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| B.B.a.,  RETAIL AND DIGITAL MARKETING |
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| **SYLLABUS** |
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| **from the academic year**  **2023 - 2024** |
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| **TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI – 600 005** |
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**B.B.A., RETAIL AND DIGITAL MANAGEMENT**

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

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

**3 – Strong, 2- Medium, 1- Low**

**Highlights of the Revamped Curriculum**:

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

**Value additions in the Revamped Curriculum:**

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

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

**Credit Distribution for UG Programmes**

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

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

**for all UG courses including Lab Hours**

**First Year – Semester-I**

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

**Semester-II**

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

**Second Year – Semester-III**

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

**Semester-IV**

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

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| --- | --- | --- | --- |
| **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 | Paper | Language - Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part II | Paper | English | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| PartIII | CorePaper–I | **BBA-DSC01:**Principles of  Management | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| CorePaper–II | **BBA-DSC02:** Accounting for Managers I | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Elective Paper-I | **BBA-DGE01:** Managerial Economics | Y | - | - |  | 4 | 3 | 25 | 75 | 100 |
| PartIV | Skill Enhancement course BBASEC1 NME- Basics of Event Management | | Y | - | Y | - | 2 | 2 | 25 | 75 | 100 |
| Foundation Course - BBA FC01- Managerial Communication | |  |  |  |  | 2 | 2 | 25 | 75 | 100 |
|  | Total | | | | | | 30 | 23 |  | | |

## \*NME:Choose anyone from the other Department

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| **SEMESTER II** | | **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 | Core Paper–III | BBA-DSC03**:**  Marketing Management | Y | - | - | - | 5 | 5 | 25 | | 75 | 100 |
| CorePaper–IV | BBA-DSC04: Accounting for Managers II | Y | - | - | - | 5 | 5 | 25 | | 75 | 100 |
| Elective -II | BBA-DGE02**:**  International 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 | Paper | Language - Tamil | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part II | Paper | English | Y | - | - | - | 6 | 3 | 25 | 75 | 100 |
| Part III | Core Paper–V | BBA-DSC05:  Organisational Behaviour | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Core Paper–VI | BBA-DSC06:  Financial Management | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Elective –III | BBA- DGE03:  Business Statistics | Y | - | - | - | 4 | 3 | 25 | 75 | 100 |
| PartIV | SEC4 Computer Applications in Business | | Y | - | Y | - | 1 | 1 | 25 | 75 | 100 |
| SEC5 Entrepreneurial Skill New Venture Management | | Y |  | Y |  | 2 | 2 | 25 | 75 | 100 |
| Environmental Studies | | 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 | Core Paper–VII | **BBA-DSC07:**  Retail Operations, Systems And Inventory | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Core Paper–VIII | **BBA-DSC08:**  Business Regulatory Frame Work | Y | - | - | - | 5 | 5 | 25 | 75 | 100 |
| Elective Paper–IV | **BBA-DGE04:** Operation Research | Y | - | - | - | 3 | 3 | 25 | 75 | 100 |
| PartIV | SEC6 Tally | |  |  | Y | - | 2 | 2 | 25 | 75 | 100 |
| SEC7 Intellectual Property Rights | | Y | - | - | - | 2 | 2 | 25 | 75 | 100 |
| Environmental Studies | | 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** |
| **COURSECOMPONENT** | | | **CIA** | **EXT** |
| PartIII | Core Paper–IX | | **BBA-DSC09:**  Human Resource  Management | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| Core Paper–X | | **BBA-DSC10:** Research Methodology | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| Core Paper–XI | | **BBA-DSC11:**  Business Taxation | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| Core Paper–XII | | **BBA-DSC12:**  Digital Marketing | Y | - | - | - | 5 | 4 | 25 | 75 | 100 |
| Elective–V | | **BBA – DSE 1A**  Retail Supply Chain Management  Or  **BBA-DSE 1B**  Management Information system  Or  **BBA-DSE 1C**  Social Media Marketing | Y | - | - | - | 4 | 3 | 25 | 75 | 100 |
|  | Elective – VI Project | BBA DSE 2 Project with Viva –Voce | | - | - | Y | - | 4 | 3 | 20 | 80 | 100 |
| PartIV | Value Education | | | Y | - | - | - | 2 | 2 |  |  |  |
|  | Summer Internship/ Industrial Training | | |  |  |  |  | - | 2 |  |  |  |
|  | Total | | | | | | | 30 | 26 |  |  |  |

