HR on Purpose: Developing Deliberate People Passion, Society for Human Resource Management, 1st Edition, 2017 | | | | | | | | | | | | | |
| 3 | Bernard Marr, Data-Driven HR: How to Use Analytics and Metrics to DrivePerformance, Kogan Page, 1st Edition, 2018 | | | | | | | | | | | | | |
| 4 | Kirs Wayne Cascio and John Boudreau, Investing in People: Financial Impact of Human Resource Initiatives, Prentice Hall , 2nd Edition, 2015 | | | | | | | | | | | | | |
| 5 | Srinivas R Kandula, , Compentency Based Human Resource Managemet, PHI Learning , 1st Edition, 2013 | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | V S P Rao, Human Resource Management : Text & Cases, Excel Books, 3rd Edition ,2010 | | | | | | | | | | | | | |
| 2. | K.Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition | | | | | | | | | | | | | |
| 3. | Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017 | | | | | | | | | | | | | |
| 4. | L M Prasad , Human Resource Management , Sultan Chand and Sons 3rd Edition , 2014 | | | | | | | | | | | | | |
| 5. | Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010 | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1 | <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf> | | | | | | | | | | | | | |
| 2 | http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf | | | | | | | | | | | | | |
| 3 | https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf | | | | | | | | | | | | | |
| 4 | <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835> | | | | | | | | | | | | | |
| 5 | <http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | S | M | M | M | S | M | M |
| **CO 2** | S | S | M | M | M | S | M | M |
| **CO 3** | S | S | M | M | M | S | M | S |
| **CO 4** | S | S | M | M | S | S | M | M |
| **CO 5** | S | S | M | M | M | S | M | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC 10** | | **Research Methodology** | Core |  | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| **CLO1** | | To familiarize the students to the basic concepts of Research and operationalize research problem | | | | | | | | | | | | |
| **CLO2** | | To provide insights on research design and scaling | | | | | | | | | | | | |
| **CLO3** | | To throw light on data collection and presentation | | | | | | | | | | | | |
| **CLO4** | | To elucidate on Hypothesis Testing and other statistical Test | | | | | | | | | | | | |
| **CLO5** | | To summarize and present research results with focus on ethics and plagiarism | | | | | | | | | | | | |
| **UNIT** | | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | | Introduction to Business Research - Research in Business – Research Process- Research need, formulating the problem, designing, sampling, pilot testing. | | | | | | | 15 | | | CLO1 | | |
| **II** | | Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling-characteristics- process- techniques. | | | | | | | 15 | | | CLO2 | | |
| **III** | | Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules. | | | | | | | 15 | | | CLO3 | | |
| **IV** | | Data.Analysis and Preparation- Data entry,Data coding, editing, classification and tabulation & cross tabulation- presentation of data. | | | | | | | 15 | | | CLO4 | | |
| **V** | | Presenting results and writing the report: - The written research Report & Research Ethics – Plagiarism. | | | | | | | 15 | | | CLO5 | | |
|  | | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | | Understand the concepts and principles of Research | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO2** | | Comprehend and decide the usage of design and formulate hypothesis | | | | | | | PO1, PO2, PO6 | | | | | |
| **CO3** | | Analyze data collection sources and tools | | | | | | | PO1, PO2,PO7 | | | | | |
| **CO4** | | Summarize and establish solutions through data analysis | | | | | | | PO1, PO2,PO6 | | | | | |
| **CO5** | | Compare and justify the process of writing and organizing a research report. | | | | | | | PO1,PO2,PO3, PO4, PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| **1** | W.Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014 | | | | | | | | | | | | | |
| **2** | Mark Saunders,Philip Lewis. Adrain Thornhill” Research Methods for Business Students” 5th Edition Pearson India 2011 | | | | | | | | | | | | | |
| **3** | John W Creswell, Research Design : Qualitative, Quantitative and Mixed Method Approaches , Sage , 4th Edition , 2014 | | | | | | | | | | | | | |
| **4** | Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, Oxford University Press , 6th Edition , 2022 | | | | | | | | | | | | | |
| **5** | Naresh K Malhotra, Marketing Research An applied Orientation, Pearson , 7th Edition,2019 | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| **1.** | | C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019. | | | | | | | | | | | | |
| **2.** | | Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018. | | | | | | | | | | | | |
| **3.** | | Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011. | | | | | | | | | | | | |
| **4.** | | Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management,  Pearson Education, 8th edition, 2017. | | | | | | | | | | | | |
| **5.** | | Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021 | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| **1.** | | <https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf> | | | | | | | | | | | | |
| **2.** | | https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf | | | | | | | | | | | | |
| **3.** | | <https://prog.lmu.edu.ng/colleges_CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf> | | | | | | | | | | | | |
| **4.** | | https://gurukpo.com/Content/BBA/ResearchMethod\_in\_Mngg.pdf | | | | | | | | | | | | |
| **5.** | | <https://ebooks.lpude.in/commerce/mcom/term_2/DCOM408_DMGT404_RESEARCH_METHODOLOGY.pdf> | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| External Evaluation | | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| Recall (K1) | | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| Understand/ Comprehend (K2) | | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| Application (K3) | | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| Analyze (K4) | | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| Evaluate (K5) | | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| Create (K6) | | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | S | M | M | M | S | S | S |
| **CO 2** | S | S | M | M | M | S | S | S |
| **CO 3** | S | S | M | M | M | S | S | S |
| **CO 4** | S | S | M | M | M | S | S | S |
| **CO 5** | S | S | S | S | S | S | S | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 2 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC11** | **Business Taxation** | Core | Y | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To understand the basic concepts of Taxes. | | | | | | | | | | | | |
| CLO2 | To provide insights on the Income Tax Act. | | | | | | | | | | | | |
| CLO3 | To evaluate the procedure for assessment and methods of valuation for customs. | | | | | | | | | | | | |
| CLO4 | To discuss on GST. | | | | | | | | | | | | |
| CLO5 | To analyze and apply the returns, Tax payment and Penalties under GST | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning**  **Objectives** | | |
| I | Objectives Of Taxation – Canons of Taxation – Tax System In India – Direct And Indirect Taxes – Meaning And Types. | | | | | | | 15 | | | CLO1 | | |
| II | Income Tax Act 1961 – Basic Concepts and Definitions – Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure | | | | | | | 15 | | | CLO2 | | |
| III | Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback. | | | | | | | 15 | | | CLO3 | | |
| IV | Definitions of GST – business related person’s capital goods – levy and collection of tax – mixed supply, composite supply – meaning, advantages and disadvantages of unregistered supplier – time and value of supply – goods, services – input tax credit – Registration of GST – person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration- VAT. | | | | | | | 15 | | | CLO4 | | |
| V | Tax Invoice, Credit and Debit notes –Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit – Tax Incentives and Export Promotions, Deductions and Exemptions. | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | To define and understand the basic concepts of tax. | | | | | | | PO2, PO6 | | | | | |
| **CO2** | To Examine and apply GST rules in real-time business situations. | | | | | | | PO2, PO5, PO6 | | | | | |
| **CO3** | To analyze the elements of GST mechanism in India. | | | | | | | PO6, PO7, PO8 | | | | | |
| **CO4** | To evaluate the rules of Income Tax and methods of valuation for customs. | | | | | | | PO2, PO4 | | | | | |
| **CO5** | To prepare the needed documents under GST Compliance. | | | | | | | PO1, PO2, PO4, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1. | V.S. Datey, **Central Excise,** JBA Publishers, Edition 2013. Reddy. T. S and Y. Hari Prasad Reddy. | | | | | | | | | | | | |
| 2. | **Business Taxation (Goods & Services TAX - GST),** Margam Publication, Edition2019. | | | | | | | | | | | | |
| 3. | Srinivasan N.P and Priya Swami. M, **Business Taxation,** Kalyani publishers Edition 2013 | | | | | | | | | | | | |
| 4. | Pagaredinkar, **Business Taxation,** Sultan Chand and Sons,2012. | | | | | | | | | | | | |
| 5. | VISION: Journal of Indian Taxation | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Senthil and Senthil, Business Taxation, Himalaya Publication, 4thEdition. | | | | | | | | | | | | |
| 2. | Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013. | | | | | | | | | | | | |
| 3. | Dr. Rajani Bhat& Dr. Dhamodharan V, Indirect Taxation , TR Publications , Chennai , 2020 | | | | | | | | | | | | |
| 4. | DR. VandhanaBangar ,YogendraBangar , Indirect tax laws, AadhyaPrakasam Allahabad 2018. | | | | | | | | | | | | |
| 5. | T.S. Reddy &Y.HariprasadReddy , Business Taxation, Margham Publications, Chennai 2018. | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
|  | https://www.gst.gov.in/ | | | | | | | | | | | | |
| 2. | <https://gstcouncil.gov.in/> | | | | | | | | | | | | |
| 3. | https://taxguru.in/custom-duty/types-duties-customs.html | | | | | | | | | | | | |
| 4. | https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901 | | | | | | | | | | | | |
| 5. | https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india- explained/ | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | M | M | M | M | S | M | M | M |
| **CO2** | S | M | M | M | M | M | M | M |
| **CO3** | S | M | M | M | S | M | M | M |
| **CO4** | S | M | M | M | S | M | M | M |
| **CO5** | M | M | M | M | S | M | M | M |

