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| **B.B.a.,  INTERNATIONAL BUSINESS** |
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| **SYLLABUS** |
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| **from the accademic year**  **2023 – 2024** |
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| **TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI – 600 005** |
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**B.B.A., INTERNATIONAL BUSINESS**

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| **LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME** | | |
| **Programme:** | **B.B.A., INTERNATIONAL BUSINESS** | |
| **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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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** |
| Part I |  | Language - Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part II |  | English | Y | - | - | - | 3 | 3 | 25 | 75 | 100 |
| Part III | CorePaper–I | **BBA-DSC01: Principles of Management** | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| CorePaper–II | **BBA-DSC02: Accounting for Managers - I** | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Elective Paper-I | **BBA-DGE1:**ManagerialEconomics | Y | - | - |  | 4 | 3 | 25 | 75 | 100 |
| Part IV | Skill Enhancement course BBASEC1 NME- Basics of Event Management | | Y | - | Y | - | 2 | 2 | 25 | 75 | 100 |
| Foundation Course BBA FC 01 - 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** |
| Part I |  | Language - Tamil | Y | - | - | - | 6 | 3 | 25 | | 75 | 100 |
| PartII |  | English | Y | - | - | - | 6 | 3 | 25 | | 75 | 100 |
| PartIII | CorePaper–III | BBA-DSC03**:**  **MarketingManagement** | Y | - | - | - | 5 | 5 | 25 | | 75 | 100 |
| CorePaper–IV | BBA-DSC04:**Accounting for Managers - II** | Y | - | - | - | 5 | 5 | 25 | | 75 | 100 |
| Elective -II | BBA-DGE2**:**  **Application of IT in Business** | Y | - | - | - | 4 | 3 | 25 | | 75 | 100 |
| PartIV | 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 |
|  | Total | |  |  |  |  | 30 | 23 | |  | | |

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| **SEMESTER III** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAXMARKS** | | **TOTAL** |
| **COURSE COMPONENT** | | **INT** | **EXT** |
| Part I |  | Language - Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part II |  | English | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part III | CorePaper–V | **BBA-DSC05:**  **Organisational**  **Behaviour** | 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 |
| Part IV | 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** | **MAXMARKS** | | **TOTAL** |
| **COURSE COMPONENT** | | **CIA** | **EXT** |
| Part I | Paper | Language - Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part II | Paper | English | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| PartIII | CorePaper–VII | **BBA-DSC07:**  International 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:**Operations 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: Research Methodology** | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| CorePaper–XI | | **BBA-DSC11:**  Business Taxation | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| CorePaper–XII | | **BBA-DSC12:**Management Information Systems | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| Elective–V | | **BBA – DSE 1A**  Foreign Exchange Management  Or  **BBA-DSE 1B**  **Foreign Trade Procedure and Documentation**  or  **BBA-DSE 1C**  International Marketing Management | Y | - | - | - | 4 | 3 | 25 | 75 | 100 |
|  | Elective – VI Project | BBA DSE 2Project with Viva –Voce | | - | - | Y | - | 4 | 3 | 20 | 80 | 100 |
| PartIV | Value Education | | | Y | - | - | - | 2 | 2 |  |  |  |
|  | Summer Internship/Industrial Traning | | |  |  |  |  | - | 2 |  |  |  |
|  | Total | | | | | | | 30 | 26 |  |  |  |

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| **SEMESTER VI** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAXMARKS** | | **TOTAL** |
| **COURSE COMPONENT** | | **CIA** | **EXT** |
|  | CorePaper–XIII | **BBA-DSC13:**  **Entrpreneurial** | Y | - | - | - | 6 | 4 | 25 | 75 | 100 |
|  | Development |
|  | CorePaper–XIV | **BBA-DSC14**  **Production and Materials Management** | Y |  |  |  | 6 | 4 |  |  |  |
| PartIII | CorePaper–  XV | **BBA-DSC15:**  **International Strategic Management** | Y |  |  |  | 6 | 4 | 25 | 75 | 100 |
| Elective–VII | **BBA-DSE3A:**  **Consumer Behaviour** | Y | - | - | - | 5 | 3 | 25 | 75 | 100 |
|  |  | Or  **BBA DSE3B:**  Innovation ManagementOr  **BBADSE 3C:**  Services Marketing |
|  | Elective–VIII | **BBA-DSE4A**  Shipping and Port Management  Or  **BBA-DSE4B:**  **Fundamentals of Logistics Management**  or  **BBA DSE4C :**  E –Business | Y | - | - | - | 5 | 3 | 25 | 75 | 100 |
|  | Professional Competency Enhancement  Quantitative Aptitude I  And Quantitative Aptitude II  (2 hours each) | |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  | 2 | 2 | 25 | 75 | 100 |
| PartV | Extension Activities | | - | - | Y | - |  | 1 |  |  |  |
|  | Total | | | | | | 30 | 21 |  |  |  |

Total Credits = 140

**Remarks: English Soft Skill Two Hours Will be handled by English Teachers**

**(4+2 = 6 hours for English).**

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| **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, Hienz Weihrich, 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> | |

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| --- | --- | --- |
| **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 | |

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

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

**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**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC02** | **Accounting for Managers I** | Core | Y | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To impart knowledge about basic concepts of accounting its applications | | | | | | | | | | | | |
| CLO2 | To analyze and interpret financial reports of a company | | | | | | | | | | | | |
| CLO3 | To understand the gross profit and net profit earned by organization | | | | | | | | | | | | |
| CLO4 | To foster knowledge on Hire Purchase system | | | | | | | | | | | | |
| CLO5 | To understand the procedures of Accounting under Single entry system. | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance | | | | | | | 15 | | | CLO1 | | |
| II | Subsidiary book – Preparation of cash Book – Bank reconciliation statement – rectification of errors – Suspense account | | | | | | | 15 | | | CLO2 | | |
| III | Preparation of Final Accounts – Adjustments – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital. | | | | | | | 15 | | | CLO3 | | |
| IV | Hire Purchase System – Default and Repossession – Hire Purchase Trading Account – Installment System. | | | | | | | 15 | | | CLO4 | | |
| V | Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |

|  |  |  |
| --- | --- | --- |
| **Course Outcomes** | | |
| **Course Outcomes** | On completion of this course, students will; | **Program Outcomes** |
| **CO1** | Prepare Journal, ledger, trial balance and cash book | PO2, PO1 |
| **CO2** | Classify errors and making rectification entries | PO1 |
| **CO3** | Prepare final accounts with adjustments | PO2, PO6 |
| **CO4** | To understand Hire Purchase system | PO2, PO6 |
| **CO5** | Prepare single and double entry system of accounting. | PO6 |
| **Reading List** | | |
| 1. | Goel.D.K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition. | |
| 2. | Jain .S.P &Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition | |
| 3. | Rakesh Shankar. R &Manikandan.S, Financial Accounting, SCITECH, 3rd edition. | |
| 4. | Shukla&Grewal, 2002, Advanced Accounting, Sultan Chand &Sons,New Delhi, 15th edition. | |
| 5. | Tulsian P.C., 2006, Financial Accounting, Pearson Education | |
| **References Books** | | |
| 1. | Dr.K.Ganesan & S.Ushena Begam – Accounting for Managers - Volume 1, Charulatha Publications, Chennai | |
| 2. | TS Reddy & amp; A.Murthy; Financial Accounting -Margham Publications , 6th Edition, 2019 | |
| 3. | David Kolitz; Financial Accounting – Taylor and Francis group, USA 2017 | |
| 4. | M N Arora; Accounting for Management- Himalaya Publications House 2019. | |
| 5. | SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018. | |
| 6. | T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017. | |
| **Web Resources** | | |
| 1. | <https://ebooks.lpude.in/management/mba/term_1/DMGT403_ACCOUNTING_FOR_MANAGERS.pdf> | |
| 2. | <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf> | |
| 3. | <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles> | |
| 4. | [https://en.wikipedia.org/wiki/Single-entry\_bookkeeping\_system\](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system/) | |
| 5. | <https://www.profitbooks.net/what-is-depreciation> | |