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| **SEMESTERVI** | | **SUBJECTS** | **L** | **T** | **P** | **O** | Hrs/week | **CREDIT** | **MAXMARKS** | | **TOTAL** |
| **COURSECOMPONENT** | | **CIA** | **EXT** |
|  | CorePaper–XIII | BBA-DSC13:  Entrepreneurial  Development | Y | - | - | - | 6 | 4 | 25 | 75 | 100 |
|  |  |
|  | CorePaper–XIV | BBA-DSC14  Channel Management | Y |  |  |  | 6 | 4 |  |  |  |
| PartIII | CorePaper–  XV | BBA-DSC15  Production and Materials Management | Y |  |  |  | 6 | 4 | 25 | 75 | 100 |
| Elective–VII | **BBA-DSE3A:**  Merchandising Management | Y | - | - | - | 5 | 3 | 25 | 75 | 100 |
|  |  | Or  **BBA DSE3B:**  Franchise Operations Management  Or  **BBADSE 3C:**  Web Analytics |
|  | Elective–VIII | **BBA-DSE 4A**  Consumer Behaviour  Or  **BBA-DSE4B:**  E-business  or  **BBA DSE4C :**  Services Marketing | 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 and approaches. | | | | | | | | 15 | | | CLO1 | | |
| II | Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision –making – Process of Decision – making – Types of Decision. | | | | | | | | 15 | | | CLO2 | | |
| III | Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization- Authority – Delegation – Decentralization – Difference between Authority and Power – Responsibility. | | | | | | | | 15 | | | CLO3 | | |
| IV | Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process. | | | | | | | | 15 | | | CLO4 | | |
| V | Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External - Environment Protection - Responsibilities of Business | | | | | | | | 15 | | | CLO5 | | |
|  | **Total** | | | | | | | | **75** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Describe nature, scope, role, levels, functions and approaches of management | | | | | | | | PO5 | | | | | |
| **CO2** | Apply planning and decision making in management | | | | | | | | PO2, PO5, PO6,PO8 | | | | | |
| **CO3** | Identify organization structure and various organizing techniques | | | | | | | | P01, PO4 | | | | | |
| **CO4** | Understand Direction, Co-ordination & Control mechanisms | | | | | | | | PO2,PO6 | | | | | |
| **CO5** | Relate and infer ethical practices of organisation. | | | | | | | | PO3, PO8 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004. | | | | | | | | | | | | | |
| 2. | Griffin, T.O., Management, Houghton Mifflin Company, Boston, USA, 2014. | | | | | | | | | | | | | |
| 3 | .Stephen A. Robbins & David A. Decenzo& Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011 | | | | | | | | | | | | | |
| 4 | Stoner, Freeman, Gilbert Jr. (2014). Management (6th edition), New Delhi: Prentice Hall India | | | | | | | | | | | | | |
| 5 | Robbins, S., Coulter, M., Sidani, D., and Jamali, D., Management: Arab World Edition, Pearson, 2014. | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017 | | | | | | | | | | | | | |
| 2. | L.M.Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8 th Edition. | | | | | | | | | | | | | |
| 3. | Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017 | | | | | | | | | | | | | |
| 4. | Dr.C.B.Gupta; Principles of Management, Sultan Chand& Sons, 3 rd Edition. | | | | | | | | | | | | | |
| 5. | Harold Koontz, HienzWeihrich, A RamachandraAryasri; Principles of Management, McGraw Hill, 2nd edition, 2015 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | <https://www.toolshero.com/management/14-principles-of-management/> | | | | | | | | | | | | | |
| 2 | <https://open.umn.edu/opentextbooks/textbooks/693> | | | | | | | | | | | | | |
| 3 | <https://open.umn.edu/opentextbooks/textbooks/34> | | | | | | | | | | | | | |
| 4 | <https://openstax.org/subjects/business> | | | | | | | | | | | | | |
| 5 | <https://blog.hubspot.com/marketing/management-principles> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**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.UshenaBegam – 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> | | | | | | | | | | | | | |
| **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 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 | | 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. | RajanSaxena, *Marketing Management*, Tata McGraw Hill, 2017. | | | | | | | | | | | | | |
| 3. | L.Natarajan, *Marketing*, Margham Publications, 2017. | | | | | | | | | | | | | |
| 4. | J P Mahajan&AnupamaMahajan, *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&EktaDuggal, *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. UshenaBegam, 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** | **International Business** | Generic Elective | Y | - | - | - | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | To familiarize students with basic concepts of International Business | | | | | | | | | | | | |
| CLO2 | To impart knowledge about theories of international trade | | | | | | | | | | | | |
| CLO3 | To know the concepts of foreign exchange market and foreign direct investment | | | | | | | | | | | | |
| CLO4 | To understand the global environment | | | | | | | | | | | | |
| CLO5 | To gain knowledge on the Contemporary Issues of International Business | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction to International Business: Importance, nature and scope of international business- Internationalization process and Approaches - Modes of entry- Multinational Corporations and their involvement in International Business- Advantage and problems of MNCs. | | | | | | | 12 | | | CLO1 | | |
| II | Introduction of Trade theories— Mercantilism — Absolute Advantage — Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — Porter's Diamond Competitive Advantage Theory. | | | | | | | 12 | | | CLO2 | | |
| III | Foreign Investments-Pattern, Foreign exchange rates and their impact on trade and investment flows-Functions of Foreign Exchange Market- Foreign Direct Investments — Factors influencing FDI — Modes of FDI entry - Horizontal and Vertical Foreign Direct Investment — Advantages of Host and Home Countries. | | | | | | | 12 | | | CLO3 | | |
| IV | Drivers in Globalisation - Globalisation of Markets, production, investments and Technology. World trade in goods and services — Major trends and developments- World trade and protectionism — Tariff and non-tariff barriers. | | | | | | | 12 | | | CLO4 | | |
| V | Regional Economic Groupings in Practice- Levels of Regional Economic Integration Regionalism vs. Multilateralism- Important Regional Economic Groupings in the World. Contemporary Issues in International Business- Institutional support to international business like BREXIT, IMF, World Bank, ILO and WTO. | | | | | | | 12 | | | CLO5 | | |
|  | **Total** | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | Discuss the modes of entry to International Business | | | | | | | PO1, PO5, PO6 | | | | | |
| **CO2** | Explain international trade theories | | | | | | | PO3, PO4, PO5 | | | | | |
| **CO3** | Understand Foreign exchange market and FDI | | | | | | | PO1, PO2 | | | | | |
| **CO4** | Outline the Global Business Environment | | | | | | | PO4, PO5, PO6 | | | | | |
| **CO5** | Identify the relevance of international institutions and trading blocs. | | | | | | | PO7, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1. | Gupta CB, International Business, S Chand & Co. Ltd, 2014 | | | | | | | | | | | | |
| 2. | . Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi. | | | | | | | | | | | | |
| 3. | Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 11th Edition, Tata McGraw-Hill Education, 2018. | | | | | | | | | | | | |
| 4. | Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010 | | | | | | | | | | | | |
| 5. | Paul, J., International Business, 5th Edition, PHI Learning, 2010 | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011. | | | | | | | | | | | | |
| 2. | Griffin, R., International Business, 7th Edition, Pearson Education, 2012. | | | | | | | | | | | | |
| 3. | Tamer Cavusgil S, Gary Knight, John Riesenberger, International Business The New Realities, 4th edition, Pearson ,2017 | | | | | | | | | | | | |
| 4. | Aswathappa K , International Business , 7th Edition, McGraw-Hill, 2020 | | | | | | | | | | | | |
| 5. | SubbaRaoP,International Business, (Text and Cases), Himalaya Publishing House, 2016 | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
| 1 | <https://online.hbs.edu/blog/post/international-business-examples> | | | | | | | | | | | | |
| 2 | <https://saylordotorg.github.io/text_international-business> | | | | | | | | | | | | |
| 3 | <https://www.imf.org/en/home> | | | | | | | | | | | | |
| 4 | https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/ | | | | | | | | | | | | |
| 5 | http://www.simplynotes.in/e-notes/mbabba/international-business-management/ | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