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to PO’s** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC12** | MANAGEMENT INFORMATION SYSTEM | Core | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Understand MIS in decision making | | | | | | | | | | | | | |
| CLO2 | Explain MIS, its structure and role in management functions | | | | | | | | | | | | | |
| CLO3 | Classify & discuss information system categories, Database Management systems | | | | | | | | | | | | | |
| CLO4 | Discuss SDLC and functional information system categories | | | | | | | | | | | | | |
| CLO5 | Outline functions of BPO, Data mining and the recent trends in information management | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues | | | | | | | | 12 | | | CLO1 | | |
| II | Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage | | | | | | | | 12 | | | CLO2 | | |
| III | Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems. | | | | | | | | 12 | | | CLO3 | | |
| IV | System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing. | | | | | | | | 12 | | | CLO4 | | |
| V | Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data. | | | | | | | | 12 | | | CLO5 | | |
|  |  | | | | | | | | **60** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand MIS in decision making | | | | | | | | PO1, PO4,PO5,PO7,  PO8 | | | | | |
| **CO2** | Explain MIS, its structure and role in management functions | | | | | | | | PO1, PO4, PO5, PO7 | | | | | |
| **CO3** | Classify & discuss information system categories, Database Management systems | | | | | | | | PO2, PO5, PO6, PO7, PO8 | | | | | |
| **CO4** | Discuss SDLC and functional information system categories | | | | | | | | PO1, PO4, PO5, PO7 | | | | | |
| **CO5** | Outline functions of BPO, Data mining and the recent trends in information management | | | | | | | | PO2, PO3, PO4, PO6, PO7, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India | | | | | | | | | | | | | |
| 2. | Dr. S.P. Rajagopalan, “Management Information Systems and EDP ", MarghamPublications , Chennai. | | | | | | | | | | | | | |
| 3 | Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition | | | | | | | | | | | | | |
| 4 | Management Information System by Ozz Effy | | | | | | | | | | | | | |
| 5 | Sadagopan, "Management Information Systems" - Prentice- Hall of India | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Mudrick& Ross, "Management Information Systems", Prentice - Hall of India. | | | | | | | | | | | | | |
| 2. | Management Information System by Concise study by Kelkhar S A | | | | | | | | | | | | | |
| 3. | CSV Murthy -"Management Information Systems" Himalaya publishing House. | | | | | | | | | | | | | |
| 4. | Michael Alexander (2014) Business Intelligence Tools for Excel Analysts | | | | | | | | | | | | | |
| 5 | Management Information System by Oka MM | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1. | <https://www.tutorialspoint.com/management_information_system/management_information_system.htm> | | | | | | | | | | | | | |
| 2. | <http://tumkuruniversity.ac.in/oc_ug/comm/notes/MIS.pdf> | | | | | | | | | | | | | |
| 3 | [JMIS - Journal of Management Information Systems (jmis-web.org)](https://jmis-web.org/) | | | | | | | | | | | | | |
| 4 | [Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems (aisnet.org)](https://aisel.aisnet.org/misq/) | | | | | | | | | | | | | |
| 5 | <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | S | S | S | M |
| **CO 2** | S | M | M | M | S | S | S | M |
| **CO 3** | M | M | M | M | M | M | S | M |
| **CO 4** | S | S | M | M | M | S | S | M |
| **CO 5** | S | M | M | M | S | S | S | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 2 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 2 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 14 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 2.8 | 3.0 | 2.8 | 3 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA – DSE 1A** | **Air Traffic Control** | Elective | Y | - | - | - | | 3 | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | |
| CLO1 | To impart knowledge on ATS and its types. | | | | | | | | | |
| CLO2 | To understand the ATS routes including ATC clearance. | | | | | | | | | |
| CLO3 | To familiarize on flight information alerting services and emergency procedure. | | | | | | | | | |
| CLO4 | To gain knowledge on Aerodrome data, physical characteristics, and obstacles restriction. | | | | | | | | | |
| CLO5 | To impart knowledge on visual aids for navigation and for denoting obstacles, emergency and other services. | | | | | | | | | |
| **UNIT** | **Details** | | | | **No. of Hours** | | **Learning Objectives** | | | |
| I | Air Traffic Service (ATS) – Objectives – Types of ATC Service –– VFR & IFR Operations – Classification of ATS Air Spaces – Various kinds of separation- Meteorological Support-providing ATS – Air Traffic Services Division (ATSD) | | | | 15 | | CLO1 | | | |
| II | Area Control Service, Assignment of Raising levels, minimum Flight Altitude- ATS routes & Significant Points – RNAV and RNP – Vertical, Lateral and Longitudinal Separations based on Time / Distance-ATC clearance – Flight plans- Position report | | | | 15 | | CLO2 | | | |
| III | Radar Service, Basic Radar Terminology, Identification Procedures using Primary/ Secondary radar- Performance Checks –Use of Radar in Area and Approach Control Service – Issuance Control and Coordination between Radar/ Non Radar Control – Emergencies – Flight Information and Advisory Service – Alerting Service – Coordination and Emergency Procedure – Rules of the Air | | | | 15 | | CLO3 | | | |
| IV | **Aerodrome Data: Basic Terminology – Aerodrome Reference Code-Aerodrome Reference Point – Aerodrome Reference Temperature - Instrument Runway, Physical Characteristic; Length of Primary/ Secondary Runway Width of the Runways – Minimum Distance between Parallel Runways - Obstacles** | | | | 15 | | CLO4 | | | |
| V | **Visual aids for Navigation; Wind Direction Indicator – Landing Direction Indicator - Location and Characteristics of Signal Area – Marking General Requirements - Lights, Aerodrome Beacon, Identification Beacon- Simple Approach Lighting System and Various Lighting Systems – VASI & PAPI-Visual Aids for Denoting Obstacles- Emergency and Other Services.** | | | | 15 | | CLO5 | | | |
|  | **Total** | | | | **75** | |  | | | |
| **Course Outcomes** | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the objectives and various classifications of Air Traffic Services. | | | | PO1, PO6 | | | | | |
| **CO2** | Ability to assign raising levels, ATS routes and flight plans. | | | | PO2, PO6 | | | | | |
| **CO3** | Ability to use Radar Services and other alerting services and to coordinate during emergency. | | | | PO3 | | | | | |
| **CO4** | Understand about the aerodrome data and physical characteristics of runway | | | | PO1, PO3 | | | | | |
| **CO5** | Identify visual aids for navigation, obstacles, emergency and other services. | | | | PO1, PO6, P07 | | | | | |
| **Reading list** | | | | | | | | | | |
| 1. | Air Traffic Control:–Airport Systems-Planning, Design and management By Richard de Neufville/ Amedeo Odoni | | | | | | | | | |
| 2. | Fundamentals of Air Transport Management BY P.S. Senguttuvan | | | | | | | | | |
| 3 | Investigating human Error – Barry Strauch - Ashgate Publishing Limited. | | | | | | | | | |
| 4 | Michael S Nolan, “Fundamentals of Air Traffic Control”, Thomson Delmar Learning, Division of Thomson Learning, 5th revised ed. edition, 2010. | | | | | | | | | |
| **Reference Books** | | | | | | | | | | |
| 1. | Staffing the ATM System – Hinnerk Eibfeldt, Mike C. Heil and Dana Broach – Ashgate Publishing Limited | | | | | | | | | |
| 2 | Innovation and Consolidation in Aviation – Graham Edkins and Peter Pfister – Ashgate Publishing Ltd | | | | | | | | | |
| 3 | Margaret Arblaster, “Air Traffic Management: Economics,Regulation and Governance”, Elsevier, 2018. | | | | | | | | | |
| Web Resources | | | | | | | | | | |
| 1 | https://en.wikipedia.org/wiki/Air\_traffic\_management#:~:text=Air%20traffic%20management%20(ATM)%20is,Traffic%20Flow%20and%20Capacity%20Management%20( | | | | | | | | | |
| 2 | https:/[/www.slideshare.net/ksasidhar007/air](http://www.slideshare.net/ksasidhar007/air-traffic-control-ppt)-[traffic-control-ppt](http://www.slideshare.net/ksasidhar007/air-traffic-control-ppt) | | | | | | | | | |
| 3 | https://ocw.mit.edu/courses/aeronautics-and-astronautics/16-72-air-traffic-control-fall- 2006/download-course-materials/ | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | 25 Marks | | | | | |
| Assignments | | | |
| Seminar | | | |
| Attendance and Class Participation | | | |
| **External Evaluation** | End Semester Examination | | | | 75 Marks | | | | | |
|  | Total | | | | 100 Marks | | | | | |