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

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

**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 | 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** | **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 |
|  | 3 | 3 | 3 | 3 | 3 |
|  | 15 | 15 | **CO5** | 15 | 15 |
| **Weighted percentage of Course Contribution to Pos** | 3.0 | 3.0 | **Weightage** | 3.0 | 3.0 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DGE01** | | **Managerial Economics** | Generic Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | | |
| **CLO1** | | To familiarize students with concepts of managerial economics and its relevant concepts of economics in current business scenario | | | | | | | | | | | | | |
| **CLO2** | | To understand the applications & implications of economics and its knowledge of the mechanics of supply and demand markets in decision-making and problem solving. | | | | | | | | | | | | | |
| **CLO3** | | To Understand the optimal point of cost analysis and production factors of the firm | | | | | | | | | | | | | |
| **CLO4** | | To describe the pricing methods and strategies that are consistent with evolving marketing needs | | | | | | | | | | | | | |
| **CLO5** | | To Provide insights to the various market structures in an economy. | | | | | | | | | | | | | |
| **UNIT** | | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | | Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives offirm. | | | | | | | | 12 | | | CLO1 | | |
| II | | Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand-Determinants of demand – Elasticity of demand –Demand forecasting. | | | | | | | | 12 | | | CLO2 | | |
| III | | Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run – Revenue curves of firms – Supply analysis. | | | | | | | | 12 | | | CLO3 | | |
| IV | | Pricing methods and strategies – Objectives – Factors – General consideration of pricing – methods of pricing – Dual pricing – Price discrimination | | | | | | | | 12 | | | CLO4 | | |
| V | | Market classification – Perfect competition – Monopoly – Monopolistic competition – Duopoly – Oligopoly | | | | | | | | 12 | | | CLO5 | | |
|  | | **Total** | | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | | |
| **Course Outcomes** | | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | | Analyze & apply the various managerial economic concepts in individual & business decisions. | | | | | | | | PO2, PO6,PO8 | | | | | |
| **CO2** | | Explain demand concepts, underlying theories and identify demand forecasting techniques. | | | | | | | | PO6, PO8 | | | | | |
| **CO3** | | Employ production, cost and supply analysis for business decision making | | | | | | | | PO1, PO2,PO6 | | | | | |
| **CO4** | | Identify pricing strategies | | | | | | | | PO1, PO2,PO6 | | | | | |
| **CO5** | | Classify market structures under competitive scenarios. | | | | | | | | PO2, PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | | |
| 1. | Journal of Economic Literature – American Economic Association | | | | | | | | | | | | | | |
| 2. | Arthasastra Indian Journal of Economics & Research | | | | | | | | | | | | | | |
| 3. | Mithani D.M. (2016) -Managerial Economics –Himalaya Publishing House – Mumbai | | | | | | | | | | | | | | |
| 4. | Indian Economic Journal/Sage Publications | | | | | | | | | | | | | | |
| 5. | Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi | | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | | |
| 1. | | Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019 | | | | | | | | | | | | | |
| 2. | | Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017. | | | | | | | | | | | | | |
| 3. | | D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015. | | | | | | | | | | | | | |
| 4. | | H L Ahuja; Managerial Economics, S. Chand, 9th Edition,2017. | | | | | | | | | | | | | |
| 5. | | Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | | |
| 1 | | <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597> | | | | | | | | | | | | | |
| 2 | | <https://www.intelligenteconomist.com/profit-maximization-rule> | | | | | | | | | | | | | |
| 3 | | http://www.economicsdiscussion.net/laws-of-production/laws-of-production-laws-of-  returns-to-scale-and-variable-proportions/5134 | | | | | | | | | | | | | |
| 4 | | <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/> | | | | | | | | | | | | | |
| 5 | | https://businessjargons.com/determinants-of-elasticity-of-demand.html | | | | | | | | | | | | | |
| **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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | M | S | M | M | M | S | L | M |
| **CO2** | S | L | M | M |  | S |  | S |
| **CO3** | S | S | M | M | M | S |  | M |
| **CO4** | S | S | M | M |  | S |  | M |
| **CO5** |  | S | M | M |  | S |  | 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 DSC03** | **MARKETING MANAGEMENT** | | Core | | Y | - | | - | - | | 4 | | |  | 25 | | | 75 | 100 | |
| **Learning Objectives** | | | | | | | | | | | | | | | | | | | | |
| CLO1 | To understand the marketplace. | | | | | | | | | | | | | | | | | | | |
| CLO2 | To identify the market segmentation and the Product mix | | | | | | | | | | | | | | | | | | | |
| CL03 | To select the different pricing methods and channels of distribution. | | | | | | | | | | | | | | | | | | | |
| CLO4 | To know the communication mix and sales promotion tools | | | | | | | | | | | | | | | | | | | |
| 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 market segmentation, nature of product, PLC | | | | | | | | | | | | PO1, PO2, PO3,PO6, PO8 | | | | | | | |
| **CO3** | To analyze the appropriate pricing methods | | | | | | | | | | | | PO1 PO2, PO3, PO4, PO8 | | | | | | | |
| **CO4** | To determine the importance of various media | | | | | | | | | | | | PO1, PO2, PO6 | | | | | | | |
| **CO5** | To assess the sales force and applications of digital marketing | | | | | | | | | | | | 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 DSC04** | **Accounting for Managers II** | Core | Y | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To provide basic understanding of cost concepts and classification. | | | | | | | | | | | | |
| CLO2 | To develop skills in tools & techniques and critically evaluate decision making in business. | | | | | | | | | | | | |
| CLO3 | To understand various ratios and cash flow related to finance | | | | | | | | | | | | |
| CLO4 | To recognize the role of budgets and variance as a tool of planning and control. | | | | | | | | | | | | |
| CLO5 | To gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **LearningObjectives** | | |
| I | Cost accounting – Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification – Cost sheets – Tenders & Quotation | | | | | | | 12 | | | CLO1 | | |
| II | Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting.  Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis. | | | | | | | 12 | | | CLO2 | | |
| III | Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement. | | | | | | | 12 | | | CLO3 | | |
| IV | Budgets and budgetary control – Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget | | | | | | | 12 | | | CLO4 | | |
| V | Marginal Costing – CVP analysis – Break even analysis | | | | | | | 12 | | | CLO5 | | |
|  | **Total** | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Interpret cost sheet & write comments. | | | | | | | PO1, PO2, PO4 | | | | | |
| **CO2** | Compare cost, management & financial accounting | | | | | | | PO6 | | | | | |
| **CO3** | Analyze the various ratio and compare it with standards to assess deviations | | | | | | | PO2, PO6 | | | | | |
| **CO4** | Estimate budget and use budgetary control | | | | | | | PO1, PO2,PO8 | | | | | |
| **CO5** | Evaluate marginal costing and its components | | | | | | | PO2, PO6 | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reading List** | | |
| 1. | Gupta, R.L and M. Radhaswamy.AdvancedAccountancy,Sultan Chand & Sons, 2016. | |
| 2. | T. S. and A .Murthy.ManagementAccounting.Chennai: Margham, 2007. | |
| 3. | Jain S.P and K.L Narang.Advanced Accountancy (Part II).Kalyani, 2007. | |
| 4 | Maheshwari S.N, Advanced Accountancy (Part1I). Vikas, 2007. | |
| 5 | Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: SahityaShawan, 2017. | |
| **References Books** | | |
| 1. | Dr.K.Ganesan & S. Ushena Begam, Accounting for Managers – Volume II, Charulatha Publications, Chennai | |
| 2. | T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016 | |
| 3. | Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications,2015. | |
| 4. | HorngrenSunderu Stratton, Introduction to Management Accounting, Pearson Education,2013. | |
| 5. | Rajiv Kumar Goel&IshaanGoel, Concept Building Approach to Management Accounting ,2019 | |
| 6. | Colin Drury, Management and Cost Accounting (with CourseMate and eBook Access), Cengage, 2015. | |
| **Web Resources** | | |
| 1 | <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/> | |
| 2 | <https://efinancemanagement.com/financial-accounting/management-accounting> | |
| 3 | <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859> | |
| 4 | <https://www.wallstreetmojo.com/ratio-analysis/> | |
| 5 | <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656> | |
| **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 | 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)**