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

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

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

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

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC 05** | **Organizational Behaviour** | Specific Elective | Y | - | - | - | | 4 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To have extensive knowledge onOB and the scope of OB. | | | | | | | | | | | | | |
| CLO2 | To create awareness of Individual Benaviour. | | | | | | | | | | | | | |
| CLO3 | To enhance the understanding of Group Behaviour | | | | | | | | | | | | | |
| CLO4 | To know the basics of Organisaitonal Culture and Organisational Structure | | | | | | | | | | | | | |
| CLO5 | To understand Organisational Change, Conflict and Power | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics) | | | | | | | | 10 | | | CLO1 | | |
| II | INDIVIDUAL BEHAVIOUR:  1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace.  2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs,  3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit)  4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making: | | | | | | | | 18 | | | CLO2 | | |
| III | GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal); | | | | | | | | 17 | | | CLO3 | | |
| IV | ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options | | | | | | | | 15 | | | CLO4 | | |
| V | ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power and politics. | | | | | | | | 15 | | | CLO5 | | |
|  |  | | | | | | | | **75** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To define OrganisationalBehaviour, Understand the opportunity through OB. | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO2** | To apply self-awareness, motivation, leadership and learning theories at workplace. | | | | | | | | PO2,PO4. PO5, PO6 | | | | | |
| **CO3** | To analyze the complexities and solutions of group behaviour. | | | | | | | | PO1, PO2, PO4, PO5, PO6 | | | | | |
| **CO4** | To impact and bring positive change in the culture of the organisaiton. | | | | | | | | PO2, PO3, PO4 PO5, PO8 | | | | | |
| **CO5** | To create a congenial climate in the organization. | | | | | | | | PO1, PO2, PO5 PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | [NeharikaVohra 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 McGraw 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. | GangadharRao, 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: HumaBehaviour 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.UshenaBegam, Financial Management, Charulatha Publications , Chennai | | | | | | | | | | | | | |
| 2. | | Financial Management - I.M.Pandey, 2009 Vikas Publishing | | | | | | | | | | | | | |
| 3. | | Financial Management – PrasannaChandra , 2008, Tata McGraw Hill, New Delhi | | | | | | | | | | | | | |
| 4. | | Financial Management – S.N.Maheswari | | | | | | | | | | | | | |
| 5. | | Financial Management – Y. Khan and Jain 2009 Edition, Sultan Chand & Sons | | | | | | | | | | | | | |
| 6. | | Financial Management – A. Murthy | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | | |
| 1. | | https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/ | | | | | | | | | | | | | |
| 2. | | <https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf> | | | | | | | | | | | | | |
| 3. | | [Journal of Financial Management (esciencepress.net)](https://esciencepress.net/journals/index.php/finance) | | | | | | | | | | | | | |
| 4. | | [Financial Management on JSTOR](https://www.jstor.org/journal/finamana) | | | | | | | | | | | | | |
| 5. | | Financial Management Wiley online library | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | | |
| **Internal Evaluation** | | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | | |
| **Recall (K1)** | | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