|  |  |
| --- | --- |
| **Methods of Assessment** | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | L | L | M | M | S | S | M |
| **CO 2** | S | M | L | M | M | S | S | M |
| **CO 3** | S | M | M | M | M | S | S | M |
| **CO 4** | S | L | M | M | M | S | S | M |
| **CO 5** | M | L | L | M | M | M | S | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBADSE 1B** | **Airline Marketing and Strategic Management** | Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To understand the marketing environment in aviation industry. | | | | | | | | | | | | | |
| CLO2 | To gain knowledge about the products and pricing strategy in aviation industry. | | | | | | | | | | | | | |
| CLO3 | To familiarize the various distribution channel and promotional tools. | | | | | | | | | | | | | |
| CLO4 | To gain knowledge on strategic management process in aviation industry. | | | | | | | | | | | | | |
| CLO5 | To understand the implementation and evaluation of strategy. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Marketing Strategy in Airline business- Marketing environment - marketing mix –– customer-oriented organization – brand building and brand loyalty - Michael Porters Five Forces and their application to the Airline Industry- –– differentiation strategy in airline industry- | | | | | | | | 15 | | | CLO1 | | |
| II | Product Analysis – Product definition – product life cycle in aviation industry - fleet and schedules related product features – customer service-related product features – product quality – Pricing decisions – building blocks in airline pricing policy – uniform and differential pricing – the structures of air freight pricing | | | | | | | | 15 | | | CLO2 | | |
| III | Distribution channel strategies - Promotion - relationship marketing –airline advertising – selling in air freight market – sales promotion – integrated sales promotion- online sales promotion. | | | | | | | | 15 | | | CLO3 | | |
| IV | Strategic Management: Need – Strategic Management Planning: Process in aviation industry- level of Strategy: Corporate level- Business Level- Functional level – Strategy formulation - Portfolio analysis: BCG Matrix – G. E matrix– Directional policy Matrix – Generic Strategic Alternatives. | | | | | | | | 15 | | | CLO4 | | |
| V | Strategies – Implementation – Elements - Procedural Implementation – Structural Implementation – Behavioural Implementation- Leadership Implementation - Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and Polices – Strategy Evaluation – Evaluation criteria – Strategic Control. | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the marketing concepts in aviation industry. | | | | | | | | PO1, PO4 | | | | | |
| **CO2** | Familiarise the various products and pricing strategies in aviation industry. | | | | | | | | PO2, PO7 | | | | | |
| **CO3** | Ability to develop and design various promotional tools | | | | | | | | PO2, PO4, PO7 | | | | | |
| **CO4** | Understand the concepts of strategic management. | | | | | | | | PO6, PO7 | | | | | |
| **CO5** | Understand the implementation, evaluation and control of strategy. | | | | | | | | PO1, PO6 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | **Philip Kotler, Keven Lane Keller, Marketing Management, Pearson Education, 2015** | | | | | | | | | | | | | |
| 2. | **Rao, V.S.P., & Harikumar, V., 2014, Strategic management, First Edition, Excel Books, New Delhi.** | | | | | | | | | | | | | |
| 3 | **SuBBA (Aviation Management) rao, 2017, Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House. Reprint Edition.** | | | | | | | | | | | | | |
| 4 | **Marketing Management Text & Cases, Dr.C.B.Gupta & Dr.N.Rajan Nair, Sultan Chand & Sons.** | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | Kazmi, A., 2014, Business Policy and Strategic Management, Third Edition reprint, Tata McGraw Hill, New Delhi | | | | | | | | | | | | | |
| 2 | V. S. Ramaswamy, S. Namakumari, Marketing Management, ,Sage Publications India Pvt Ltd, 2018 | | | | | | | | | | | | | |
| 3 | **Arthur A. Thompson; A.J. Strickland III, “Strategic Management: Concepts and Cases”, Mcgraw-Hill, 4th edition, 2003.** | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https:/[/www.slideshare.net/nbairstow/strategic](http://www.slideshare.net/nbairstow/strategic-alliances-8284285)-[alliances-8284285](http://www.slideshare.net/nbairstow/strategic-alliances-8284285) | | | | | | | | | | | | | |
| 2 | https:/[/www.emer](http://www.emerald.com/insight/content/doi/10.1108/09600039610115027/ful)a[ld.com/insight/content/doi/10.1108/09600039610115027/ful](http://www.emerald.com/insight/content/doi/10.1108/09600039610115027/ful) l/html | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | S | M | M | L | L |
| **CO 2** | M | S | M | M | L | M | S | M |
| **CO 3** | M | S | M | S | L | M | S | M |
| **CO 4** | M | M | M | M | M | S | S | M |
| **CO 5** | S | M | L | L | M | S | M | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 2 |
| **Weightage** | 15 | 15 | 15 | 15 | 14 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 2.8 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE 1C:** | **Aviation Law** | Electiv | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To gain knowledge on civil aviation regulatory authority | | | | | | | | | | | | | |
| CLO2 | To familiarize on the aircraft rules and aircraft act. | | | | | | | | | | | | | |
| CLO3 | To gain knowledge on the national legislations on aviation. | | | | | | | | | | | | | |
| CLO4 | To understand the civil aviation requirements. | | | | | | | | | | | | | |
| CLO5 | To familiarize on the international conventions and agreements. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | Introduction to directorate general of civil aviation – DGCA – Functions – DGCA Organisations – DGCA as regulatory authority - ICAO (International Civil Aviation Organisation)- Functions, IATA (International Air Transport Association) -Functions, BCAS (Bureau of Civil Aviation Security) - Functions. | | | | | | | | 15 | | | CLO1 | | |
| **II** | Aircraft Act 1934 -The Aircraft Rules and Regulations Act 1937. | | | | | | | | 15 | | | CLO2 | | |
| **III** | The Air corporations Act, 1953 (27 of 1953) The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994(4 of 1994) -The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994) -The International Airports Authority of India act, 1971 (43 of 1971) -The National Airports Authority of India, 1985 (64 of 1985) - The Airports Authority of India Act 1994 (55 of 1994) - The Carriage by Air Act, 1972 (69 of 1972) -The Anti-hijacking Act, 1982 (65 of 1975) - The suppression of unlawful acts against safety of Civil Aviation Act, 1982 (66 of 1982). | | | | | | | | 15 | | | CLO3 | | |
| **IV** | Civil Aviation Requirements  Section 1-General  Section 2-Airworthiness  Section3-Air Transport  Section 4- Aerodrome standards and Air Traffic Services Section 5-Air Safety  Section 6 - Design standards and type certification -Section 7- Flight crew standards, training and licensing Section 8 -Aircraft operations | | | | | | | | 15 | | | CLO4 | | |
| **V** | International Conventions: The Chicago conventions, 1944 Hauge Convention, 1970 – Montreal Convention, 1999 – The International Air Services Transit Agreement,1944 – The International Air Transport Agreement 1944, - The Warsaw Conventions, 1920 -The Geneva Convention, 1948 -The  Rome Convention , 1952- The Tokyo Convention ,1963 Bonn declaration convention on the marking of plastic explosives, Beijing convention and protocol 2010. | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the functions and organisation of DGCA | | | | | | | | PO2, PO3 | | | | | |
| **CO2** | Familiarise the aircraft rules and act. | | | | | | | | PO3, PO7 | | | | | |
| **CO3** | Understand the importance of various national legislations in aviation industry | | | | | | | | PO3, PO7 | | | | | |
| **CO4** | Understand the civil aviation requirements | | | | | | | | PO2, PO7 | | | | | |
| **CO5** | Familiarise the various international conventions in aviation industry. | | | | | | | | PO7 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | Civil Aviation Law and Regulations by FlySky Aviation,1st edition, 2020. | | | | | | | | | | | | | |
| 2. | Aircraft Manual, C.A.R. Sec. II | | | | | | | | | | | | | |
| 3 | Aircraft manual,C.A.R.Sec.II | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | ICAO Annexures 1- 19. | | | | | | | | | | | | | |
| 2 | Aviation law – Philip H | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https:/[/www.slideshare.net/](http://www.slideshare.net/crtnymendoza/airline-regulations)c[rtnymendoza/airline-regulations](http://www.slideshare.net/crtnymendoza/airline-regulations) | | | | | | | | | | | | | |
| 2 | https:/[/www.civilaviation.gov.in/](http://www.civilaviation.gov.in/en/archive-document/2312)e[n/archive-document/2312](http://www.civilaviation.gov.in/en/archive-document/2312) | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | S | S | M | M | M | M | M |
| **CO 2** | M | M | S | L | L | M | S | M |
| **CO 3** | M | M | S | M | L | M | S | M |
| **CO 4** | M | S | M | M | M | M | S | M |
| **CO 5** | M | M | M | M | M | M | S | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC13** | **Entrepreneurship Development** | Core | Y | - | - | - | 4 | | 6 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | |
| CLO1 | To impart knowledge on the concept of Entrepreneur and Entrepreneurship. | | | | | | | | | | | | |
| CLO2 | To know the various ideas and implementation of business plan. | | | | | | | | | | | | |
| CLO3 | To throw light on importance of the Business analysis and evaluation. | | | | | | | | | | | | |
| CLO4 | To discuss the role of Government in developing entrepreneurship. | | | | | | | | | | | | |
| CLO5 | To understand the problems and remedies of Entrepreneurial failure. | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Course Objectives** | | |
| I | Entrepreneur- Meaning & definition, Types of entrepreneurs, traits of Entrepreneurs, Role of Entrepreneurs in Economic Development. Entrepreneurship- Meaning & definition, Factors affecting entrepreneurship, Difference between entrepreneur and entrepreneurship. Recent development in entrepreneurship. | | | | | | | 12 | | | CLO1 | | |
| II | Generating innovative ideas of business- Brainstorming, focus group, survey, customer advisory boards. Creativity and selection of Products. Capital budgeting, Project profile preparation, matching entrepreneur with the project,. Introduction of Patent and Trademarks. | | | | | | | 12 | | | CLO2 | | |
| III | Business Plan Development- Feasibility study and evaluation of projects -Market analysis, technical analysis, cost-benefit analysis,. Project formulation, assessment of business models-Dealing with basic and initial problems of setting up of enterprises. | | | | | | | 12 | | | CLO3 | | |
| IV | Awareness of various government schemes for start-up business- Start-up India, Stand-up India, Aatmanirbhar Bharat mission, ‘Make in India’ Program, ASPIRE, MUDRA.  Role of Women Entrepreneurs in Economic development.-Schemes for Women entrepreneurs- Annapurna scheme, Dena shakti scheme, Mudra loan for women, Stree Shakti scheme. Role of MSME, SSI, SIDO, EDI and MDI. | | | | | | | 12 | | | CLO4 | | |
| V | Problems and remedies of sick industries, Causes of Industrial sickness, Preventive and remedial measures of Sick industries. Preventive and rehabilitation of business. Case study discussions. | | | | | | | 12 | | | CLO5 | | |
|  | **Total** | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | To understand the concepts of Entrepreneurship development. | | | | | | | PO1,PO2 | | | | | |
| **CO2** | To apply knowledge in the business plans and implementation. | | | | | | | PO1, PO2,PO3 | | | | | |
| **CO3** | To analyze the various analyses of business in setting up of enterprises. | | | | | | | PO2,PO4, PO5,PO8 | | | | | |
| **CO4** | To create the awareness about various schemes and subsidies of government for entrepreneurial development. | | | | | | | PO3,PO4, PO5, PO6,PO7 | | | | | |
| **CO5** | To evaluate and assess the various problems and remedies of entrepreneurship | | | | | | | PO1,PO2,PO3, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1. | Sangeeta Sharma, Entrepreneurship Development, PHI Learning Pvt. Ltd., 2016. | | | | | | | | | | | | |
| 2. | Kuratko/rao, Entrepreneurship: a south asianperspective.- Cengage, New Delhi. | | | | | | | | | | | | |
| 3. | Leach/Melicher, Entrepreneurial Finance – Cengage. | | | | | | | | | | | | |
| 4. | K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi. | | | | | | | | | | | | |
| 5. | Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001. | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011. | | | | | | | | | | | | |
| 2. | The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries | | | | | | | | | | | | |
| 3. | http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/ | | | | | | | | | | | | |
| 4. | Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker | | | | | | | | | | | | |
| 5. | Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011. | | | | | | | | | | | | |
| 6. | Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010 | | | | | | | | | | | | |
| 7. | Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010 | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
|  | <https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf> | | | | | | | | | | | | |
|  | <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Developement.pdf> | | | | | | | | | | | | |
|  | <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf> | | | | | | | | | | | | |
|  | <http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf> | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | S | M | S | S | S | M | M |
| **CO 2** | S | S | M | S | S | S | M | S |
| **CO 3** | S | S | M | S | S | S | S | S |
| **CO 4** | S | S | M | S | S | M | S | S |
| **CO 5** | M | S | M | S | M | S | M | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 2 | 3 |
| **CO 3** | 3 | 2 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 2 |
| **Weightage** | 15 | 14 | 15 | 14 | 14 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 2.8 | 3.0 | 2.8 | 2.8 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE 3A** | **Services Marketing** | Specific Elective | Y | - | - | - | 3 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To recall the basic concepts of Services Marketing. | | | | | | | | | | | | |
| CLO2 | To know the Marketing Mix in Service Marketing. | | | | | | | | | | | | |
| CLO3 | To examine effectiveness of Service Marketing. | | | | | | | | | | | | |
| CLO4 | To discuss on delivering Quality Service. | | | | | | | | | | | | |
| CLO5 | To analyze the Marketing of Services. | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations. | | | | | | | 15 | | | CLO1 | | |
| II | Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process. | | | | | | | 15 | | | CLO2 | | |
| III | Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy. | | | | | | | 15 | | | CLO3 | | |
| IV | Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality. | | | | | | | 15 | | | CLO4 | | |
| V | Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services. | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | To define and understand the concepts of Services Marketing. | | | | | | | PO1, PO4, PO6, PO8 | | | | | |
| **CO2** | To Examine and apply Marketing Mix in Service Marketing. | | | | | | | PO2, PO3, PO4, PO6, PO7, PO8 | | | | | |
| **CO3** | To analyze and design various strategies in the field of Services Marketing. | | | | | | | PO4, PO5, PO6 | | | | | |
| **CO4** | To evaluate the role of delivering Quality Service. | | | | | | | PO2, PO7 | | | | | |
| **CO5** | To design the tools of Marketing | | | | | | | PO1, PO3, PO5, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1. | Reddy P.N. (2011)– Services Marketing – Himalaya Publication | | | | | | | | | | | | |
| 2. | Christopher Lovelock ,Jochen Wirtz (2016)– Services Marketing – World Scientific Publisher | | | | | | | | | | | | |
| 3. | The Journal Of Services Marketing | | | | | | | | | | | | |
| 4. | Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm,Tata Mc Graw Hill NewDelhi | | | | | | | | | | | | |
| 5 | C.Bhattacharjee,Services Marketing ,Excel Books,NewDelhi | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi. | | | | | | | | | | | | |
| 2. | S.M. Jha, Services marketing, Himalaya Publishers, India | | | | | | | | | | | | |
| 3. | Baron, Services Marketing, Second Edition. Palgrave Macmillan | | | | | | | | | | | | |
| 4. | Dr. L. Natarajan Services Marketing, Margham Publications, Chennai. | | | | | | | | | | | | |
| 5. | Thakur.G.S. Sandhu supreet& Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna. | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | |
| 1 | <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm> | | | | | | | | | | | | |
| 2 | <https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875> | | | | | | | | | | | | |
| 3 | <https://www.marketingtutor.net/service-marketing/> | | | | | | | | | | | | |
| 4 | <https://www.marketing91.com/service-marketing/> | | | | | | | | | | | | |
| 5 | https://www.marketing91.com/service-marketing-mix/ | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | M | S | S | M | S | M | S | M |
| **CO2** | S | M | S | M | S | M | M | M |
| **CO3** | S | S | S | M | M | M | S | S |
| **CO4** | S | M | S | S | S | S | M | S |
| **CO5** | M | S | M | S | M | S | S | M |