**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 DGE02** | **Applications of Information Technology in Business** | | Core | Y | - | - | - | | 4 | | | 5 | 25 | | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | | | | |
| CLO1 | | Have knowledge on recent Information technology-based innovations | | | | | | | | | | | | | | | |
| CLO2 | | Gain insight on Artificial Intelligence and its application domain and tools | | | | | | | | | | | | | | | |
| CLO3 | | Estimate the components of Big Data and its evolution | | | | | | | | | | | | | | | |
| CLO4 | | Analyze the applications of Internet of Things in different sectors | | | | | | | | | | | | | | | |
| CLO5 | | Understand the relevance of IT based skills required for Future | | | | | | | | | | | | | | | |
| **UNIT** | | **Details** | | | | | | | | **No. of Hours** | | | | **Learning Objectives** | | | |
| I | | Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality | | | | | | | | | 15 | | | | CLO1 | | | |
| II | | Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI | | | | | | | | | 15 | | | | CLO2 | | | |
| III | | Big Data: Evolution - Data Evolution - Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components: Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack: Big Data in Data Science - Big Data in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases. Big Data in Social Causes - Big Data for Industry -Big Data Roles and Skills -Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT | | | | | | | | | 15 | | | | CLO3 | | | |
| IV | | Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture – Transportations and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics | | | | | | | | | 15 | | | | CLO4 | | | |
| V | | Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0 | | | | | | | | | 15 | | | | C5 | | | |
|  | | **Total** | | | | | | | | **75** | | | |  | | | |
| **Course Outcomes** | | | | | | | | | | | | | | | | | |
| **Course Outcomes** | | On Completion of this course, the students will | | | | | | | | **Program Outcomes** | | | | | | | |
| **CO1** | | Understand the need for adopting Industry 4.0 | | | | | | | | PO1, PO5,PO6 | | | | | | | |
| **CO2** | | Gain knowledge on Artificial intelligence and associated technologies | | | | | | | | PO1,PO2,PO6 | | | | | | | |
| **CO3** | | To analyze the importance of Big Data in different sectors | | | | | | | | PO1, PO6 | | | | | | | |
| **CO4** | | To evaluate impact of Industry 4.0 on society | | | | | | | | PO1, PO6 | | | | | | | |
| **CO5** | | Acquire knowledge about the future based on AI | | | | | | | | PO1, PO6 | | | | | | | |
| **Reading List** | | | | | | | | | | | | | | | | | |
| 1. | | P. Kaliraj,T.Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0, 2020 | | | | | | | | | | | | | | | |
| 2. | | Sinha, Pradeep K. & ‎Sinha Priti (2016) “Knowledge of Information Technology (IT)” | | | | | | | | | | | | | | | |
| 3. | | S.K. Bansal, 2004 “Information technology” APH Publications | | | | | | | | | | | | | | | |
| 4. | | Deepak Bharihoke (2007) “Fundamentals of Information Technology” Excel Books Publication | | | | | | | | | | | | | | | |
| 5. | | Norvid Russel (2022), “Artificial Intelligence: A Modern Approach” 4th Edition, Pearson Education | | | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | | | | |
| 1. | | Alasdair Gilchrist, “Industry 4.0: The Industrial Internet of Things”, APRESS | | | | | | | | | | | | | | | |
| 2. | | Josh Starmer (2022) “The StatQuest Illustrated Guide to Machine Learning” Qurate Books Pvt. Ltd. | | | | | | | | | | | | | | | |
| 3. | | Aurelien Geron (2022) “Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems” 3rd Edition, Shroff/O'Reilly Publication | | | | | | | | | | | | | | | |
| 4. | | [Chip Huyen](https://www.amazon.in/Chip-Huyen/e/B09XVPTZMB/ref=dp_byline_cont_book_1) (2022) “Designing Machine Learning Systems: An Iterative Process for Production-Ready Applications”, Shroff/O'Reilly Publication | | | | | | | | | | | | | | | |
| 5. | | [Paolo Chiabert](https://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Paolo+Chiabert&search-alias=stripbooks) (2018) “Artificial Intelligence for a Sustainable Industry 4.0”, Springer Publication | | | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | | | | |
| 1. | | https://onlinecourses.nptel.ac.in/noc20\_cs69/preview | | | | | | | | | | | | | | | |
| 2. | | https://azure.microsoft.com/en-in/resources/cloud-computing-dictionary/artificial-intelligence-vs-machine-learning/ | | | | | | | | | | | | | | | |
| 3. | | https://www.sas.com/en\_in/insights/articles/big-data/artificial-intelligence-machine-learning-deep-learning-and-beyond.html | | | | | | | | | | | | | | | |
| 4. | | https://marutitech.com/artificial-intelligence-and-machine-learning/ | | | | | | | | | | | | | | | |
| 5. | | https://www.ibm.com/topics/machine-learning | | | | | | | | | | | | | | | |
| **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 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 Organisational Behaviour, 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 | | | | | | | | | | | | | |
| **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 DSC 07** | **INTERNATIONAL BUSINESS ENVIRONMENT** | Core | Y | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | Enabling learners understand the concepts and importance of international business environment. | | | | | | | | | | | | |
| CLO2 | Understand the international trade theories | | | | | | | | | | | | |
| CLO3 | Understand the various International business environment | | | | | | | | | | | | |
| CLO4 | Imparting the knowledge about international monetary system and banking | | | | | | | | | | | | |
| CLO5 | Inculcating knowledge about international trade agreements. | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | International Business: Introduction, Difference between international and national business, stages of internationalization, international orientations.  Globalization: Concept, driving and restraining forces of globalization. | | | | | | | 15 | | | CLO1 | | |
| II | International Trade theories: Introduction, Why do nations trade, Theories of International trade: Mercantilism, Absolute advantage, Comparative advantage, Heckscher - Ohlin, Product life cycle theory and Porter’s diamond model. | | | | | | | 15 | | | CLO2 | | |
| III | International Business Environment: Introduction, Economic, Demographic and Socio-cultural environment. Political, Legal, Natural and Technological environment | | | | | | | 15 | | | CLO3 | | |
| IV | International Monetary System: Thepre - Bretton woods period,The Bretton woods system,Collapse of Bretton woods system (Including meaning of exchange rate,types of exchange rate system). International banking, Bank for international settlements (BIS) and Euro currency market. | | | | | | | 15 | | | CLO4 | | |
| V | General Agreement on Tariff and Trade (GATT), World trade organization (WTO), International Monetary Fund (IMF),Asian Development Bank, UNCTAD. | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Know the concepts and importance of international business environment. | | | | | | | PO2, PO6 | | | | | |
| **CO2** | Understand the international trade theories | | | | | | | PO2, PO6 | | | | | |
| **CO3** | Analyze the various International business environment | | | | | | | PO2, PO6 | | | | | |
| **CO4** | learn about international monetary system and banking | | | | | | | PO2, PO6 | | | | | |
| **CO5** | Exposure to international trade agreements. | | | | | | | PO2, PO6 | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reading List** | | |
| 1. | Francis Cherunilam.2009.**International Business:Text and Cases.**  Fifth Edition, PHI Publishing House, New Delhi. | |
| 2. | Sharan Vyuptakesh, International Business: Concept, Environment and Strategy, Pearson 3rd Edition. | |
| 3. | K Jiwani, International Business Environment, Nirali Prakasham, 2016. | |
| 4 | Dr. Rubee Singh and Dr. Sangeetha Rani, International Business Environment, Educreation Publishing. | |
| 5 |  | |
| **References Books** | | |
| 1. | Arvind V.Phatak.,Rabis.Bhagat and and RogerJ. Kashlak.2010.International Management: Managing in adiverse and dynamic global environment. [Second Edition] Tata McGrawHill,New Delhi. | |
| 2. | CharlesWLHillandArunKJain*.*2014. International Business: Competing in the Global MarketPlace.[Tenth Edition].Tata McGraw Hill, New Delhi. | |
| 3. | Bhalla,V.K.and ShivaRamu,S.2010. International Business: Environment and Management.[Thirteenth Edition].Anmol PublicationsPvt. Ltd., New Delhi. | |
| 4. | John D. Daniels., Lee H. Radebaugh and Daniel P. Sullivan. 2012. International Business: Environment and Operations.[Fourteenth Edition].Pearson Education, NewDelhi. | |
| 5. | Janet Morrison, The Global Business Environment, Bloomsbury. 2020. | |
| **Web Resources** | | |
| 1 | https://onlinecourses.nptel.ac.in/noc20\_mg54/preview | |
| 2 | https://www.dynamictutorialsandservices.org/2018/10/business-environment-notes-theoretical\_25.html | |
| 3 | https://www.studocu.com/in/document/university-of-kerala/environmental-economics/international-business-environment-text-book-pdf/29658804 | |
| 4 | https://ebooks.lpude.in/management/mba/term\_3/DMGT545\_INTERNATIONAL\_BUSINESS.pdf | |
| 5 | http://www.simplynotes.in/e-notes/mbabba/international-business-management/trading-environment-of-international-trade/ | |
| **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 | M | M | S | M | M |
| **CO 2** | M | S | M | M | M | S | M | M |
| **CO 3** | M | S | M | M | M | S | M | M |
| **CO 4** | M | S | M | M | M | S | M | M |
| **CO 5** | M | S | M | M | M | S | M | M |