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

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

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

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

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

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

**Mapping with program outcomes**

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

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

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

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA DSC 07** | **RETAIL OPERATIONS, SYSTEMS AND INVENTORY** | Core | Y | - | - | - | 4 | | 4 | 25 | | 75 | 100 |
|  | **Course Objectives** | | | | | | | | | | | | |
| **CLO1** | Introduce students to the retail business environment | | | | | | | | | | | | |
| **CLO2** | Develop in student’s basic functional skills and knowledge in a variety of retail store scenarios | | | | | | | | | | | | |
| **CLO3** | To provide basic knowledge on selection of store layouts | | | | | | | | | | | | |
| **CLO4** | To understand and analyze in evaluation of retail operations | | | | | | | | | | | | |
| **CLO5** | To Build Analytical skills in deepening inventory knowledge.. | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| **I** | Choosing a Store Location: Importance of location to a retailer – Trading Area Analysis regional Analysis‖ – Characteristics of the trading areas. | | | | | | | **12** | | | **CLO1** | | |
| **II** | Site selection: Actual site analysis and selection – Choice of a general location – characteristics of the available site – Retail store layout – the circulation plan – space mix and effective retail space management – Floor space management. | | | | | | | **12** | | | **CLO2** | | |
| **III** | Operations Management: Operating a retail business – operations Blueprint – store maintenance, Energy management and renovations – Inventory management – store security – Insurance – Credit management – Computerisation – Outsourcing – Crisis Management. | | | | | | | **12** | | | **CLO3** | | |
| **IV** | Evaluating a retail operation: Store operating parameters – Using the strategic resource model in retailing – designing a performance programme. | | | | | | | **12** | | | **CLO4** | | |
| **V** | Retail Inventory: Inventory Planning – Return on inventory investments and stock turnover – Inventory Management – Physical and perpetual inventory systems – retail method of inventory valuation. | | | | | | | **12** | | | **CLO5** | | |
|  | **Total** | | | | | | | **60** | | |  | | |
| **Course Outcomes** | **On Completion of this course, students will;** | | | | | | |  | | | | | |
| **CO1** | To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career for the growth. | | | | | | | **PO1, PO2, PO6** | | | | | |
| **CO2** | To develop transferrable skills among the students for managing retail operation efficiently so that they could be ready to join the retail industry. | | | | | | | **PO1, PO2, PO3** | | | | | |
| **CO3** | To provide brief insight about floor operation, product display, product handling, inventory management and retail sales. | | | | | | | **PO4,PO5,PO7** | | | | | |
| **CO4** | The ability to perform service-related skills in providing basic customer service, problem-solving and communicating effectively | | | | | | | **PO1, PO4, PO6** | | | | | |
| **CO5** | Knowing various issues associated with store operation, visual merchandising, merchandising, inventory management, retail sales etc. | | | | | | | **PO1, PO4** | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Text Book(s)** | | | | |
| 1 | Barry Berman and Joel R Evans – Retail Management – A strategic Approach, Prentice Hall of India, Tenth edition, 2006 | | | |
| 2 | James R Ogden and Denise T Ogden – Integrated Retail Management, Biztantra, 2005. | | | |
| 3 | Dr. Harjit Singh- Retail Management Global Perspective: Text and Cases, S.Chand Publications, 2009 | | | |
| 4 | [U. C. Mathur](https://www.google.co.in/search?hl=en&q=inauthor:%22U.+C.+Mathur%22&tbm=bks)- Retail Management Text and Cases- [I.K. International Publishing House Pvt. Limited](https://www.google.co.in/search?hl=en&gbpv=1&dq=Dr.+Harjit+Singh-+Retail+Management+Global+Perspective:+Text+and+Cases,+S.Chand+Publications,&printsec=frontcover&q=inpublisher:%22I.K.+International+Publishing+House+Pvt.+Limited%22&tbm=bks&sa=X&ved=2ahUKEwjd0tDY9oD_AhVzbmwGHT7DBnYQmxMoAHoECCEQAg)-2010 | | | |
| 5 | 1. [Dr.Dipa Mitra](https://www.google.co.in/search?hl=en&gbpv=1&dq=RETAIL+OPERATIONS,+SYSTEMS+AND+INVENTORY&pg=PA347&printsec=frontcover&q=inauthor:%22Dr.Dipa+Mitra%22&tbm=bks&sa=X&ved=2ahUKEwi7npqt9ID_AhX5bmwGHd6XCikQmxMoAHoECB0QAg)- A Handbook of Retail Management: principles & practices, Archers & Elevators Publishing House- Archers & Elevators Publishing House, 2020. | | | |
| **Reference Books** | | | | |
| 1 | Gibson G Vedamani – Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition. 2004. | | | |
| 2 | Swapna Pradhan – Retailing Management: Text and Cases – Tata McGraw Hill Publishing Company Ltd., 2004. | | | |
| 3 | Angie, Tang and Sarah Lim- Retail Operations- Pearson Publications, 2008 | | | |
| 4 | [John Fernie](https://www.google.co.in/search?hl=en&q=inauthor:%22John+Fernie%22&tbm=bks), [Suzanne Fernie](https://www.google.co.in/search?hl=en&q=inauthor:%22Suzanne+Fernie%22&tbm=bks), [Christopher Moore](https://www.google.co.in/search?hl=en&q=inauthor:%22Christopher+Moore%22&tbm=bks)- Principles of Retailing, Routledge,2015 | | | |
| 5 | [Gibson G. Vedamani](https://www.google.co.in/search?hl=en&q=inauthor:%22Gibson+G.+Vedamani%22&tbm=bks)- Retail Management (4th Edition)- [Jaico Publishing House](https://www.google.co.in/search?hl=en&q=inpublisher:%22Jaico+Publishing+House%22&tbm=bks&sa=X&ved=2ahUKEwitntXa9YD_AhWuUWwGHcDFBwsQmxMoAHoECCEQAg)- 2006 | | | |
| **Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]** | | | | |
| 1 | | <https://onlinecourses.swayam2.ac.in/imb20_mg29/preview> | | |
| 2 | | <https://katanamrp.com/blog/retail-inventory-management/> | | |
| 3 | | <https://www.forbes.com/advisor/business/retail-inventory-management/> | | |
| 4 | | <https://www.veeqo.com/inventory-management> | | |
| 5 | | <https://safetyculture.com/topics/retail-inventory-management/> | | |
| **Methods of Evaluation** | | | | |
| **Internal Evaluation** | | | Continuous Internal Assessment Test | 25 Marks |
| Assignments |
| Seminars |
| Attendance and Class Participation |
| **External Evaluation** | | | End Semester Examination | 75 Marks |
|  | | | Total | 100 Marks |
| **Methods of Assessment** | | | | |
| **Recall (K1)** | | | Simple definitions, MCQ, Recall steps, Concept definitions | |
| **Understand/ Comprehend (K2)** | | | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | |
| **Application (K3)** | | | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | |
| **Analyze (K4)** | | | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | |
| **Evaluate (K5)** | | | Longer essay/ Evaluation essay, Critique or justify with pros and cons | |
| **Create (K6)** | | | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | |