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC 15** | **International Business** | Generic Elective |  | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To familiarize students with basic concepts of International Business | | | | | | | | | | | | |
| CLO2 | To Identify the International Business Environment and cultural Differences | | | | | | | | | | | | |
| CLO3 | To impart knowledge about theories of international trade | | | | | | | | | | | | |
| CLO4 | To provide awareness about recent trends in Global trading and Investment Environment | | | | | | | | | | | | |
| CLO5 | To gain knowledge on the Contemporary Issues of International Business | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs. | | | | | | | 15 | | | CLO1 | | |
| II | Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory. | | | | | | | 15 | | | CLO2 | | |
| III | Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries. | | | | | | | 15 | | | CLO3 | | |
| IV | Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers. | | | | | | | 15 | | | CLO4 | | |
| V | Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO. | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | Discuss the modes of entry to International Business | | | | | | | PO1, PO5, PO6 | | | | | |
| **CO2** | Outline the International Business Environment | | | | | | | PO3, PO4, PO5 | | | | | |
| **CO3** | Explain international trade theories | | | | | | | PO1, PO2 | | | | | |
| **CO4** | Understand Foreign Investments, FDI | | | | | | | PO4, PO5, PO6 | | | | | |
| **CO5** | Identify the relevance of international institutions and trading blocs. | | | | | | | PO7, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1. | Gupta CB, International Business, S Chand & Co. Ltd, 2014 | | | | | | | | | | | | |
| 2. | . Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi. | | | | | | | | | | | | |
| 3. | Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018. | | | | | | | | | | | | |
| 4. | Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010 | | | | | | | | | | | | |
| 5. | Paul, J., International Business, 5th Edition, PHI Learning, 2010 | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011. | | | | | | | | | | | | |
| 2. | Griffin, R., International Business, 7th Edition, Pearson Education, 2012. | | | | | | | | | | | | |
| 3. | Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017 | | | | | | | | | | | | |
| 4. | Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020 | | | | | | | | | | | | |
| 5. | Subba Rao P,International Business, (Text and Cases), Himalaya Publishing House, 2016 | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
| 1 | <https://online.hbs.edu/blog/post/international-business-examples> | | | | | | | | | | | | |
| 2 | <https://saylordotorg.github.io/text_international-business> | | | | | | | | | | | | |
| 3 | <https://www.imf.org/en/home> | | | | | | | | | | | | |
| 4 | https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/ | | | | | | | | | | | | |
| 5 | http://www.simplynotes.in/e-notes/mbabba/international-business-management/ | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | S | S | M | M |
| **CO 2** | M | M | S | S | S | S | M | S |
| **CO 3** | S | S | M | M | M | S | M | M |
| **CO 4** | S | S | M | S | S | S | M | S |
| **CO 5** | M | M | M | M | M | M | S | S |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 2 |
| **Weightage** | 15 | 15 | 15 | 15 | 14 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 2.8 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE 3A:** | **Air Transport Safety and Security** | Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart knowledge on various safety and security management in aviation industry. | | | | | | | | | | | | | |
| CLO2 | To gain knowledge on the safety management system and its implementation. | | | | | | | | | | | | | |
| CLO3 | To familiarize the legislations and regulations in transportation security administration | | | | | | | | | | | | | |
| CLO4 | To gain knowledge about the security and safety measures during hijacking and terrorism. | | | | | | | | | | | | | |
| CLO5 | To familiarize on technological improvements on aviation safety and security. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Airport Security: Introduction, security planning, responsibility and organization, air side security procedures, land side security procedures – passenger terminal, cargo terminal - Safety Management System (SMS) – Meaning and Definition - A National security asset: importance of Air transportation – Airways – Deregulation | | | | | | | | 15 | | | CLO1 | | |
| **II** | Introduction – Meaning – definition – Scope – Regulation for Safe Transportation - Safety - Meaning – Safety policy of Airlines in India - SMS- Distribution list of Safety Management System Manual – Scope of Safety Management System – Acceptable level of safety – Safety Performance Indicators – Safety Performance Targets - Safety policy and Objectives – Safety Accountability and Responsibilities – SMS Organizational Arrangements – Safety Responsibilities of authorities (Accountable Manager, Safety Manager, HOD, All Managers, Employees) Safety Review Committee – Safety Action Group – Coordination of Emergency Response Planning – SMS Documentation Control Procedures – SMS Manual Requirement – SMS Implementation Plan | | | | | | | | 15 | | | CLO2 | | |
| **III** | Meaning - ICAO/ECAC- Transportation security administration - international aviation safety assessment aviation legislation after 9 Sep 2001 - Aircraft Rules 2011 – International Legislations | | | | | | | | 15 | | | CLO3 | | |
| **IV** | Terrorism – introduction -causes of terrorism - Nuclear terrorism- Aircraft as missiles - 9\11 terrorist act and its consequences - Biological & chemical warfare- Steps to combat terrorism - Hijacking - security measures - airport security programmed a steps taken to contend with hijacking-cockpit doors- sky marshal programme Public law about hijacking | | | | | | | | 15 | | | CLO4 | | |
| **V** | Technological improvement on aviation safety and security - Introduction-microwave holographic imaging- Body or fire security scanner- New generation of video security systems- Biosimmer-biometric system. GX-Ray Baggage Inspection System (X-BIS) – Introduction – Types of X-BIS - Screening – Meaning – methods - Screening Procedure – Detection Requirement – Method of Search –– Procedure for Carriage of Prisoner – Catering Screening – Behaviour Detection and Profiling – Meaning – Suspicious Signs – Tools for Behaviour Detection – Explosive Vapour Detector (EVD) and Explosive Trace Detector (ETD) – Testing Procedure – Specifications – Advantages and Disadvantages. | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the safety and security management system in aviation industry. | | | | | | | | PO1, PO3, PO6 | | | | | |
| **CO2** | Ability to develop and implement safety management system. | | | | | | | | PO1, PO4, PO5 | | | | | |
| **CO3** | Familiarise on Public Private Participation Ability to handle the various types of passengers at the terminal | | | | | | | | PO3, PO7 | | | | | |
| **CO4** | Understand the legislations and regulations of transportation security administration. | | | | | | | | PO4, PO5, PO6 | | | | | |
| **CO5** | Familiarise with the technological development in aviation safety and security management. | | | | | | | | PO4, PO6 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | Fly Sky Aviation, “Airport and Airline Management”, 1st Edition, 2020. | | | | | | | | | | | | | |
| 2. | Daniel J. Benny, “General Aviation Security”, CRC Press, 1st Edition, 2016. | | | | | | | | | | | | | |
| 3 | Andrew R. Thomas, “Aviation Security Management”, Praeger Publishers Inc, 8th edition, 2008. | | | | | | | | | | | | | |
| 4 | Aviation and airport security-Kathleen M.Sweet-Pearson Education Inc | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | Kathleen Sweet, “Aviation and Airport Security: Terrorism and Safety Concerns”, CRC Press, 2nd Edition, 2009. | | | | | | | | | | | | | |
| 2. | Abeyratne Ruwantissa, “Aviation Security: Legal and Regulatory Aspects”, Routledge, 1st Edition, 2020. | | | | | | | | | | | | | |
| 3 | Aviation Safety programs-Richard H.Wood-Jeppesen Sanderson Inc | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | **https://slideplayer.com/slide/4503845/** | | | | | | | | | | | | | |
| 2 | **http**[**s://www**](http://www.youtube.com/watch?v=K_Ry7O6UEZQ&ab_channel=aurionlear)**.you**[**tube.com/watch?v=K\_Ry7O6UEZQ&ab\_channel=aurionlear**](http://www.youtube.com/watch?v=K_Ry7O6UEZQ&ab_channel=aurionlear) **ning** | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | S | M | M | S | M | M |
| **CO 2** | S | M | M | S | S | M | M | M |
| **CO 3** | M | M | S | M | M | M | S | M |
| **CO 4** | M | L | M | S | S | S | M | M |
| **CO 5** | M | M | M | S | M | S | M | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 2 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE 3B** | **Aircraft Navigation Service** | Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart knowledge on air traffic system | | | | | | | | | | | | | |
| CLO2 | To understand the area control service and air traffic service | | | | | | | | | | | | | |
| CLO3 | To gain knowledge on radar, flight information alerting service | | | | | | | | | | | | | |
| CLO4 | To impart knowledge on physical characteristics and obstacles in an aerodrome | | | | | | | | | | | | | |
| CLO5 | To familiarize with the visual aids for navigation, emergency and other services | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | Air Traffic System – Introduction – Objectives – Scope - Parts of ATC Service – Provision of ATC ‘s – VFR & IFR Operations – Classification of ATS Air Spaces – types of separation - Meteorological Support – Division of Responsibility | | | | | | | | 15 | | | CLO1 | | |
| **II** | Air Traffic Services - Area Control Service, Assignment of Raising levels minimum Flight Altitude - ATS routes & Significant Points – RNAV and RNP – Vertical, Lateral and Longitudinal Separations based on Time / Distance -ATC clearance – Flight plans - Position report | | | | | | | | 15 | | | CLO2 | | |
| **III** | Radar Service, Radar Terminology, Identification Procedures using radar- Performance Checks – Use of Radar in Area and Approach Control Service – Issuance Control and Coordination between Radar/ Non-Radar Control – Emergencies – Flight Information and Advisory Service – Flight Information Alerting Service – Coordination and Emergency Procedure – Rules of the Air | | | | | | | | 15 | | | CLO3 | | |
| **IV** | Aerodrome Data: Basic Terminology – Aerodrome Reference Code - Aerodrome Reference Point – Aerodrome Reference Temperature Instrument Runway, Physical Characteristics - Length of Primary/ Secondary Runway Width of the Runways – Minimum Distance between Parallel Runways etc - Obstacles | | | | | | | | 15 | | | CLO4 | | |
| **V** | Visual aids for Navigation; Wind Direction, landing Direction Indicator – Location and Characteristics of Signal Area – Marking General Requirements – Lights, General Requirements - Aerodrome and Identification Beacon - Simple Approach Lighting System – VASI & PAPI -Visual Aids for Denoting Obstacles - Emergency and Other Services. | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the concepts of Airline navigation service | | | | | | | | PO1, PO6 | | | | | |
| **CO2** | Familiarise on area control service and flight plans and position report | | | | | | | | PO1, PO2, PO6 | | | | | |
| **CO3** | Ability to understand the use of radar and alerting service during emergency | | | | | | | | PO1, PO6 | | | | | |
| **CO4** | Understand the physical characteristics and obstacles in an aerodrome. | | | | | | | | PO2, PO6 | | | | | |
| **CO5** | Ability to design and develop for visual aids for navigation, emergency and other services | | | | | | | | PO3, PO4, PO7 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | Air Traffic Control: –Airport Systems-Planning, Design and management By Richard de Neufville/ Amedeo Odoni | | | | | | | | | | | | | |
| 2. | Staffing the ATM System – Hinnerk Eibfeldt, Mike C. Heil and Dana Broach – Ashgate Publishing Limited | | | | | | | | | | | | | |
| 3 | Fundamentals of Air Transpot Management BY P.S. Senguttuvan | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | Innovation and Consolidation in Aviation – Graham Edkins and Peter Pfister – Ashgate Publishing Ltd | | | | | | | | | | | | | |
| 2 | Investigating human Error – Barry Strauch - Ashgate Publishing Limited. | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| 1 | https://www.slideshare.net/goodnight033/air-traffic-control-air-navigation | | | | | | | | | | | | | |
| 2 | https://www.slideshare.net/Padrino80/navigation-aids | | | | | | | | | | | | | |
| 3 | https://www.slideserve.com/haroun/air-navigation-services | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | M | S | M | M |
| **CO 2** | S | S | M | M | M | S | M | L |
| **CO 3** | S | M | M | M | M | S | M | L |
| **CO 4** | M | S | M | M | L | S | M | M |
| **CO 5** | M | M | S | S | M | M | S | M |