**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 DSC08** | **BUSINESS REGULATORY FRAME WORK** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | | |
| CLO1 | Explain the Indian Contracts Act | | | | | | | | | | | | | |
| CLO2 | Understand the Sales of Goods Act & Contract of Agency | | | | | | | | | | | | | |
| CLO3 | Understand the Indian Companies Act 1956 | | | | | | | | | | | | | |
| CLO4 | Know the Consumer Protection Act – RTI | | | | | | | | | | | | | |
| CLO5 | Understand the 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 the Indian Contracts Act | | | | | | | |  | | | | | |
| **CO2** | Understand the Sales of Goods Act & Contract of Agency | | | | | | | |  | | | | | |
| **CO3** | Understand the Indian Companies Act 1956 | | | | | | | |  | | | | | |
| **CO4** | Know the Consumer Protection Act – RTI | | | | | | | |  | | | | | |
| **CO5** | Understand the Cyber law | | | | | | | |  | | | | | |
| **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’s theorem 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 ", Margham Publications , 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 DSE1A** | **FOREIGN EXCHANGE MANAGEMENT** | Specific Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Understand foreign exchange market and adminstration | | | | | | | | | | | | | |
| CLO2 | Know the foreign exchange transcations | | | | | | | | | | | | | |
| CLO3 | Know the concept of foreign exchange contract | | | | | | | | | | | | | |
| CLO4 | Expose to foreign exchange risk factors | | | | | | | | | | | | | |
| CLO5 | Understand the pre and post shipment finance | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act-Administration of foreign exchange. | | | | | | | | 12 | | | CLO1 | | |
| II | Foreignexchangetransactions-spotforwardandswaptransactions-exchangequotations-foreignexchangerates-basis-typesofrates-buyingand sellingrates-crossrates. | | | | | | | | 12 | | | CLO2 | | |
| III | Forward exchange contracts-features-forward margin- factors determining forward margin-calculations-Interbank deals-cover deals-trading. | | | | | | | | 12 | | | CLO4 | | |
| IV | Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques ofexposure-externaltechniquesofexposure | | | | | | | | 12 | | | CLO5 | | |
| V | Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency-post-shipment credit finance features -categories. | | | | | | | | 12 | | | CLO3 | | |
|  | **Total** | | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Describe foreign exchange market and adminstration | | | | | | | | PO2, PO6 | | | | | |
| **CO2** | Analyze the foreign exchange transcations | | | | | | | | PO2, PO6 | | | | | |
| **CO3** | Explore concept of foreign exchange contract | | | | | | | | PO2, PO6 | | | | | |
| **CO4** | Explain to foreign exchange risk factors | | | | | | | | PO2, PO6 | | | | | |
| **CO5** | Identify the pre and post shipment finance | | | | | | | | PO2, PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | G. Jevanandam, Foreign exchange: Practices, concepts and Control. Sultan Chand & Sons | | | | | | | | | | | | | |
| 2. | Vivek Viswam, VMM Sulphey, Foreign Exhage Management And Institutiona Finance , 2 nd edition viva books | | | | | | | | | | | | | |
| 3. | PrakashG.Apte InternationalFinancial Management | | | | | | | | | | | | | |
| 4. | V.Sharan InternationalFinancialManagement | | | | | | | | | | | | | |
| 5. | Eun/Resnick InternationalFinancialManagement | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | S. Sankaran, Foreign Exchange and Financing of foreign Trade( Export and import Management), Margham publications | | | | | | | | | | | | | |
| 2. | A.V. Rajwada, Foreign exchange international fianance risk management, Academy of business studies | | | | | | | | | | | | | |
| 3. | L. K. Singh, Foreign Exchange Management and Air Ticketing, ISHA Books. | | | | | | | | | | | | | |
| 4. | Ghassem A Homaifer, Managing Global Finance and Foreign Exchange rate risk, Wiley publications | | | | | | | | | | | | | |
| 5. | C.Jeevanandam, Foreignexchange &RiskManagement | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https://www.slideshare.net/aditya30990/foreign-exchange-management-notes | | | | | | | | | | | | | |
| 2 | https://www.studocu.com/in/document/guru-gobind-singh-indraprastha-university/bachelors-of-business-administration/unit-12-notes-fema/3321286 | | | | | | | | | | | | | |
| 3 | https://blog.ipleaders.in/foreign-exchange-management-act-1999/ | | | | | | | | | | | | | |
| 4 | https://corporatefinanceinstitute.com/resources/economics/exchange-control/ | | | | | | | | | | | | | |
| 5 | https://www.taxmann.com/post/blog/5022/the-basics-of-foreign-exchange-management-act-1999/ | | | | | | | | | | | | | |
| **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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | M | S | M | M | M | S | M | M |
| **CO2** | M | S | M | M | M | S | M | M |
| **CO3** | M | S | M | M | M | S | M | M |
| **CO4** | M | S | M | M | M | S | M | M |
| **CO5** | M | S | M | M | M | S | 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 DSE1B** | **FOREIGN TRADE PROCEDURE AND DOCUMENTATION** | Specific Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Knowing the concept of foreign trade policy and licencing procudre | | | | | | | | | | | | | |
| CLO2 | Understand the activities of Special Economic Zones and various schemes | | | | | | | | | | | | | |
| CLO3 | Exposure to import licensing procedure | | | | | | | | | | | | | |
| CLO4 | Understand the customs formalities and clearance of goods | | | | | | | | | | | | | |
| CLO5 | Insights to import and export documentation | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes. | | | | | | | | 12 | | | CLO1 | | |
| II | EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme – Eligibility Approval – conditions – fiscal Incentives for developer of SEZ‘s – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones. | | | | | | | | 12 | | | CLO2 | | |
| III | Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme. | | | | | | | | 12 | | | CLO4 | | |
| IV | General provisions for Imports – Financing Import – Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods –Foreign Currency Accounts in India and Abroad permitted currencies and methods of payment- Customs formalities for clearance of Imports goods- Shipment of goods | | | | | | | | 12 | | | CLO5 | | |
| V | Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents. | | | | | | | | 12 | | | CLO3 | | |
|  | **Total** | | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To understand export licensing procedures and support from the Indian Government for promotion of Exports | | | | | | | | PO2, PO6 | | | | | |
| **CO2** | To evaluate and integrate export promotion schemes | | | | | | | | PO2, PO6 | | | | | |
| **CO3** | To critically evaluate import licensing procedures and documentation | | | | | | | | PO2, PO6 | | | | | |
| **CO4** | To understand and apply customs formalities in clearance of goods | | | | | | | | PO2, PO6 | | | | | |
| **CO5** | Understand the concepts in trade documentation in international business with respect to foreign trade | | | | | | | | PO2, PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Pramodkumar rai, Jayant kumar , Foreign Trade policy of India, Orange book publication 2021 | | | | | | | | | | | | | |
| 2. | Khuspat.S. Jain, Export -Import procedures and documentation, Himalaya Publishing House | | | | | | | | | | | | | |
| 3. | Donna L. Bade, Export -import procedures and documentation, AMACOM | | | | | | | | | | | | | |
| 4. | Ram singh, International Trade Operations, Excel books. | | | | | | | | | | | | | |
| 5. | Asseem Kumar, Export and \import Management, Excel books | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Ramagopal C, Export -Import procedure- documentation and logistics . New Age International(P) ltd. | | | | | | | | | | | | | |
| 2. | Madhurima Lall and Sultal Ahmed, Export -Import procdure and documentation, Sultan and sons. | | | | | | | | | | | | | |
| 3. | Justin paul, Rajiv Asekar, Export - Import Management, OUP India. | | | | | | | | | | | | | |
| 4. | Thomas E. Johnson, Donna Bade, Export Import procedure and documentation. | | | | | | | | | | | | | |
| 5. | JimSherlock and Jonathan Reuvid, Aguide to the principles and practice of export, GMB Publishing. | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https://corporatefinanceinstitute.com/resources/economics/exchange-control/ | | | | | | | | | | | | | |
| 2 | https://www.taxmann.com/post/blog/5022/the-basics-of-foreign-exchange-management-act-1999/ | | | | | | | | | | | | | |
| 3 | https://www.studocu.com/in/document/annamalai-university/business-management/international-trade-documentation/31628571 | | | | | | | | | | | | | |
| 4 | https://www.slideshare.net/KushBhardwaj/international-trade-procedures-and-documentation | | | | | | | | | | | | | |
| 5 | https://cleartax.in/s/export-procedure | | | | | | | | | | | | | |
| **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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | M | S | M | M | M | S | M | M |
| **CO2** | M | S | M | M | M | S | M | M |
| **CO3** | M | S | M | M | M | S | M | M |
| **CO4** | M | S | M | M | M | S | M | M |
| **CO5** | M | S | M | M | M | S | 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 DSE1C** | **INTERNATIONAL MARKETING MANAGEMENT** | Specific Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Know the concepts and importance of international marketing | | | | | | | | | | | | | |
| CLO2 | Insight the market opportunities and consumer market | | | | | | | | | | | | | |
| CLO3 | Identify the competitive forces in the international market | | | | | | | | | | | | | |
| CLO4 | Exposure to product development and branding decisions | | | | | | | | | | | | | |
| CLO5 | Exposure to pricing and promotional strategies | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | International Marketing – Basic concepts – orientation- importance – Problems – International Vs domestic marketing global marketing – evolution of global marketing | | | | | | | | 12 | | | CLO1 | | |
| II | Analyzing marketing opportunities – the marketing process – product planning. Analysing consumer markets and buyer behaviour – influencing buyer behaviour – the buying decision process – stages of the buying decision process | | | | | | | | 12 | | | CLO2 | | |
| III | Dealing with the competition – competitive forces – identifying competitors – analyzing competitors -  designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations | | | | | | | | 12 | | | CLO4 | | |
| IV | Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy   – the product and the product mix-product line decisions – brand decisions – packaging and labelling. | | | | | | | | 12 | | | CLO5 | | |
| V | Developing pricing strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.. | | | | | | | | 12 | | | CLO3 | | |
|  | **Total** | | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Recognize the significance of marketing and  its role  in global economic development | | | | | | | | PO1, PO2, PO3 | | | | | |
| **CO2** | Recognize how market strategy works, market segmentation and  product mix have impact on buying behavior of international consumers | | | | | | | | PO1, PO2, PO3,PO6, PO8 | | | | | |
| **CO3** | To apply marketing concepts, pricing for the development of marketing function. | | | | | | | | PO1 PO2, PO3, PO4, PO8 | | | | | |
| **CO4** | Analyze and perform the functions of marketing in organization at international. | | | | | | | | PO1, PO2, PO6 | | | | | |
| **CO5** | Demonstrate the critical thinking skills and analyze e-marketing in the International context. | | | | | | | | PO1, PO2, PO7 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | International Marketing – Philio R Cateora | | | | | | | | | | | | | |
| 2. | International Marketing Management – Dr.Varma &Aggrawal. | | | | | | | | | | | | | |
| 3. | Warren J Keegam     Global Marketing Management | | | | | | | | | | | | | |
| 4. | U.C. Mathur, International Marketing Management - Text & Cases, Sage publications | | | | | | | | | | | | | |
| 5. | CarlArthur Solberg, International Marketing | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Philip Kotler Marketing Management – Eleventh edition | | | | | | | | | | | | | |
| 2. | Daniel W. Baack, BarbaraCzarnecka & Donald Baack, International Marketing, 2nd ed, Sage Publications | | | | | | | | | | | | | |
| 3. | Jacob Cherian&B.Parab,    Export Marketing | | | | | | | | | | | | | |
| 4. | Masaaki Kotabe& Krishnan Helsen ,Global Marketing Management, 9th edition Wiley publications | | | | | | | | | | | | | |
| 5. | Rakesh Mohan Joshi, International Marketing, 2014, Oxford university Press | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https://onlinecourses.nptel.ac.in/noc20\_mg25/preview | | | | | | | | | | | | | |
| 2 | https://www.enotesmba.com/2015/08/international-marketing-management-notes.html | | | | | | | | | | | | | |
| 3 | https://www.studocu.com/in/document/indira-gandhi-national-open-university/international-marketing-management/international-marketing-notes/23545755 | | | | | | | | | | | | | |
| 4 | https://www.slideshare.net/aditya30990/international-marketing-notes | | | | | | | | | | | | | |
| 5 | https://ebooks.lpude.in/management/mba/term\_4/DMGT547\_INTERNATIONAL\_MARKETING.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**