**Mapping with Programme Outcomes**

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

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

**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 DSC08** | **BUSINESS REGULATORY FRAME WORK** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | | |
| CLO1 | Explain Indian Contracts Act | | | | | | | | | | | | | |
| CLO2 | Understand Sales of goods act& contract of agency | | | | | | | | | | | | | |
| CLO3 | Understand Indian Companies Act 1956 | | | | | | | | | | | | | |
| CLO4 | Understand Consumer Protection Act – RTI | | | | | | | | | | | | | |
| CLO5 | Understand Cyber law | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Brief outline of Indian Contracts Act - Special contracts Act | | | | | | | | 15 | | | CLO1 | | |
| II | Sale of goods Act - Contract of Agency | | | | | | | | 15 | | | CLO2 | | |
| III | Brief outline of Indian Companies Act 1956.- kinds-formation-MOA-AOA- Prospectus- Appointment of Directors- Duties-Meeting- Resoultions-Winding up  - | | | | | | | | 15 | | | CLO3 | | |
| IV | Consumer Protection Act – RTI | | | | | | | | 15 | | | CLO4 | | |
| V | Brief outline of Cyberlaws – IT Act 2000 & 2008 | | | | | | | | 15 | | | CLO5 | | |
|  |  | | | | | | | | **75** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Explain Indian Contracts Act | | | | | | | | PO1,PO3,PO6,PO8 | | | | | |
| **CO2** | Understand Sales of goods act and Contract of Agency | | | | | | | | PO1,PO2,PO3,PO4,PO5,PO8 | | | | | |
| **CO3** | Understand Indian Companies Act 1956 | | | | | | | | PO3,PO4,PO6,PO8 | | | | | |
| **CO4** | Understand Consumer Protection Act – RTI | | | | | | | | PO1,PO2,PO3,PO6,PO7,PO8 | | | | | |
| **CO5** | Understand Cyber law | | | | | | | | PO1,PO3,PO6,PO7,PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1 | Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications | | | | | | | | | | | | | |
| 2 | Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand | | | | | | | | | | | | | |
| 3 | N D Kapoor(2019), Elements of Merchantile Law, Sultan Chand & Sons | | | | | | | | | | | | | |
| 4 | Constitutional Law – Dr. M.R. Sreenivasan&Ananda Krishna Deshkulkarni | | | | | | | | | | | | | |
| 5 | Business Law (Commercial Law) – Dr. M.R. Sreenivasan | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1 | Business Regulatory Framework, SahityaBhawan Publications.  Revised, 2022. | | | | | | | | | | | | | |
| 2 | Business Regulatory Framework, [Garg K.C., Sareen V.K., Sharma Mukesh](https://sibtbooks.com/index.php?search=Garg%20K.C.,%20Sareen%20V.K.,%20Sharma%20Mukesh&submit_search=&route=product%2Fsearch), 2013 | | | | | | | | | | | | | |
| 3 | Business Regulatory Framework, Pearson Education India, 2011 | | | | | | | | | | | | | |
| 4 | Bare Acts- RTI, Consumer Protection Act | | | | | | | | | | | | | |
| 5 | Business Regulatory Framework **, Dr. Pawan Kumar Oberoi, Global Academic Publishers & Distributors, 2015** | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1 | <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---l.html> | | | | | | | | | | | | | |
| 2 | http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/ | | | | | | | | | | | | | |
| 3 | <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661> | | | | | | | | | | | | | |
| 4 | [International Journal of Law (lawjournals.org)](http://www.lawjournals.org/) | | | | | | | | | | | | | |
| 5 | <https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&Book_TitleM=%20Business%20Regulatory%20Framework> | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