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| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE 4A** | **Aircraft maintenance and Crew Management** | Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart knowledge on goals and objectives of aircraft maintenance | | | | | | | | | | | | | |
| CLO2 | To familiarize with the documentation for maintenance and production planning and control | | | | | | | | | | | | | |
| CLO3 | To gain knowledge on different kinds of aircraft maintenance | | | | | | | | | | | | | |
| CLO4 | To understand the basics and training of crew resource management | | | | | | | | | | | | | |
| CLO5 | To impart knowledge on human performance analysis, quality assurance and quality audit for maintenance | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | Goals and Objectives of Maintenance - Types of Maintenance - Reliability, Redesign - failure rate pattern - Establishing and developing Maintenance Programme –- Introduction of Maintenance Steering Group- Process and Task - Oriented - Maintenance program documents - Maintenance Intervals | | | | | | | | 15 | | | CLO1 | | |
| **II** | Documentation for Maintenance - Types - Regulatory Documents - Airlines Generated Documents- ATA Document Standard - Production Planning and Control Forecasting - Feedback for Planning- Organization for PPC- – Training for Aviation Maintenance. | | | | | | | | 15 | | | CLO2 | | |
| **III** | Line Maintenance (On – Aircraft) –Line Maintenance operations – Functions and responsibilities of– Maintenance Control Centre – General – Aircraft Log Book – Ramp and Terminal Operations – Other Line Maintenance Activities – Line Station Activities – Maintenance Crew Skill Requirements – Morning Meeting. Hangar Maintenance (On –Aircraft) – Introduction – Organization of Hangar Maintenance - Maintenance overall shops (off aircraft) | | | | | | | | 15 | | | CLO3 | | |
| **IV** | Crew Resource Management: Evolution and Basics - Flight Control Crew Management - Maintenance Resource Management- Impact of CRM in Aviation Safety CRM Training Evolution and CRM Desired Skills - Performance Standards for Instructors in CRM - CRM Standards and Training | | | | | | | | 15 | | | CLO4 | | |
| **V** | Data on Incidents / Accidents: Human Performance Analysis - Evaluation of Flight Crew CRM Skills – Communication: A Relevant factor in Aviation Safety - Line Operations- Safety Audit (LOSA) and CRM: Relationship - Requirement for Quality Assurance – Quality Audits – ISO 9000 Quality Standard – Technical Records – Other Functions of QA. Quality Control: Introduction – Quality Control Organization – FAA and JAA Differences | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the basic concepts of aircraft maintenance | | | | | | | | PO1, PO6 | | | | | |
| **CO2** | Familiarise the various documents to be maintained | | | | | | | | PO1, PO7 | | | | | |
| **CO3** | To understand the different kinds of maintenance mechanism in aircraft | | | | | | | | PO1, PO6 | | | | | |
| **CO4** | Familiarise the performance standard and training of crew resource management | | | | | | | | PO4, PO5, PO8 | | | | | |
| **CO5** | Understand the human performance skills and ISO 9000 quality standard | | | | | | | | PO2, PO3 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | Harry A. Kinnison, Tariq Siddiqui, “Aviation Maintenance Management”, McGraw Hill Education; Second edition, 2013 | | | | | | | | | | | | | |
| 2. | Haguma Timothee, “Fundamentals of Aircraft Maintenance Management”, Notion Press, Inc.; 1st edition, 2016. | | | | | | | | | | | | | |
| 3 | Harry A. Kinnison, Tariq Siddiqui, “Aviation Maintenance Management”, McGraw Hill Education; Seventh edition, 2013 | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| 1. | Manoj S. Patanka, James C. Taylor, “Risk Management and Error Reduction in Aviation Maintenance”, Routledge, 5th edition, 2003. | | | | | | | | | | | | | |
| 2 | James Reason, Alan Hobbs, “Managing Maintenance Error: A Practical Guide”, CRC Press, 3rd edition, 2003. | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https://slideplayer.com/slide/6383962/ | | | | | | | | | | | | | |
| 2 | https:/[/www.a](http://www.accessengineeringlibrary.com/content/book/9780071805025/chapter/chapt)c[cessengineeringlibrary.com/content/book/9780071805025/chapter/chapt](http://www.accessengineeringlibrary.com/content/book/9780071805025/chapter/chapt) er12 | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | M | S | M | L |
| **CO 2** | S | M | M | M | M | M | S | M |
| **CO 3** | S | M | L | M | M | S | M | L |
| **CO 4** | M | M | M | S | S | M | M | S |
| **CO 5** | M | S | S | L | M | M | M | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 2 | 3 | 3 | 3 |
| **Weightage** | 15 | 14 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 2.8 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE 4B** | **Airport Infrastructure** | Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To understand the airport organizations and airfield components | | | | | | | | | | | | | |
| CLO2 | To familiarize with the characteristics and capacity of airport | | | | | | | | | | | | | |
| CLO3 | To gain knowledge on airport planning | | | | | | | | | | | | | |
| CLO4 | To impart knowledge on design and planning of the terminal area | | | | | | | | | | | | | |
| CLO5 | To understand the air traffic control system and aids | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | Introduction – Evolution of Air Transport, - Airport Organization and Associations, Classification of Airports Airfield Components -Air Traffic Zones and Approach Areas. Airport System Planning – Process – Ultimate Consumers – Airline Decision – Other Airport Operations. | | | | | | | | 15 | | | CLO1 | | |
| **II** | Airport characteristics – Components, Size, Turning Radius, Speed – airport design - Capacity - Factors Affecting Capacity, - Determination of Runway Capacity related to Delay, - Gate Capacity, and Taxiway Capacity. | | | | | | | | 15 | | | CLO2 | | |
| **III** | Airport Planning - Runway Length and Width, Sight Distances, Longitudinal and Transverse, Runway Intersections, Taxiways, Clearances, Aprons, Numbering, Holding Apron. | | | | | | | | 15 | | | CLO3 | | |
| **IV** | Planning and Design of the Terminal Area - operational Concepts, Space Relationships and Area Requirements -Noise Control, Vehicular Traffic and Parking at Airports. | | | | | | | | 15 | | | CLO4 | | |
| **V** | Air traffic control and aid - Runways and Taxiways markings, Day & Night Landing Aids, Airport Lighting and other Associated Aids. | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the evolution of air transport, classification and planning | | | | | | | | PO2, PO5, PO6 | | | | | |
| **CO2** | Understand the features and capacity of the airport | | | | | | | | PO1, PO6 | | | | | |
| **CO3** | Familiarise the infrastructural planning of the airport | | | | | | | | PO6, PO7 | | | | | |
| **CO4** | Ability to develop and design the terminal area of the airport | | | | | | | | PO6 | | | | | |
| **CO5** | Ability to develop air traffic control aids | | | | | | | | PO4, PO7 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | Strategic Airport Planning –Robert E.Caves & Geoffrey D.Gosling-Elsevier Science Ltd | | | | | | | | | | | | | |
| 2. | Airport Marketing –David Jarach –Ashgate Publishing Limited | | | | | | | | | | | | | |
| 3 | Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc. | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | Airport Planning & Management, 7th Edition by [Seth B. Young, Ph.D.](javascript://), [Alexander T. Wells, Ed.D.](javascript://), Mc Graw Hill | | | | | | | | | | | | | |
| 2 | Runway system - planning & design [print replica] kindle edition  By [Rajesh Jethwani](https://www.amazon.in/RAJESH-JETHWANI/e/B08BTJ5SM8/ref=dp_byline_cont_ebooks_1) (author), [Anjali Rajesh Jethwani](https://www.amazon.in/s/ref=dp_byline_sr_ebooks_2?ie=UTF8&field-author=ANJALI+RAJESH+JETHWANI&text=ANJALI+RAJESH+JETHWANI&sort=relevancerank&search-alias=digital-text) (editor)  format: kindle edition   |  | | --- | |  | | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https://www.slideshare.net/avhad89/aiport-infrastructure | | | | | | | | | | | | | |
| 2 | https://www.slideshare.net/AkshaykumarMore1/aviation-infrastructure-management-75929255 | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | S | M | L | S | S | M | M |
| **CO 2** | S | M | L | L | M | S | M | M |
| **CO 3** | M | M | M | L | M | S | S | L |
| **CO 4** | M | M | M | M | L | S | M | L |
| **CO 5** | M | M | M | S | M | M | S | M |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 2 | 2 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 14 | 14 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 2.8 | 2.8 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE4C** | **E-Business** | Specific Elective | Y | - | - | - | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To understand the basic concepts of electronic business. | | | | | | | | | | | | |
| CLO2 | To identify web-based tools. | | | | | | | | | | | | |
| CLO3 | To examine the security threats to e-business. | | | | | | | | | | | | |
| CLO4 | To discuss the strategies on marketing. | | | | | | | | | | | | |
| CLO5 | To analyze the business plan for e-business. | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business | | | | | | | 15 | | | CLO1 | | |
| II | Web based tools for e - business - e - business software - overview of packages | | | | | | | 15 | | | CLO2 | | |
| III | Security threats to e - business - implementing security for e - commerce and electronic payment systems. | | | | | | | 15 | | | CLO3 | | |
| IV | Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals | | | | | | | 15 | | | CLO4 | | |
| V | The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | To define and understand the basic concepts of business done through web | | | | | | | PO2, PO6, PO7 | | | | | |
| **CO2** | To Examine and apply web tools in real-time business situations. | | | | | | | PO2, PO5, PO6, PO7 | | | | | |
| **CO3** | To analyze the security threats in e-business. | | | | | | | PO6, PO7, PO8 | | | | | |
| **CO4** | To evaluate strategies for marketing. | | | | | | | PO2, PO4, PO7 | | | | | |
| **CO5** | To prepare the environment for e-business. | | | | | | | PO1, PO2, PO4, PO7, PO8 | | | | | |
| **Text Books** | | | | | | | | | | | | | |
| 1. | Garry P Schneider and James T Perry - Electronic Commerce, Course technology,  Thomson Learning, 2000 | | | | | | | | | | | | |
| 2. | Diwan, Prag and Sunil Sharma - E-Commerce - Managers guide to E-Business | | | | | | | | | | | | |
| 3. | Kosivr, David - Understanding E-Commerce | | | | | | | | | | | | |
| 4. | Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi. | | | | | | | | | | | | |
| 5. | C S Rayudu, E Commerce E Business, HPH | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Dave Chaffey: E-Business and E-Commerce Management, Pearson Education. | | | | | | | | | | | | |
| 2. | Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi. | | | | | | | | | | | | |
| 3. | SmanthaShurety,: E-Business with Net Commerce, Addison - Wesley, Singapore. | | | | | | | | | | | | |
| 4. | David Whitely, E Commerce Strategy, Technology and Applications, TMH | | | | | | | | | | | | |
| 5. | J. Christopher Westle and Theodre H K Clarke, Global Electronic Commerce – Theory and Case Studies, University Press | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
| 1 | <https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf> | | | | | | | | | | | | |
| 2 | <https://www.techtarget.com/searchcio/definition/e-business> | | | | | | | | | | | | |
| 3 | <https://www.britannica.com/technology/e-commerce> | | | | | | | | | | | | |
| 4 | <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/> | | | | | | | | | | | | |
| 5 | <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf> | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | M | M | M | S | S | S | S |
| **CO 2** | M | S | S | M | S | S | S | M |
| **CO 3** | M | S | S | M | M | S | S | S |
| **CO 4** | M | M | S | S | M | M | S | M |
| **CO 5** | M | M | S | M | S | M | S | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/POS** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | **3** | **3** | **3** | **3** | **3** |
| **CO 2** | **3** | **3** | **3** | **3** | **3** |
| **CO 3** | **3** | **3** | **3** | **3** | **3** |
| **CO 4** | **3** | **3** | **3** | **3** | **3** |
| **CO 5** | **3** | **3** | **3** | **3** | **3** |
| **Weightage** | **15** | **15** | **15** | **15** | **15** |
| **Weighted Percentage of Course Contribution to PSO** | **3.0** | **3.0** | **3.0** | **3.0** | **3.0** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC01**  **NME** | **Basics of Event Management** | NME | Y | - | - | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To know the basic of event management its concepts | | | | | | | | | | | | | |
| CLO2 | To make an event design | | | | | | | | | | | | | |
| CLO3 | To make feasibility analysis for event. | | | | | | | | | | | | | |
| CLO4 | To understand the 5 Ps of Event Marketing | | | | | | | | | | | | | |
| CLO5 | To know the financial aspects of event management and its promotion | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction: Event Management – Definition, Need, Importance, Activities. | | | | | | | | 6 | | | CLO1 | | |
| II | Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design | | | | | | | | 6 | | | CLO2 | | |
| III | Event Feasibility: Resources – Feasibility, SWOT Analysis | | | | | | | | 6 | | | CLO3 | | |
| IV | Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations | | | | | | | | 6 | | | CLO4 | | |
| V | Event Budget – Financial Analysis – Event Cost – Event Sponsorship | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To understand basics of event management | | | | | | | | PO1, PO6 | | | | | |
| **CO2** | To design events | | | | | | | | PO5, PO6 | | | | | |
| **CO3** | To study feasibility of organising an event | | | | | | | | PO2, PO6 | | | | | |
| **CO4** | To gain Familiarity with marketing & promotion of event | | | | | | | | PO6 | | | | | |
| **CO5** | To develop event budget | | | | | | | | PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd. | | | | | | | | | | | | | |
| 2. | Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009 | | | | | | | | | | | | | |
| 3. | Event Management & Public Relations by Savita Mohan - Enkay Publishing House | | | | | | | | | | | | | |
| 4 | Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross | | | | | | | | | | | | | |
| 5 | Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Event Management By Chaudhary, Krishna, Bio-Green Publishers | | | | | | | | | | | | | |
| 2. | Successful Event Management By Anton Shone & Bryn Parry | | | | | | | | | | | | | |
| 3. | Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid | | | | | | | | | | | | | |
| 4. | Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management  by Judy Allen , Wiley Publishers | | | | | | | | | | | | | |
| 5. | Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex GenadinikCreateSpace Independent Publishing Platform, 2015 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | <https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf> | | | | | | | | | | | | | |
| 2 | https://www.inderscience.com/jhome.php?jcode=ijhem  International Journal of Hospitality & Event Management | | | | | | | | | | | | | |
| 3 | https://www.emeraldgrouppublishing.com/journal/ijefm  International Journal of Event and Festival Management | | | | | | | | | | | | | |
| 4 | <https://www.eventbrite.com/blog//?s=roundup> | | | | | | | | | | | | | |
| 5 | https://www.eventindustrynews.com/ | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | S | S | S | M | S | S | S |
| **CO 2** | M | S | S | S | M | S | S | S |
| **CO 3** | S | M | S | S | S | S | S | M |
| **CO 4** | S | M | S | S | S | S | S | S |
| **CO 5** | M | S | S | S | M | S | S | S |