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

**BBA DSE2 PROJECT WORK (GROUP)-**

**5 Hours, 4 Credits**

A group of 3 students will be assigned a project in the beginning of the final year. The project work shall be submitted to the college 20 days before the end of the final year and the college has to certify the same and submit to the university 15 days prior to the commencement of the University examination.

The project shall be evaluated externally. The external examiner shall be forming the panel of examiners suggested by the board of studies from to time.

|  |  |
| --- | --- |
| **Learning Objectives** | |
| CLO1 | To Give Idea about Research Project |
| CLO2 | To identify the research problem |
| CLO3 | To review Literature |
| CLO4 | To give knowledge on Data Collection and Analysis |
| CLO5 | To Learn Project Preparation |

|  |  |  |
| --- | --- | --- |
| **Course Outcome** | **On completion of this course, students will;** |  |
| CO1 | Gain knowledge about Research Project | PO1 |
| CO2 | Increase knowledge on research problem | PO2 |
| CO3 | Improve practice in review of literature | PO3 |
| CO4 | Gain knowledge on Data Collection and Analysis | PO1,PO2 |
| CO5 | Be Proficient in Project Preparation | PO6,PO7,PO8 |

**PROJECT DESCRIPTION**

**GUIDELINES**

1. Project report is to bridge theory and practice.
2. The project work should be neatly presented in not less than 50 pages and not more than 120 pages
3. Paper Size should be A4
4. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy ( 3 copies) and a soft copy to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate.

|  |  |  |
| --- | --- | --- |
| **Methods of Evaluation** | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | 20Marks |
| Review I |
| Review II |
| **External Evaluation** | Project Report – Viva Voce | 80 Marks |
|  | Total | 100 Marks |