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

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

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

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

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

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

**Mapping with program outcomes**

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

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

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

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

**INSTITUTIONAL TRAINING \***

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

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

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

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

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

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

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

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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. AdrainThornhill” 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, GauravGarg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019. | | | | | | | | | | | | |
| **2.** | | Donald R.Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill,2018. | | | | | | | | | | | | |
| **3.** | | Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011. | | | | | | | | | | | | |
| **4.** | | Richard L.Levin, Davis S.Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management,  Pearson Education, 8th edition, 2017. | | | | | | | | | | | | |
| **5.** | | Dr.R.K.Jain, Research Methodology, Methods and Techniques, Vayu Education 2021 | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | |
| **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. RajaniBhat& 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** |
|
| **BBA DSC12** | **Digital Marketing** | Specific Elective | Y | - | | - | | - | | 3 |
| **Learning Objectives** | | | | | | | | | | | |
| CLO1 | To provide basic knowledge about digital marketing. | | | | | | | | | | |
| CLO2 | To understand and develop various digital marketing tools used for business. | | | | | | | | | | |
| CLO3 | To know the digital analytics and measurement tools used for digital marketing. | | | | | | | | | | |
| CLO4 | To familiarise online and Social media marketing | | | | | | | | | | |
| CLO5 | To Understand various data analytics and measurement tools in digital marketing | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | | |
| I | Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework. | | | | | | | | | |
| II | Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing –Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing. | | | | | | | | | |
| III | Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media. | | | | | | | | | |
| IV | Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing. | | | | | | | | | |
| V | Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV (Customer life term value) | | | | | | 12 | | CLO3 | | |
|  | **Total** | | | | | | **60** | |  | | |
| **Course Outcomes** | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | **Program Outcomes** | | | | |
| **CO1** | Discuss digital marketing and its framework | | | | | | PO1, PO2, PO7, PO8 | | | | |
| **CO2** | Identify, use appropriately and explain digital marketing tools | | | | | | PO1, PO2, PO4, PO6, PO7, PO8 | | | | |
| **CO3** | Explain social media marketing and crowdsourcing | | | | | | PO1, PO2, PO4, PO6, PO7, PO8 | | | | |
| **CO4** | Discuss online reputation management and its influence | | | | | | PO1, PO2, PO6, PO7, PO8 | | | | |
| **CO5** | Identify the various data analytics and measurement tools in digital marketing | | | | | | PO1, PO2, PO6, PO7, PO8 | | | | |
| **Reading List** | | | | | | | | | | | |
| 1. | Journal of Digital & Social Media Marketing | | | | | | | | | | |
| 2. | International Journal of Internet Marketing and Advertising | | | | | | | | | | |
| 3. | Understanding Digital Marketing,Damian ryan,4th Edition 2017 publisher:Korgan page limited USA | | | | | | | | | | |
| 4. | Digital Marketing current trends ,vandanahuja,7th edition2015 Oxford University press ,Chennai | | | | | | | | | | |
| 5. | Digital Marketing essentials you always wanted to know,7th edition2012,Vibrant publishers USA | | | | | | | | | | |
| **References Books** | | | | | | | | | | | |
| 1. | Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016. | | | | | | | | | | |
| 2. | Nitin C Kamat&ChinmayNitinKamat,Digital Social Media Marketing, Himalaya Publishing House, 2018. | | | | | | | | | | |
| 3. | Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017. | | | | | | | | | | |
| 4. | VandhanaAhuja, Digital Marketing, Oxford University Press, 2015. | | | | | | | | | | |
| 5. | RomiSainy, RajendraNargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018. | | | | | | | | | | |
| Web Resources | | | | | | | | | | | |
| 1 | .https://www.soravjain.com/ebook/ebook.pdf | | | | | | | | | | |
| 2 | .https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners | | | | | | | | | | |
| 3 | https://www.optron.in/blog/digital-marketing/ | | | | | | | | | | |
| 4 | . <https://www.tutorialsduniya.com/notes/digital-marketing-notes> | | | | | | | | | | |
| 5 | <https://digitalmarketinginstitute.com/resources/ebooks> | | | | | | | | | | |
| **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 | | | | | | | | | | |