**Strong M-Medium L-Low**

**CO-PO Mapping (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA FC 01** | **Managerial Communication** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | | |
| CLO1 | To educate students role & importance of communication skills | | | | | | | | | | | | | |
| CLO2 | To build their listening, reading, writing & speaking communication skills. | | | | | | | | | | | | | |
| CLO3 | To introduce the modern communication for managers. | | | | | | | | | | | | | |
| CLO4 | To understand the skills required for facing interview | | | | | | | | | | | | | |
| CLO5 | To facilitate the students to understand the concept of Communication. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Course Objectives** | | |
| I | Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Communication etiquette. | | | | | | | | 6 | | | CLO1 | | |
| II | Business Letter – Layout- Kinds of Business Letters: application, offer, acceptance/ acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances. | | | | | | | | 6 | | | CLO2 | | |
| III | Interviews- Direct, telephonic & Virtual interviews- Group discussion – Presentation skills – body language | | | | | | | | 6 | | | CLO3 | | |
| IV | Communication through Reports – Agenda- Minutes of Meeting - Resume Writing | | | | | | | | 6 | | | CLO4 | | |
| V | Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media- Professional Networking sites | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand communication process and its barriers. | | | | | | | | PO1,PO2,PO3,PO4,PO8 | | | | | |
| **CO2** | Develop business letters in different scenarios | | | | | | | | PO1,PO2,PO3,PO4,PO5,PO6 | | | | | |
| **CO3** | Develop oral communication skills & conducting interviews | | | | | | | | PO2,PO3,PO4,PO5,PO6,PO7 | | | | | |
| **CO4** | Use managerial writing for business communication | | | | | | | | PO1,PO2,PO4,PO5,PO6,PO8 | | | | | |
| **CO5** | Identify usage of modern communication tools & its significance for managers | | | | | | | | PO3,PO4,PO5,PO6,PO7,PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd, 2008 | | | | | | | | | | | | | |
| 2. | Mallika Nawal –Business Communication – CENGAGE | | | | | | | | | | | | | |
| 3. | Bovee, Thill, Schatzman, Business Communication Today - Peason Education Private Ltd - New Delhi. | | | | | | | | | | | | | |
| 4. | Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008 | | | | | | | | | | | | | |
| 5. | Sundar K.A, Business communication Vijay Nicole imprints Pvt. Ltd., Chennai. | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Rajendra Paul & J S Kovalahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017 | | | | | | | | | | | | | |
| 2. | Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017 | | | | | | | | | | | | | |
| 3. | R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006 | | | | | | | | | | | | | |
| 4. | Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010 | | | | | | | | | | | | | |
| 5. | R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015 | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1. | <https://www.managementstudyguide.com/business_communication.html> | | | | | | | | | | | | | |
| 2. | <https://studiousguy.com/business-communication/> | | | | | | | | | | | | | |
| 3. | <https://www.oercommons.org/curated-collections/469> | | | | | | | | | | | | | |
| 4. | <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/> | | | | | | | | | | | | | |
| 5. | <https://open.umn.edu/opentextbooks/textbooks/8> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | S | M | S | M | S | S | S |
| **CO 2** | S | S | S | S | S | S | M | M |
| **CO 3** | M | S | S | S | S | S | S | M |
| **CO 4** | S | S | M | S | S | S | M | S |
| **CO 5** | M | M | S | S | S | S | S | S |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with program specific outcomes (Course Articulation Matrix)**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO /PO** | **PSO1** | **PSO2** | **PSO3** | **PSO4** | **PSO5** |
| **CO1** | 3 | 3 | 3 | 3 | 3 |
| **CO2** | 3 | 3 | 3 | 3 | 3 |
| **CO3** | 3 | 3 | 3 | 3 | 3 |
| **CO4** | 3 | 3 | 3 | 3 | 3 |
| **CO5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC02**  **NME** | **MANAGERIAL SKILL DEVELOPMENT** | NME | Y | - | - | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To improve the self-confidence, groom the personality and build emotional competence | | | | | | | | | | | | | |
| CLO2 | To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change. | | | | | | | | | | | | | |
| CLO3 | To assess the Emotional intelligence | | | | | | | | | | | | | |
| CLO4 | To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions | | | | | | | | | | | | | |
| CLO5 | To improve professional etiquettes | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self-concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self-learning styles, attitude towards change and applications of skills | | | | | | | | 6 | | | CLO1 | | |
| II | Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence. | | | | | | | | 6 | | | CLO2 | | |
| III | Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions, The six-phase model of Creative Thinking: ICEDIP model. | | | | | | | | 6 | | | CLO3 | | |
| IV | Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking.  Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation (Brain Storming), Image generation and evaluation. | | | | | | | | 6 | | | CLO4 | | |
| V | Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing  Debates, presentations, role plays and group discussions on current topics.  Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes. | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Identify the personal qualities that are needed to sustain in the world of work. | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO2** | Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change. | | | | | | | | PO1, PO2, PO5 | | | | | |
| **CO3** | Acquire practical management skills that are of immediate use in management or leadership positions. | | | | | | | | PO6, PO7 | | | | | |
| **CO4** | Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions. | | | | | | | | PO1, PO2 | | | | | |
| **CO5** | Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace. | | | | | | | | PO4 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Managerial Skill Articles | | | | | | | | | | | | | |
| 2. | The Management Skills of SALL Managers - SiSAL Journal | | | | | | | | | | | | | |
| 3. | Managerial Skills by Dr.K.Alex S.CHAND | | | | | | | | | | | | | |
| 4. | Managerial Skills 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP | | | | | | | | | | | | | |
| 5. | Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication | | | | | | | | | | | | | |
| 2. | McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited. | | | | | | | | | | | | | |
| 3. | Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited. | | | | | | | | | | | | | |
| 4. | [P. Varshney](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=P.+Varshney&search-alias=stripbooks) , [A. Dutta](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=A.+Dutta&search-alias=stripbooks), Managerial Skill Development, Alfa Publications, 2012 | | | | | | | | | | | | | |
| 5. | EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63 | | | | | | | | | | | | | |
| 2. | https://www.academia.edu/4358901/managerial\_skill\_development\_pdf | | | | | | | | | | | | | |
| 3 | https://www.academia.edu/4358901/managerial\_skill\_development\_pdf | | | | | | | | | | | | | |
| 4 | <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf> | | | | | | | | | | | | | |
| 5 | https://www.aisectuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | M | S | S | S | M | M | S |
| **CO 2** | M | M | S | S | S | S | S | M |
| **CO 3** | S | S | S | S | S | S | S |  |
| **CO 4** | S | S | S | S | S | S | M | S |
| **CO 5** | M | M | S | S | S | M | S | S |

**S-Strong M-Medium L-LowM**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC03** | **Business Etiquette and Corporate Grooming** | SEC | Y | - | - | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart knowledge about basic etiquettes in professional conduct | | | | | | | | | | | | | |
| CLO2 | To provide understanding about the workplace courtesy and ethical issues involved | | | | | | | | | | | | | |
| CLO3 | To suggest on guidelines in managing rude and impatient clients | | | | | | | | | | | | | |
| CLO4 | To familiarize students about significance of cultural sensitivity and the relative business attire | | | | | | | | | | | | | |
| CLO5 | To stress on the importance of attire | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction to Business Etiquette: Introduction- ABCs of etiquette- meeting andgreetingscenarios-principlesofexceptionalworkbehavior-roleofgoodmannersinbusiness-professionalconduct andpersonal spacing. | | | | | | | | 6 | | | CLO1 | | |
| II | Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesyand manners in a workplace-Etiquette at formal gatherings- Professional qualities expectedfrom an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexualharassment-conflictresolutionstrategies-Choosingappropriategiftinthebusinessenvironment-real lifeworkplacescenarios -companypolicyforbusinessetiquette | | | | | | | | 6 | | | CLO2 | | |
| III | TelephoneEtiquette,emailetiquetteandDisabilityEtiquette  Mastering the telephone courtesy, handling rude or impatient clients -internet usage in theworkplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices | | | | | | | | 6 | | | CLO3 | | |
| IV | DiversityandCulturalAwarenessatWorkplaceImpactofdiversity-CulturalSensitivity-TaboosandPractices-Inter-CulturalCommunication | | | | | | | | 6 | | | CLO4 | | |
| V | BusinessAttireandProfessionalism Businessstyleandprofessionalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success. | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Describebasicconceptsofbusinessetiquetteandcorporate grooming. | | | | | | | | PO5, PO6, | | | | | |
| **CO2** | Outlinetheetiquetteandgroomingstandardsfollowedinbusinessenvironmentand the significance of communication | | | | | | | | PO4, PO2, PO5, PO6 | | | | | |
| **CO3** | Create culturalawarenessandmoralpracticesinreal life workplace scenarios | | | | | | | | PO8, PO6 | | | | | |
| **CO4** | Analyzeworkplacecourtesyandresolveethicalissueswithrespecttoetiquetteand grooming for success | | | | | | | | PO1, PO3, PO8, PO6 | | | | | |
| **CO5** | Apply the professionalism in the workplace considering diversity and courtesy | | | | | | | | PO3, PO8, PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Journal of Computer Mediated Communication By ICA | | | | | | | | | | | | | |
| 2. | Business and Professional Communication by Sage Journals | | | | | | | | | | | | | |
| 3. | Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse | | | | | | | | | | | | | |
| 4. | Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow | | | | | | | | | | | | | |
| 5. | Shital Kakkar Mehra,“BusinessEtiquette:AguidefortheIndianProfessional”,HarperCollinsPublisher(2012) | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Indian Business Etiquette, Raghu Palat, JAICO Publishers | | | | | | | | | | | | | |
| 2. | NinaKochhar,“AtEasewithEtiquette”,B.jain Publisher,2011 | | | | | | | | | | | | | |
| 3. | NimeranSahukar,PremP.Bhalla,“TheBookofEtiquetteandmanners”,PustakMahipublishers,2004 | | | | | | | | | | | | | |
| 4. | SarveshGulati(2012),CorporateGroomingandEtiquette,RupaPublicationsIndiaPvt. Ltd. | | | | | | | | | | | | | |
| 5. | The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1. | http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf | | | | | | | | | | | | | |
| 2. | https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf | | | | | | | | | | | | | |
| 3 | https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-  wardrobe-nbsp-.pdf | | | | | | | | | | | | | |
| 4 | https://www.tutorialspoint.com/business\_etiquette/grooming\_etiquettes.htm | | | | | | | | | | | | | |
| 5 | https://wikieducator.org/Business\_etiquette\_and\_grooming | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | M | S | S | S | M | M | S |
| **CO 2** | M | M | S | S | S | M | M | S |
| **CO 3** | M | M | S | S | S | M | M | S |
| **CO 4** | M | M | S | S | S | S | M | S |
| **CO 5** | M | M | M | S | S | S | M | S |