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

**CO-PO Mapping**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **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 | M | M | M | S | S | 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 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. | | | | | | | 15 | | | 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. | | | | | | | 15 | | | 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. | | | | | | | 15 | | | 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. | | | | | | | 15 | | | 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. | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |
| **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 asian perspective.- 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 DSC 14** | **Production & Materials Management** | Core | | Y | | - | - | | - | | 4 | | 5 | | | 25 | | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | | | | | | | |
| CLO1 | To provide comprehensive outlook on basic concepts and practices of production. | | | | | | | | | | | | | | | | | | | |
| CLO2 | To understand types of layout facilities | | | | | | | | | | | | | | | | | | | |
| CLO3 | To analyse work study methods and quality control | | | | | | | | | | | | | | | | | | | |
| CLO4 | To enable the students to gain knowledge on Inventory control and Vendor rating | | | | | | | | | | | | | | | | | | | |
| CLO5 | To give an insight to Purchase management | | | | | | | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | | | | | | | **No. of Hours** | | **Learning Objectives** | | | |
| I | Introduction – Meaning, scope and Functions of Production Management - Different types of Production Systems. Production design & Process planning: Plant location: Factors to be considered in Plant Location – Plant Location Trends. | | | | | | | | | | | | | | 15 | | CLO1 | | | |
| II | Layout of manufacturing facilities: Principles of a Good Layout – Layout Factors – Basic Types of Layouts – Service Facilities. | | | | | | | | | | | | | | 15 | | CLO2 | | | |
| III | Methods Analysis and Work Measurement: Methods Study Procedures – The Purpose of Time Study – Stop Watch Time Study – Performance Rating – Allowance Factors – Standard Time – Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control – Acceptance Sampling by Variables and Attributes – Control Charts. | | | | | | | | | | | | | | 15 | | CLO3 | | | |
| IV | . Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock-Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning – Stores Keeping and Materials Handling – objectives and Functions | | | | | | | | | | | | | | 15 | | CLO4 | | | |
| V | Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles – import substitution-,  Vendor rating and Management | | | | | | | | | | | | | | 15 | | CLO5 | | | |
|  | **Total** | | | | | | | | | | | | | | **75** | |  | | | |
| **Course Outcomes** | | | | | | | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Provide comprehensive outlook on basic concepts, and practices of production | | | | | | | | | | | | | | PO1, PO2, PO6 | | | | | |
| **CO2** | Identify right plant location and plant layout of factory | | | | | | | | | | | | | | P01, PO2,PO6 | | | | | |
| **CO3** | Know work study & method study, its procedure & quality control techniques in production. | | | | | | | | | | | | | | PO1, PO2, PO3, PO6 | | | | | |
| **CO4** | Outline inventory control concepts and its replenishment to manage inventory | | | | | | | | | | | | | | PO1, PO6, PO7 | | | | | |
| **CO5** | Discuss purchase management procedure and identify vendor rating mechanisms | | | | | | | | | | | | | | PO1, PO2, PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | | | | | | | |
| 1. | K.Shridhara Bhat; Material Management; Himalaya Publishing House; Mumbai 2020 | | | | | | | | | | | | | | | | | | | |
| 2. | R.B Khanna, Production and Operations management , Prentice Hall Publications, 2015 | | | | | | | | | | | | | | | | | | | |
| 3 | Biswajit Banerjee, Operations Management and Control, S Chand, Revised Edition, 2010 | | | | | | | | | | | | | | | | | | | |
| 4 | Anil Kumar S and N Suresh, Operation Management, New Age International 1st Edition, 2018 | | | | | | | | | | | | | | | | | | | |
| 5 | ‎William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022 | | | | | | | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | | | | | | | |
| 1. | P.Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015 | | | | | | | | | | | | | | | | | | | |
| 2. | M.M.Verma , Materials Management Sultan Chand Publishing , Edition 2004 | | | | | | | | | | | | | | | | | | | |
| 3. | P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015. | | | | | | | | | | | | | | | | | | | |
| 4. | P. Ramamurthy, Production and Operations Management, JBA publishers, 2nd edition 2013. | | | | | | | | | | | | | | | | | | | |
| 5. | S.N.Chary, Production and Ooperations Management, JBA Publishers, Edition Edition VI | | | | | | | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | | | | | | | |
| 1 | <https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf> | | | | | | | | | | | | | | | | | | | |
| 2 | <https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf> | | | | | | | | | | | | | | | | | | | |
| 3 | <https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf> | | | | | | | | | | | | | | | | | | | |
| 4 | <https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf> | | | | | | | | | | | | | | | | | | | |
| 5 | https://examupdates.in/materials-management-notes/ | | | | | | | | | | | | | | | | | | | |
| **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 | S |
| **CO 2** | S | S | M | M | S | S | M | S |
| **CO 3** | S | S | M | M | M | S | M | S |
| **CO 4** | S | S | M | M | M | S | M | S |
| **CO 5** | S | S | M | M | M | S | 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 | 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 15** | **International Strategic Management** | Specific Elective | Y | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | Understanding the characetistics of International and domestic Strategic Management. | | | | | | | | | | | | |
| CLO2 | Examine the Corporate Strategies, Analyze Industry and Competition | | | | | | | | | | | | |
| CLO3 | Insights to the the process of strategy formulation | | | | | | | | | | | | |
| CLO4 | Acquire knowledge on Strategic Implementation and Organization Structure | | | | | | | | | | | | |
| CLO5 | Understand the strategic evaluation and control process | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | International Strategic Management – Distinguishing Characteristics of International Strategic Management - Difference between International Strategic Management and Domestic Strategic Management. | | | | | | | 15 | | | CLO1 | | |
| II | Corporate Strategies – Mission – Vision – Analyzing Industry and Competition – Internal Appraisal of the firm – Competitive Advantage – Core Competence – Internal Analysis – Turnaround. | | | | | | | 15 | | | CLO2 | | |
| III | Portfolio Analysis – Process of Strategic Choice - Focusing in Strategic Alternatives – GAP Analysis – Selection Factors – Corporate Portfolio Analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT Analysis. | | | | | | | 15 | | | CLO3 | | |
| IV | Strategy Implementation – Concept of Strategy Implementation – Steps in Strategy Implementation – Factors causing unsuccessful Implementation of Strategy – Organization Structure for Strategy Implementation – Forms of Organization Structure - Relating Structure to Strategy. | | | | | | | 15 | | | CLO4 | | |
| V | Strategy evaluation and control – Requirements for effective evaluation – Strategic control –Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control. | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | Explain the fundamentals of International and National Strategic Management. | | | | | | | PO1, PO2, PO5, PO6 | | | | | |