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

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | M | M | S | S | S | S | S | M |
| **CO2** | M | M | S | M | S | M | S | M |
| **CO3** | M | M | S | M | S | M | S | M |
| **CO4** | M | M | S | S | S | M | S | M |
| **CO5** | M | M | S | S | S | M | 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 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 DSE1A** | | | **Retail Supply Chain Management** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 | |
| **Learning Objectives** | | | | | | | | | | | | | | | | | |
| CLO1 | | | 1. To give a basic understanding on Supply Chain Management. | | | | | | | | | | | | | | |
| CLO2 | | | To examine the operation of Supply Chain Management | | | | | | | | | | | | | | |
| CLO3 | | | 1. To provide knowledge towards procurement of Supply Chain. | | | | | | | | | | | | | | |
| CLO4 | | | 1. To understand the elements of Logistics Management. | | | | | | | | | | | | | | |
| CLO5 | | | To know the Global issues faced in Supply Chain Management. | | | | | | | | | | | | | | |
| **UNIT** | | | **Details** | | | | | | | | **No. of Hours** | | | **Learning**  **Objectives** | | | |
| I | | | Supply Chain Management - Meaning, Definition, Need and Evolution - Traditional and Modern approaches to SCM - Key issues in SCM - Phases of SCM - SCM in Organizations. | | | | | | | | 15 | | | CLO1 | | | |
| II | | | Operations Management in SCM: Type of Manufacturing Systems - Lean Manufacturing - Mass Customization – Outsourcing - Service Operations Management - Managing Supply and Demand. | | | | | | | | 15 | | | CLO2 | | | |
| III | | | Procurement for Supply Chain: Type of Purchases - Inventory Models - Inventory Counting Systems - Universal Bar Code - Materials Requirement Planning - Just In Time and Vendor Management Inventory. | | | | | | | | 15 | | | CLO3 | | | |
| IV | | | Logistics Management: Elements of Logistics Management - Supply Chain Integration Innovations in SCM - Retail Logistics - Distribution Management and Strategies - Transportation Management - Warehousing and Warehouse Management Systems - Packaging for Logistics - Third Party Logistics - GPS and GIS Technologies. | | | | | | | | 15 | | | CLO4 | | | |
| V | | | Global Issues in SCM: Forces behind Globalization - World Class SCM - World Class Demand Management (WCDM) - World Class Logistics Management (WCLM). | | | | | | | | 15 | | | CLO5 | | | |
|  | | | **Total** | | | | | | | | **75** | | |  | | | |
| **Course Outcomes** | | | | | | | | | | | | | | | | | |
| **Course Outcomes** | | | On completion of this course, students will; | | | | | | | | | | | | | | |
| **CO1** | | | Understand the fundamentals of Supply Chain Management. | | | | | | | | PO1, PO2 | | | | | | |
| **CO2** | | | Understand the Operations of Supply Chain. | | | | | | | | PO1, PO2 | | | | | | |
| **CO3** | | | Know the ways and methods of Procurement in Supply Chain. | | | | | | | | PO1, PO2, PO4 | | | | | | |
| **CO4** | | | Understand Logistics Management and Supply Chain Integration. | | | | | | | | PO1, PO2, PO7 | | | | | | |
| **0CO5** | | | Analyze the issues in Supply Chain Management. | | | | | | | | PO1, PO2, PO6 | | | | | | |
| **Text Book(s)** | | | | | | | | | | | | | | | | | |
| 1 | Rahul V. Altekar - Supply Chain Management - Concepts and Cases, Prentice Hall of India, 2012. | | | | | | | | | | | | | | | | |