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **CO/PO** |  | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** |  | 3 | 3 | 3 | 3 | 3 |
| **CO 2** |  | 3 | 3 | 3 | 3 | 3 |
| **CO 3** |  | 3 | 3 | 3 | 3 | 3 |
| **CO 4** |  | 3 | 3 | 3 | 3 | 3 |
| **CO 5** |  | - | 3 | 3 | 3 | 3 |
| **Weightage** |  | 12 | 15 | 15 | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** |  | 2.4 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC04** | **Computer Application in Business** | SEC | Y | - | Y | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To build skills in Ms-Word | | | | | | | | | | | | | |
| CLO2 | To build skills in Ms-Excel, | | | | | | | | | | | | | |
| CLO3 | To build skills in Ms- Power Point | | | | | | | | | | | | | |
| CLO4 | To understand the basics of tally | | | | | | | | | | | | | |
| CLO5 | To familiarize students with google forms for students with relevance in business scenario and its applications. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents . | | | | | | | | 6 | | | CLO1 | | |
| II | Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization | | | | | | | | 6 | | | CLO2 | | |
| III | Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts. | | | | | | | | 6 | | | CLO3 | | |
| IV | Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet | | | | | | | | 6 | | | CLO4 | | |
| V | Use Google forms to develop & share questionnaire. | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Demonstrate hands on experience with Ms-word for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO2** | Demonstrate hands on experience with Ms-Excel for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO3** | Demonstrate hands on experience with Ms-power point for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO4** | Demonstrate hands on experience with Tally for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO5** | Demonstrate hands on experience with Tally for reporting in business | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | International Journal of Computer Applications in Technology | | | | | | | | | | | | | |
| 2. | International Journal of Computer Applications – IJCA | | | | | | | | | | | | | |
| 3. | P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019. | | | | | | | | | | | | | |
| 4. | Computer Application in Business ( Tamil Nadu) by Dr.R.Paramaeswaran | | | | | | | | | | | | | |
| 5. | Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited . | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019. | | | | | | | | | | | | | |
| 2. | Google Form Made Simple The Perfect Guide to Creating and Modifiying Google Forms from Beginners to Expert by Mary Brockman | | | | | | | | | | | | | |
| 3. | Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017. | | | | | | | | | | | | | |
| 4. | Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013. | | | | | | | | | | | | | |
| 5. | S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015. | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | https://www.microsoft.com/en-us/microsoft-365/blog/ | | | | | | | | | | | | | |
| 2 | <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18> | | | | | | | | | | | | | |
| 3 | https://byjus.com/govt-exams/microsoft-word/ | | | | | | | | | | | | | |
| 4 | https://edu.gcfglobal.org/en/google-forms/ | | | | | | | | | | | | | |
| 5 | https://www.tutorialkart.com/tally/tally-tutorial/ | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | M | M | M | M | S | M | M |
| **CO 2** | S | M | M | M | M | S | S | M |
| **CO 3** | M | M | M | S | M | S | M | M |
| **CO 4** | S | S | M | M | M | S | S | M |
| **CO 5** | S | S | M | S | M | S | S | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | - | 3 | 3 |
| **CO 2** | 3 | 3 | - | 3 | 3 |
| **CO 3** | 3 | 3 | - | 3 | 3 |
| **CO 4** | 3 | 3 | - | 3 | 3 |
| **CO 5** | 3 | 3 | - | 3 | 3 |
| **Weightage** | 15 | 15 | - | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | - | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC05** | **New Venture Development** | SEC | Y | - | - | - | | 1 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To learn to generate and evaluate new business ideas | | | | | | | | | | | | | |
| CLO2 | To learn about a business model that generates money | | | | | | | | | | | | | |
| CLO3 | To understand how to find, evaluate and buy a business | | | | | | | | | | | | | |
| CLO4 | To evaluate the feasibility of idea into a Venture | | | | | | | | | | | | | |
| CLO5 | To understand sources who lend for new ventures | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | **Concept of Entrepreneurship** – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. | | | | | | | | 3 | | | CLO1 | | |
| II | **Developing Successful Business Ideas:**  Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm. | | | | | | | | 3 | | | CLO2 | | |
| III | **Feasibility Analysis:** Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability | | | | | | | | 3 | | | CLO3 | | |
| IV | **Moving from an Idea to a New Venture:**  Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship. | | | | | | | | 3 | | | CLO4 | | |
| V | **Financing the New Venture:**  Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions. | | | | | | | | 3 | | | CLO5 | | |
|  | **Total** | | | | | | | | **15** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the concept of entrepreneurship and skill sets of an entrepreneur. | | | | | | | | PO2,PO6 | | | | | |
| **CO2** | Assess new venture opportunities &analyze strategic choices in relation to new ventures | | | | | | | | PO2, PO6 | | | | | |
| **CO3** | Develop a credible business plan for real life situations. | | | | | | | | PO1, PO2, PO5, PO6 | | | | | |
| **CO4** | Coordinate a team to develop and launch and manage the new venture through the effective leadership | | | | | | | | PO4, PO5 | | | | | |
| **CO5** | Evaluate different sources for financing new venture | | | | | | | | PO2, PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Journal of Business Venturing – Elsevier | | | | | | | | | | | | | |
| 2. | Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald | | | | | | | | | | | | | |
| 3. | Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India, | | | | | | | | | | | | | |
| 4. | Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008) | | | | | | | | | | | | | |
| 5. | Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha , Mc Graw Hill | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | New Venture Creation, Kathleen R. Allen, Cengage Publication (2013) | | | | | | | | | | | | | |
| 2. | Essentials of Entrepreneurship and Small Business Management. Scarborough, N. M., Cornwall, J. R., &Zimmerer, T. (2016). Boston: Pearson. | | | | | | | | | | | | | |
| 3. | Project Appraisal and Management, Agrawal, Rashmi and Mehra, Yogieta S. (2017). New Delhi. Taxmann Publications. | | | | | | | | | | | | | |
| 4. | The Manual for Indian Start -ups Tools to Start and Scale – up Your New Venture by Vijaya Kumar Ivaturi and Meena Ganesh , Penguin Enterprise | | | | | | | | | | | | | |
| 5. | Entrepreneurship Development , Indian Cases on Change Agents by K. Ramachandran, Mc Graw Hill Publication | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217 | | | | | | | | | | | | | |
| 2. | https://core.ac.uk/download/pdf/98660713.pdf | | | | | | | | | | | | | |
| 3. | https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf | | | | | | | | | | | | | |
| 4. | <https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm> | | | | | | | | | | | | | |
| 5. | https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786 | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | S | M | S | S | S | M | M |
| **CO 2** | S | S | M | S | S | S | M | S |
| **CO 3** | S | S | M | S | S | S | S | S |
| **CO 4** | S | S | M | S | S | M | S | S |
| **CO 5** | M | S | M | S | M | S | M | M |

**Mapping with program outcome**

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC06** | **Tally** | SEC | Y | - | Y | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To impart knowledge about basic use of Tally and its functions | | | | | | | | | | | | | |
| CLO2 | To understand the creation of groups and Ledgers | | | | | | | | | | | | | |
| CLO3 | To provide understanding about Data Management in Tally | | | | | | | | | | | | | |
| CLO4 | To understand the process of GST, EPF etc. | | | | | | | | | | | | | |
| CLO5 | To familiarize students about significance of Tally in implications in the Organizations | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration. | | | | | | | | 6 | | | CLO1 | | |
| II | Accounting Master in Tally. ERP 9: Groups & Ledgers Creation  Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure. | | | | | | | | 6 | | | CLO2 | | |
| III | Vouchers Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management. | | | | | | | | 6 | | | CLO3 | | |
| IV | Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax. | | | | | | | | 6 | | | CLO4 | | |
| V | Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9 | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To understand about the basic accounting and Tally. ERP 9 | | | | | | | | PO1 | | | | | |
| **CO2** | Identify the maintained of Ledger and inventory system | | | | | | | | PO1, PO2, PO7 | | | | | |
| **CO3** | Creation of various vouchers and bill wise details | | | | | | | | P01, PO4, PO7 | | | | | |
| **CO4** | Understand various taxes returns and filing | | | | | | | | PO2, PO6, PO7 | | | | | |
| **CO5** | Relate and infer various reports generated in Tally. ERP 9 | | | | | | | | PO2, PO7 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Journal of Emerging Technologies and Innovative Research | | | | | | | | | | | | | |
| 2. | Global Journal for Research Analysis | | | | | | | | | | | | | |
| 3. | Tally.ERP 9 with GST in Simple Steps by DT Editorial Services, Dreamtech Press | | | | | | | | | | | | | |
| 4. | Vikas Gupta, Comdex Tally, ERP 9 Course Kit with GST and MS Excel, Wiley India, 2017 | | | | | | | | | | | | | |
| 5. | **Official Guide To Financial Accounting Using Tally.Erp 9 With Gst by Tally Education, BPB Publications** | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015 | | | | | | | | | | | | | |
| 2. | Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications | | | | | | | | | | | | | |
| 3. | Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education | | | | | | | | | | | | | |
| 4. | Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition | | | | | | | | | | | | | |
| 5. | Asian’s Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | https://tallysolutions.com/learning-hub/ | | | | | | | | | | | | | |
| 2. | https://www.tutorialkart.com/tally/tally-tutorial/ | | | | | | | | | | | | | |
| 3. | https://sscstudy.com/tally-erp-9-book-pdf-free-download/ | | | | | | | | | | | | | |
| 4, | https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/ | | | | | | | | | | | | | |
| 5. | https://www.javatpoint.com/tally | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | M | M | M | M | S | S | M |
| **CO 2** | S | M | M | M | M | S | S | S |
| **CO 3** | S | M | M | M | M | S | S | S |
| **CO 4** | M | M | M | M | M | M | S | M |
| **CO 5** | M | S | M | M | S | M | S | M |