| **CO2** | Discuss the Corporate Strategies, Analyze Industry and Competition. | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO3** | Analyze the process of strategy formulation. | | | | | | | PO1, PO2, PO4, PO5, PO6 | | | | | |
| **CO4** | Apply the knowledge on strategy implementation | | | | | | | PO1, PO2, PO4 PO5, PO8 | | | | | |
| **CO5** | Evaluate challenges in Implementing Strategies | | | | | | | PO1, PO3, PO4,PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1. | International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Mumbai. | | | | | | | | | | | | |
| 2. | Strategic Management, Francis Cherunilam, Himalaya Publishing House, Mumbai. | | | | | | | | | | | | |
| 3. | Dirk Morschett, Hanna Schramm-klein, Strategic International Management, Gabler Verlag | | | | | | | | | | | | |
| 4. | Peter J. Buckley, Fred Burton and Hafiz Mirza, The Strategy and Organization of International Business. Springer Publications. | | | | | | | | | | | | |
| 5 | Philippe Lasserre, Filipe Monterio , Global Strategic Management, Bloomsbury publishing. | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Strategic Planning Formulation of Corporate Strategy, Text & Cases, The Indian Context, V.S. Ramaswamy, S. Namakumari, Macmillan India Ltd., New Delhi. | | | | | | | | | | | | |
| 2. | Strategic Management, LM Prasad, Sultan Chand & Sons., New Delhi. | | | | | | | | | | | | |
| 3. | Corporate Strategic Management, R.M. Srivastava &Divya Nigam, Pragati Prakashan, Meerut. | | | | | | | | | | | | |
| 4. | Business Policy & Strategic Management, V. K. Agarwal, A. K. Banerjee, K. Nair, Pragati Prakashan, Meerut. | | | | | | | | | | | | |
| 5. | Italo Trevisan, International Strategic Management, Libreriauniversitaria.it | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | |
| 1 | https://onlinecourses.swayam2.ac.in/imb20\_mg33/preview | | | | | | | | | | | | |
| 2 | https://www.worldsupporter.org/en/chapter/40977-lecture-notes-international-strategic-management | | | | | | | | | | | | |
| 3 | https://www.slideshare.net/rfelena/international-strategic-management-55607660 | | | | | | | | | | | | |
| 4 | https://www.cliffsnotes.com/file/188559588/International-Strategic-Managementdocx/ | | | | | | | | | | | | |
| 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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | S | M | M | M | M | S | M | S |
| **CO2** | S | S | S | M | S | S | M | S |
| **CO3** | M | S | M | M | S | M | M | M |
| **CO4** | S | S | M | M | S | S | M | S |
| **CO5** | M | M | S | M | M | 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 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 DSE3A** | **CONSUMER BEHAVIOR** | Specific Elective | Y | - | - | - | | 3 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Understand the different concepts relating to nature, scope and application of consumer behavior | | | | | | | | | | | | | |
| CLO2 | Understand the various internal influences on consumer behavior | | | | | | | | | | | | | |
| CLO3 | Comprehend the various psychological factors that shape the behavior and actions of the consumer in the global market. | | | | | | | | | | | | | |
| CLO4 | Learn about the various external influences on consumer behavior | | | | | | | | | | | | | |
| CLO5 | Understand the process of human decision making in a marketing context. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning**  **Objectives** | | |
| I | Introduction to Consumer Behavior: Nature, scope & application; Importance of consumer behavior in marketing decisions; characteristics of consumer behavior; role of consumer research; consumer behavior interdisciplinary approach; Introduction to Industrial Buying Behavior; Market Segmentation, VALS 2 segmentation profile. E-Buying Behavior, The E-Buyer vis-à-vis the Brick-and mortar Buyer, Influences on E-Buying | | | | | | | | 15 | | | CLO1 | | |
| II | Internal Influences on Consumer Behavior: Consumer Needs & Motivation: Characteristics of motivation, arousal of motives; theories of needs & motivation-Maslow’s hierarchy of needs, McClelland’s APA theory. Types of involvement. | | | | | | | | 15 | | | CLO2 | | |
| III | Consumer Personality- theories of personality- Freudian theory, Jungian theory, Trait theory; Theory of self-images; Role of self-consciousness. Consumer Perception: Perceptual Process- selection, organization & interpretation. Learning & Consumer Involvement: learning theories- classical conditioning, instrumental conditioning, cognitive learning; involvement theory. Consumer Attitudes: Formation of attitudes; functions performed by attitudes; attitude towards advertisement model | | | | | | | | 15 | | | CLO3 | | |
| IV | External Influences on Consumer Behavior: Group Dynamics & consumer reference groups: Different types of reference groups; Family & Consumer Behavior: Consumer socialization process; consumer roles within a family; purchase influences and role played by children; family life cycle. Social Class & Consumer behavior: Determinants of social class; introduction to sub-cultural & cross-cultural influences. Opinion Leadership Process. | | | | | | | | 15 | | | CLO4 | | |
| V | Consumer Decision Making: Diffusion of Innovation: Definition of innovation -resistance to innovation; Consumer Decision making process: problem recognition; pre-purchase search influences; information evaluation; purchase decision; post-purchase evaluation | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Explain the concept of Consumer Behaviour & describe Consumer research process in detail. | | | | | | | | PO4 | | | | | |
| **CO2** | Interpret psychological and environmental influences that are relevant for understanding consumer behaviour. | | | | | | | | PO2, PO3, PO4, PO6 | | | | | |
| **CO3** | Analyze the consumer decision process. | | | | | | | | P06, PO8, PO2 | | | | | |
| **CO4** | Assess the impact of consumer’s motivation, personality on the buying behaviour. | | | | | | | | PO6,PO8 | | | | | |
| **CO5** | Determine customer satisfaction and consequent post purchase behavior | | | | | | | | PO3, PO1, PO2 | | | | | |
| **Text Books** | | | | | | | | | | | | | | |
| 1. | Consumer Behaviour – Satish K Batra, S H H Kazmi | | | | | | | | | | | | | |
| 2. | Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai | | | | | | | | | | | | | |
| 3. | Consumer Behaviour- Suja Nair – Himalaya Publishers. Assael: Consumer Behaviour, 6e Thomson 2006 | | | | | | | | | | | | | |
| 4. | Henry Assael, Consumer Behaviour and Marketing Action (2001) Cengage Learning | | | | | | | | | | | | | |
| 5. | Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015 | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Schiffman L. G., Wisenblit J. and Kumar S.R. Consumer Behaviour. Pearson Education India. | | | | | | | | | | | | | |
| 2. | Blackwell, R.D., Miniard, P.W., & Engel, J. F. Consumer Behaviour. Cengage India Private Limited | | | | | | | | | | | | | |
| 3. | Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi | | | | | | | | | | | | | |
| 4. | Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi | | | | | | | | | | | | | |
| 5. | David L. Louden and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi 2002. | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | <https://www.economicsdiscussion.net/consumer-behaviour/factors-influencing-consumer-behaviour-top-9-factors-with-examples/31457> | | | | | | | | | | | | | |
| 2. | <https://issuu.com/thenappanganesen/docs/e-book___consumer_behaviour_11th_edition> | | | | | | | | | | | | | |
| 3. | <https://www.youtube.com/watch?v=ssexfXwoeuc&list=PLGqT-zAqQhjQ3NAgn9jcA18W5hPFeeuDr> | | | | | | | | | | | | | |
| 4. | https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba\_4321/Unit-01.pdf | | | | | | | | | | | | | |
| 5. | <https://www.iedunote.com/attitude-and-consumer-behavior> | | | | | | | | | | | | | |
| **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 | S | M | M | M | M |
| **CO 2** | M | S | S | S | M | S | M | M |
| **CO 3** | M | S | M | M | M | S | M | S |
| **CO 4** | M | M | M | M | M | S | M | S |
| **CO 5** | S | S | S | M | M | M | M | M |

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

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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** |

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | | | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSE 3B** | | | **Innovation Management** | Core | Y | - | - | - | 3 | | 5 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | | | |
| CLO1 | | | To have a broad understanding on the concept innovation management. | | | | | | | | | | | | |
| CLO2 | | | To familiarize the students about the creativity and innovation in product development. | | | | | | | | | | | | |
| CLO3 | | | To have a broad understanding of the innovation strategy and its competitive advantage. | | | | | | | | | | | | |
| CLO4 | | | To provide the knowledge about the technical innovation and its need and importance. | | | | | | | | | | | | |
| CLO5 | | | To understand the business strategy and objectives in current scenario. | | | | | | | | | | | | |
| **UNIT** | | | **Details** | | | | | | | **No. of Hours** | | | **Course Objectives** | | |
| I | | | Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation. | | | | | | | 15 | | | CLO1 | | |
| II | | | **Tools for Innovation** Traditional V/S Creative Thinking, Individual Creativity Techniques:Meditation, Self-Awareness, &Creative Focus. Group Creative Techniques:Brain Storming, off The Wall Thinking &Thinking Hats Method. | | | | | | | 15 | | | CLO2 | | |
| III | | | Areas of Innovation Product Innovation:Concept, New product development, Packaging And Positioning Innovation Process Innovation:Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering | | | | | | | 15 | | | CLO3 | | |
| IV | | | Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy. | | | | | | | 15 | | | CLO4 | | |
| V | | | Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process. | | | | | | | 15 | | | CLO5 | | |
|  | | | **Total** | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | | | |
| **CO1** | To understand the concepts of Innovation management. | | | | | | | | | PO1,PO2 | | | | | |
| **CO2** | To apply knowledge new business plans and strategy. | | | | | | | | | PO1, PO2,PO3 | | | | | |
| **CO3** | To demonstrate the value of customers in increasing the profitability ratio. | | | | | | | | | PO2,PO4, PO5,PO8 | | | | | |
| **CO4** | To impart knowledge about the need and importance of technical innovation | | | | | | | | | PO3,PO4, PO5, PO6,PO7 | | | | | |
| **CO5** | In short the goal of this study is to understand the current state of your business. | | | | | | | | | PO1,PO2,PO3, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | | |
| 1. | Innovation and Entrepreneurship, Peter F. Drucker | | | | | | | | | | | | | | |
| 2. | The Innovator’s Dilemma: The Revolutionary Book that Will Change the Way You Do Business, Clayton M. Christensen | | | | | | | | | | | | | | |
| 3. | "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis | | | | | | | | | | | | | | |
| 4. | "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen | | | | | | | | | | | | | | |
| 5. | Creativity and Innovation in Entrepreneurship by S S Khanka Published Sultan Chand & Sons | | | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | | |
| 1. | | Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House | | | | | | | | | | | | | |
| 2. | | James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000 | | | | | | | | | | | | | |
| 3. | | Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000. | | | | | | | | | | | | | |
| 4. | | Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001 | | | | | | | | | | | | | |
| 5. | | Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012. | | | | | | | | | | | | | |
|  | |  | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | | |
| 1. | | <https://www.coursera.org/learn/innovation-management> | | | | | | | | | | | | | |
| 2. | | https://sloanreview.mit.edu/tag/innovation-management/ | | | | | | | | | | | | | |
| 3. | | <https://www.worldscientific.com/worldscinet/ijim> | | | | | | | | | | | | | |
| 4. | | <https://innovationmanagementsystem.com/wp-content/uploads/2020/03/Introduction-to-IMS-2020.pdf> | | | | | | | | | | | | | |
| 5. | | <https://www.scribd.com/document/554019056/Innovation-Management-Notes-Study-Materials> | | | | | | | | | | | | | |
| **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 | S |
| **CO 2** | S | S | M | M | S | S | M | S |
| **CO 3** | S | S | S | M | S | M | M | M |
| **CO 4** | S | S | M | M | S | S | M | S |
| **CO 5** | S | S | M | M | M | M | 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 DSE 3C** | **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. | | | | | | | 12 | | | 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. | | | | | | | 12 | | | 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. | | | | | | | 12 | | | 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. | | | | | | | 12 | | | 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. | | | | | | | 12 | | | CLO5 | | |
|  | **Total** | | | | | | | **60** | | |  | | |
| **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,Services Marketing: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 DSE4A** | **SHIPPING AND PORT MANAGEMENT** | Specific Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | 1. To understand the concept of shipping.   . | | | | | | | | | | | | | |
| CLO2 | 1. To enable the students to acquire knowledge of port laws. | | | | | | | | | | | | | |
| CLO3 | To develop relevant communication skills | | | | | | | | | | | | | |
| CLO4 |  | | | | | | | | | | | | | |
| CLO5 |  | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport. | | | | | | | | 15 | | | CLO1 | | |
| II | Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of lCD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints. | | | | | | | | 15 | | | CLO2 | | |
| III | Investment analysis in shipping – negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping. | | | | | | | | 15 | | | CLO3 | | |
| IV | Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector | | | | | | | | 15 | | | CLO4 | | |
| V | India‘s maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector. | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Thorough knowledge and understanding of shipping and port management. | | | | | | | |  | | | | | |
| **CO2** | Thoroughly understand the role of ports in international trade and transport and how ports can benefit or detract from the economic development of countries and their seaborne trade. | | | | | | | |  | | | | | |
| **CO3** | Be aware of size ranges of bulk carriers including Capesize, Panamax, handysize. | | | | | | | |  | | | | | |
| **CO4** | Understand how particular ship types are required for the different cargoes and trade routes. | | | | | | | |  | | | | | |
| **CO5** | Understand the enhanced role of ports in a through transport context – hub ports, feeder/transhipment ports, intermodal interfaces. | | | | | | | |  | | | | | |
| **Text books** | | | | | | | | | | | | | | |
| 1. | Physical Distribution – K.K. Khanna | | | | | | | | | | | | | |
| 2. | Shipping Management (Cases and Concepts), RaghuramAshopa, Batnagar Dixit, RamaniRao, Sinha. | | | | | | | | | | | | | |
| 3 |  | | | | | | | | | | | | | |
| 4 |  | | | | | | | | | | | | | |
| 5 |  | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | ALAN E BRANCH & MICHAEL ROBARTS (2014) Branch’s Elements of Shipping. 9 th Edition, Routledge Publication. | | | | | | | | | | | | | |
| 2. | HARIHARAN, K. V. (2002) A Text Book on Containerization and Multimodal Transport. Shroff Publishers and Distributors: New Delhi. | | | | | | | | | | | | | |
| 3. | The state and market in India‘s shipping, Nayar. | | | | | | | | | | | | | |
| 4. |  | | | | | | | | | | | | | |
| 5. |  | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. |  | | | | | | | | | | | | | |
| 2 |  | | | | | | | | | | | | | |
| 3 |  | | | | | | | | | | | | | |
| 4 |  | | | | | | | | | | | | | |
| 5 |  | | | | | | | | | | | | | |
| **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 | S | M | M | M | M |
| **CO 2** | S | M | M | M | M | S | M | S |
| **CO 3** | S | S | M | S | M | S | M | S |
| **CO 4** | M | M | M | S | M | S | M | M |
| **CO 5** | M | M | M | M | M | S | 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 DSE4B** | **Fundamentals of Logistics Management** | Specific Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Understand the various basic concepts and terms relating to Logistics | | | | | | | | | | | | | |
| CLO2 | Comprehend the importance of customer service and outsourcing relevant to logistics | | | | | | | | | | | | | |
| CLO3 | Evaluate the importance and issues in global logistics | | | | | | | | | | | | | |
| CLO4 | Possess an overall knowledge about the services and factors allied to logistics | | | | | | | | | | | | | |
| CLO5 | Understand the technological impact of logistics | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction to Logistics: History of Logistics-Supply chain management and logistics- Need, principles, benefits, types of logistics - cost saving & Productivity improvement. Basic concepts of national logistics policy | | | | | | | | 15 | | | CLO1 | | |
| II | Customer Service and outsourcing Definition of Customer Service- Elements of Customer Service Phases in Customer Service. Customer Retention. Procurement and Outsourcing Definition of Procurement/Outsourcing Benefits of Logistics Outsourcing. Critical Issues in Logistics Outsourcing | | | | | | | | 15 | | | CLO2 | | |
| III | GlobalLogistics Global Supply Chain.Organizing for Global Logistics‐Strategic Issues in Global Logistics ‐ Forces driving Globalization Modes of Transportation in Global Logistics- Barriers to Global Logistics -Financial Issues in Logistics Performance Need for Integrated logistics‐ Role of 3PL&4PL. Brief overview of EXIM | | | | | | | | 15 | | | CLO3 | | |
| IV | Key logistics activities  Warehousing: Meaning, Types,Benefits.  Transportation Meaning;TypesofTransportations,efficienttransportationsystemand its benefits.  Courier/Express logisticsMeaning, Categorization of consignments, Courier Guidelines, Pricing in Courier ‐ Express service for international and domesticshipping. | | | | | | | | 15 | | | CLO4 | | |
| V | **Technology &Logistics** :Informatics, using logistics system to support time-based competition- Bar coding, GPS, Point of sale data-Artificial Intelligence. Electronic data interchange-types-benefits | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Explain the basic concepts relating to logistics | | | | | | | | PO4 | | | | | |
| **CO2** | Analyse the role of outsourcing and customer service in logistics | | | | | | | | PO1,PO6, PO8 | | | | | |
| **CO3** | Appraise the needs, modes and issues relating to global logistics | | | | | | | | P01, PO2, PO4,PO6,PO8 | | | | | |
| **CO4** | Describe about the different activities allied to logistics | | | | | | | | PO4,PO6 | | | | | |
| **CO5** | Identify the various areas of logistics where technology can be applied | | | | | | | | PO7, PO6 | | | | | |
| **Text books** | | | | | | | | | | | | | | |
| 1. | Vinod V. Sople (2009) Logistic Management (2nd Edn.) PearsonLimited | | | | | | | | | | | | | |
| 2. | Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009 | | | | | | | | | | | | | |
| 3 | Logistics and Supply Chain Management, Martin Christopher, Pearson Education Limited 2012 | | | | | | | | | | | | | |
| 4 | Satish C. Ailawadi, Rakesh P. Singh, Logistics & Supply Chain Management, HI Learning Private Limited, 2011 | | | | | | | | | | | | | |
| 5 | Paul Myerson, Lean Supply Chain and Logistics Management, Mc Graw Hill, 2012 | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 5 th edition, 2012. | | | | | | | | | | | | | |
| 2. | Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5 th edition, 2012. | | | | | | | | | | | | | |
| 3. | FundamentalsofLogisticsManagement(TheIrwin/Mcgraw‐HillSeriesinMarketing),DouglasLambert,JamesR Stock, Lisa M. Ellram, McGraw‐hill/Irwin, First Edition,1998 | | | | | | | | | | | | | |
| 4. | FundamentalsofLogisticsManagement,DavidGrant,DouglasM.Lambert,JamesR.Stock,LisaM.Ellram,McGraw Hill Higher Education,1997. | | | | | | | | | | | | | |
| 5. | Logistics Management, Ismail Reji, Excel Book, First Edition,2008. | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | <https://www.techtarget.com/searcherp/definition/logistics-management> | | | | | | | | | | | | | |
| 2 | <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/> | | | | | | | | | | | | | |
| 3 | https://www.track-pod.com/blog/functions-of-logistics/ | | | | | | | | | | | | | |
| 4 | <https://www.projectmanager.com/blog/logistics-management-101> | | | | | | | | | | | | | |
| 5 | https://angelikafinntelm.files.wordpress.com/2017/05/fundamentals-of-logistics-management-by-david-grant-douglas-m-lambert-james-r-stock-lisa-m-ellram.pdf | | | | | | | | | | | | | |
| **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 | S | M | M | M | M |
| **CO 2** | S | M | M | M | M | S | M | S |
| **CO 3** | S | S | M | S | M | S | M | S |
| **CO 4** | M | M | M | S | M | S | M | M |
| **CO 5** | M | M | M | M | M | S | 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 DSE4B** | **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. | Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore. | | | | | | | | | | | | |
| 4. | David Whitely, E Commerce Strategy, Technology and Applications, TMH | | | | | | | | | | | | |
| 5. | J. Christopher Westle and 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 Genadinik CreateSpace 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 |

**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 | DiversityandCulturalAwarenessatWorkplace Impactofdiversity-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** | Analyzeworkplacecourtesyandresolveethicalissueswith respecttoetiquetteand 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),CorporateGroomingand Etiquette,RupaPublications IndiaPvt. 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, Faithe Wempen, & 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 aspectsofIntellectualpropertyRightsto studentswho aregoingtoplayamajorroleindevelopmentand management ofinnovative projects in industries. | | | | | | | | | | | | | |
| CLO2 | Todisseminateknowledgeonpatents,patentregimeinIndia andabroadandregistrationaspects | | | | | | | | | | | | | |
| CLO3 | To evaluate the copyright law | | | | | | | | | | | | | |
| CLO4 | Todisseminateknowledgeon copyrightsanditsrelatedrightsandregistrationaspects | | | | | | | | | | | | | |
| 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 –NeedforProtectionof IndustrialDesigns. | | | | | | | | 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 Dhanashree K.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 Softbound By 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,applyandusethoughtprocesstodistinguishbetweenconceptsof Quantitativemethods. | | | | | | | | | | | | | |
| 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–IIApplicationsbasedon percentages,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 RajatVijay Jain , 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** | **-** |