**Mapping with program outcome**

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | - | 3 | 3 |
| **CO 2** | 3 | 3 | - | 3 | 3 |
| **CO 3** | 3 | 3 | - | 3 | 3 |
| **CO 4** | 3 | 3 | - | 3 | 3 |
| **CO 5** | 3 | 3 | - | 3 | 3 |
| **Weightage** | 15 | 15 | - | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | - | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC07** | **Intellectual Property Rights** | SEC | Y | - | - | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To learn aspectsofIntellectualpropertyRightstostudentswhoaregoingtoplayamajorroleindevelopmentand management ofinnovative projects in industries. | | | | | | | | | | | | | |
| CLO2 | Todisseminateknowledgeonpatents,patentregimeinIndiaandabroadandregistrationaspects | | | | | | | | | | | | | |
| CLO3 | To evaluate the copyright law | | | | | | | | | | | | | |
| CLO4 | Todisseminateknowledgeoncopyrightsanditsrelatedrightsandregistrationaspects | | | | | | | | | | | | | |
| CLO5 | To understand about Geographical Indicators | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –ImportantPrinciplesofIPManagement –CommercializationofIntellectualPropertyRights  byLicensing–IntellectualPropertyRightsinthe Cyber World. | | | | | | | | 6 | | | CLO1 | | |
| II | Introduction–Classification–Importance–Types ofPatentApplicationsin India - PatentableInvention– InventionsNotPatentable. | | | | | | | | 6 | | | CLO2 | | |
| III | Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks -Industrial Designs –NeedforProtectionofIndustrialDesigns. | | | | | | | | 6 | | | CLO3 | | |
| IV | IntroductiontoCopyright– ConceptualBasis –CopyRightandRelated Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement–CopyrightpertainingtoSoftware/InternetandotherDigitalmedia. | | | | | | | | 6 | | | CLO4 | | |
| V | GEOGRAPHICALINDICATIONS:Concept, Protection & Significance | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Imbibe the knowledge of IPR through various laws | | | | | | | | PO1, PO6 | | | | | |
| **CO2** | Apply the knowledge of patents | | | | | | | | PO5, PO6 | | | | | |
| **CO3** | Understand the process of acquiring a trademark | | | | | | | | PO2, PO6 | | | | | |
| **CO4** | Create an awareness about copyrights | | | | | | | | PO6, PO8 | | | | | |
| **CO5** | Understand geographical indicators | | | | | | | | PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Journal of Intellectual Property Rights | | | | | | | | | | | | | |
| 2. | IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan,  DR.S. Balasubramanian | | | | | | | | | | | | | |
| 3. | IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim | | | | | | | | | | | | | |
| 4. | Intellectual Property Rights by Asha Vijay Durafe and DhanashreeK.Toradmalle, Wiley | | | | | | | | | | | | | |
| 5, | Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing | | | | | | | | | | | | | |
| 2. | Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis | | | | | | | | | | | | | |
| 3. | **Introduction To Intellectual Property Rights SoftboundBy Singh, Phundan, Daya Publishing House** | | | | | | | | | | | | | |
| 4. | Introduction To Intellectual Property Rights by Chawkam H.S, Oxford &Ibh | | | | | | | | | | | | | |
| 5. | Intellectual Property - Patents, Copyright, Trade Marks and Allied Rights  by W Cornish and D Llewelyn and T Pain | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | https://nptel.ac.in/courses/110/105/110105139/ | | | | | | | | | | | | | |
| 2. | https://www.wipo.int/edocs/pubdocs/en/wipo\_pub\_450\_2020.pdf | | | | | | | | | | | | | |
| 3. | https://ipindia.gov.in/ | | | | | | | | | | | | | |
| 4. | https://www.tutorialspoint.com/explain-the-intellectual-property-rights | | | | | | | | | | | | | |
| 5. | https://www.icsi.edu/media/webmodules/FINAL\_IPR&LP\_BOOK\_10022020.pdf | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcome**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | M | M | M | S | M | M | **M** | M |
| **CO 2** | M | S | M | M | S | M | **S** | M |
| **CO 3** | M | S | S | S | M | S | **S** | M |
| **CO 4** | M | M | M | M | M | M | **M** | M |
| **CO 5** | M | M | M | M | S | M | **S** | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | 3 | 3 | 3 | 3 |
| **CO 2** | 3 | 3 | 3 | 3 | 3 |
| **CO 3** | 3 | 3 | 3 | 3 | 3 |
| **CO 4** | 3 | 3 | 3 | 3 | 3 |
| **CO 5** | 3 | 3 | 3 | 3 | 3 |
| **Weightage** | 15 | 15 | 15 | 15 | 15 |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA PCE01** | **Quantitative Aptitude I** | PCE | Y | - | - | - | | 1 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Tocategorize,applyandusethoughtprocesstodistinguishbetweenconceptsofQuantitativemethods. | | | | | | | | | | | | | |
| CLO2 | Toprepareandexplainthefundamentalsrelatedtovariouspossibilitiesandprobabilitiesrelated to time | | | | | | | | | | | | | |
| CLO3 | To be able to solve questions relating to percentages, Profit and loss | | | | | | | | | | | | | |
| CLO4 | To analyze data in Charts | | | | | | | | | | | | | |
| CLO5 | To understand the application Geometry and mensuration | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Numericalcomputation:  ApplicationsbasedonNumbers,ChainRule,RatioProportion | | | | | | | | 6 | | | CLO1 | | |
| II | Numericalestimation–IApplicationsBasedonTimeandwork,TimeandDistance | | | | | | | | 6 | | | CLO2 | | |
| III | Numericalestimation–IIApplicationsbasedonpercentages,ProfitLossandDiscount,SimpleinterestandCompoundInterestPartnerships,Sharesanddividends | | | | | | | | 6 | | | CLO3 | | |
| IV | DatainterpretationDatainterpretationrelatedtoAverages,Mixturesandallegations,Barcharts,Piecharts,Venndiagrams | | | | | | | | 6 | | | CLO4 | | |
| V | ApplicationtoindustryinGeometryandMensuration | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Use their logical thinking and analytical abilities to solve reasoning questions | | | | | | | | PO1, PO6 | | | | | |
| **CO2** | Solve questions related to time and distance and time and work | | | | | | | | PO1 PO6 | | | | | |
| **CO3** | Apply concept of percentages, Profit and loss, discount | | | | | | | | PO1 PO6 | | | | | |
| **CO4** | Interpret data using bar charts and diagrams | | | | | | | | PO1 PO6 | | | | | |
| **CO5** | Solve questions relating to Geometry and Mensuration | | | | | | | | PO1 PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | QuantitativeaptitudebyRSAgarwal,SChandPublication | | | | | | | | | | | | | |
| 2. | Fast Track Objective Airthmetic by Rajesh Verma ,Arihant | | | | | | | | | | | | | |
| 3. | Quantitative Aptitude and Reasoning by R V Praveen, PHI | | | | | | | | | | | | | |
| 4. | Essential Quantitative Aptitude for Competitive Exams - 2nd Edition by RajatVijayJain , Disha Publications | | | | | | | | | | | | | |
| 5. | Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Barron‟sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.) | | | | | | | | | | | | | |
| 2. | QuantitativeAptitudebyUMohanRaoScitechpublications | | | | | | | | | | | | | |
| 3. | QuantitativeAptitudebyArunSharmaMcGrawhillpublications | | | | | | | | | | | | | |
| 4. | QuantitativeAptitudebyAbhijitGuha | | | | | | | | | | | | | |
| 5. | QuantitativeAptitudebyPearsonpublications | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |

**Mapping with program outcome**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | S | M | M | S | S | M | M |
| **CO 2** | S | M | M | M | M | S | M | M |
| **CO 3** | S | S | M | M | M | S | M | M |
| **CO 4** | S | S | M | M | S | S | M | M |
| **CO 5** | S | M | M | M | M | S | M | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO 3** | **PSO 4** | **PSO 5** |
| **CO 1** | 3 | - | 3 | 3 | - |
| **CO 2** | 3 | - | 3 | 3 | - |
| **CO 3** | 3 | - | 3 | 3 | - |
| **CO 4** | 3 | - | 3 | 3 | - |
| **CO 5** | 3 | - | 3 | 3 | - |
| **Weightage** | 15 | - | 15 | 15 | - |
| **Weighted Percentage of Course Contribution to Pos** | 3.0 | - | 3 | 3.0 | - |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA PCE02** | **Quantitative Aptitude II** | PCE | Y | - | - | - | | 1 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Tocategorize,applyandusethoughtprocesstodistinguishbetweenconceptsof reasoning | | | | | | | | | | | | | |
| CLO2 | Toprepareandexplainthefundamentalsrelatedtovariouspossibilitiesandprobabilitiesrelatedtoquantitativeaptitude. | | | | | | | | | | | | | |
| CLO3 | To explain and interpret data sufficiency | | | | | | | | | | | | | |
| CLO4 | To analyze the applications of Base system | | | | | | | | | | | | | |
| CLO5 | To critically evaluate numerous possibilities related to puzzles. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | NumericalReasoning:  Problems related to Number series, Analogy of numbers, Classification ofnumbers,Letterseries,Seatingarrangements,Directions,bloodrelationsandpuzzletest. | | | | | | | | 6 | | | CLO1 | | |
| II | Combinatorics:  Countingtechniques,Permutations,CombinationsandProbability | | | | | | | | 6 | | | CLO2 | | |
| III | Syllogismsanddatasufficiency | | | | | | | | 6 | | | CLO3 | | |
| IV | ApplicationofBasesystem:  Clocks(Base24),Calendars(Base7),CuttingofCubesandcuboids | | | | | | | | 6 | | | CLO4 | | |
| V | PuzzleSolving&TimeManagementusingvariousproblemssolvingtoolsandtechniques | | | | | | | | 6 | | | CLO5 | | |
|  | Total | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Use their logical thinking and analytical abilities to solve reasoning questions | | | | | | | | PO1 | | | | | |
| **CO2** | Solve questions related to combinations | | | | | | | | PO1 | | | | | |
| **CO3** | Solve questions based on syllogisms | | | | | | | | PO1 | | | | | |
| **CO4** | Solve questions based on clocks, calendars | | | | | | | | PO1 | | | | | |
| **CO5** | Solve puzzles | | | | | | | | PO1 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | QuantitativeaptitudebyRSAgarwal,SChandPublication. | | | | | | | | | | | | | |
| 2. | PuzzlestopuzzleyoubyShakunataladeviorientpaperbackpublication | | | | | | | | | | | | | |
| 3. | **Reasoning For Competitive Examinations 2019 Edition by Nishit K Sinha, PEARSON INDIA** | | | | | | | | | | | | | |
| 4. | A Modern Approach To Logical Reasoning (2 Colour Edition) byRSAgarwal,SChandPublications | | | | | | | | | | | | | |
| 5. | General Reasoning Ability for Competitive Exams - SSC/Banking/Defence/Railway/Insurance by Disha Experts, Disha Publications | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Barron‟sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.) | | | | | | | | | | | | | |
| 2. | QuantitativeAptitudebyUMohanRaoScitechpublications | | | | | | | | | | | | | |
| 3. | QuantitativeAptitudebyArunSharmaMcGraw-Hillpublications | | | | | | | | | | | | | |
| 4. | QuantitativeAptitudebyAbhijitGuha | | | | | | | | | | | | | |
| 5. | QuantitativeAptitudebyPearsonpublications | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1. | www.m4maths.com | | | | | | | | | | | | | |
| 2. | www.Indiabix.com | | | | | | | | | | | | | |
| 3. | https://www.123test.com/numerical-reasoning-test/ | | | | | | | | | | | | | |
| 4. | https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html | | | | | | | | | | | | | |
| 5. | https://playquiz2win.com/reasoning.html | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |

**Mapping with program outcome**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO 1** | **PO 2** | **PO 3** | **PO 4** | **PO 5** | **PO 6** | **PO 7** | **PO 8** |
| **CO 1** | S | S | M | M | S | S | M | M |
| **CO 2** | S | M | M | M | M | S | M | M |
| **CO 3** | S | S | M | M | M | S | M | M |
| **CO 4** | S | S | M | M | S | S | M | M |
| **CO 5** | S | M | M | M | M | S | M | M |

**S-Strong M-Medium L-Low**

**CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix):**

**Level of Correlation between PSO’s and CO’s**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO/PO** | **PSO 1** | **PSO 2** | **PSO3** | **PSO 4** | **PSO 5** |
| **CO 1** | **3** | **-** | **3** | **3** | **-** |
| **CO 2** | **3** | **-** | **3** | **3** | **-** |
| **CO 3** | **3** | **-** | **3** | **3** | **-** |
| **CO 4** | **3** | **-** | **3** | **3** | **-** |
| **CO 5** | **3** | **-** | **3** | **3** | **-** |
| **Weightage** | **15** | **-** | **15** | **15** | **-** |
| **Weighted Percentage of Course Contribution to POs** | **3.0** | **-** | **3.0** | **3.0** | **-** |