| 2 | [Michael H. Hugos](https://www.google.co.in/search?hl=en&q=inauthor:%22Michael+H.+Hugos%22&tbm=bks), [Chris Thomas](https://www.google.co.in/search?hl=en&q=inauthor:%22Chris+Thomas%22&tbm=bks)- Supply Chain Management in the Retail Industry- [Wiley](https://www.google.co.in/search?hl=en&gbpv=1&bsq=Retail+Supply+Chain+Management&dq=Retail+Supply+Chain+Management&printsec=frontcover&q=inpublisher:%22Wiley%22&tbm=bks&sa=X&ved=2ahUKEwiYsKKP-4D_AhXeamwGHcZ9BHgQmxMoAHoECCIQAg)- 2006 | | | | | | | | | | | | | | | | |
| 3 | [James Ayers](https://www.google.co.in/search?hl=en&q=James+Ayers&si=AMnBZoG3cRyxvViEiVWeqgrn-CuWcnxp6_6_G7EH225wAKYHQpMIZwoAHOHS7sDmUZL52PYDdweajqsEzKdty0Aa92Xwo4-AWpHfJv0zRepvniseGKnsArEeEWho8mIhVwtdKltc_9HezpbTEX3Y7Btomi1dQs3I8dbgHS_AgHhKBtTflUZ3MI3_hjdJHauzMJoGNCSqIT1v&sa=X&ved=2ahUKEwj4w6K__4D_AhUycWwGHWMRAHMQmxMoAHoECBAQAg)-Handbook of Supply Chain Management- [Taylor & Francis](https://www.google.co.in/search?hl=en&gbpv=1&dq=Retail+Supply+Chain+Management&printsec=frontcover&q=inpublisher:%22Taylor+%26+Francis%22&tbm=bks&sa=X&ved=2ahUKEwj4w6K__4D_AhUycWwGHWMRAHMQmxMoAHoECCUQAg)-2000 | | | | | | | | | | | | | | | | |
| 4 | Kuldeepak Singh - A Handbook on Retail Supply Chain Management - notion press-2021 | | | | | | | | | | | | | | | | |
| 5 | [Barry Berman](https://www.google.com/search?biw=1640&bih=711&tbm=bks&tbm=bks&q=inauthor:%22Barry+Berman%22&sa=X&ved=2ahUKEwiN2YX8gIH_AhXh1zgGHdCBDa8Q9Ah6BAgHEAU), ‎[Joel R. Evans](https://www.google.com/search?biw=1640&bih=711&tbm=bks&tbm=bks&q=inauthor:%22Joel+R.+Evans%22&sa=X&ved=2ahUKEwiN2YX8gIH_AhXh1zgGHdCBDa8Q9Ah6BAgHEAY)  -Retail Management: A Strategic Approach - [Prentice Hall](https://www.google.co.in/search?hl=en&gbpv=1&bsq=Retail+Management:+A+Strategic+Approach+barry&dq=Retail+Management:+A+Strategic+Approach+barry&printsec=frontcover&q=inpublisher:%22Prentice+Hall%22&tbm=bks&sa=X&ved=2ahUKEwi998SWgYH_AhU2amwGHVGAAscQmxMoAHoECCcQAg)**-** 2001 | | | | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | | | | |
| 1 | David Simchi Levi, Philip Kaminsky and Edith Simchi Levi - Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004. | | | | | | | | | | | | | | | | |
| 2 | David Burt, Donald Dobler and Stephen Starling - World Class Supply Management: The Key to Supply Chain Management, Tata McGraw Hill, Seventh Edition, 2006. | | | | | | | | | | | | | | | | |
| 3 | Christopher Ryan, High - Performance Interactive Marketing, Viva Books Ltd., 2003. | | | | | | | | | | | | | | | | |
| 4 | [James B. Ayers](https://www.google.co.in/search?hl=en&q=inauthor:%22James+B.+Ayers%22&tbm=bks), [Mary Ann Odegaard](https://www.google.co.in/search?hl=en&q=inauthor:%22Mary+Ann+Odegaard%22&tbm=bks) - Retail Supply Chain Management- [Taylor & Francis](https://www.google.co.in/search?hl=en&gbpv=1&dq=Retail+Supply+Chain+Management&printsec=frontcover&q=inpublisher:%22Taylor+%26+Francis%22&tbm=bks&sa=X&ved=2ahUKEwiC3Kya-oD_AhUdbmwGHahGBDwQmxMoAHoECB8QAg)- 2017 | | | | | | | | | | | | | | | | |
| 5 | Narasimha Kamath, Swapnil Saurav, Handbook of Research on Strategic Supply Chain Management in the Retail Industry- [IGI Global](https://www.google.co.in/search?hl=en&gbpv=1&dq=Retail+Supply+Chain+Management&printsec=frontcover&q=inpublisher:%22IGI+Global%22&tbm=bks&sa=X&ved=2ahUKEwjiurHO-oD_AhX8SGwGHYh1DuIQmxMoAHoECCQQAg)- 2016 | | | | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | |
| 1. | https://onlinecourses.swayam2.ac.in/imb20\_mg29/preview | | | | | | | | | | | | | | | | |
| 2. | https://www.gartner.com/en/supply-chain/insights/retail-supply-chain-management | | | | | | | | | | | | | | | | |
| 3. | https://www.mckinsey.com/industries/retail/our-insights/supply-chain-of-the-future-key-principles-in-building-an-omnichannel-distribution-network | | | | | | | | | | | | | | | | |
| 4.https://www.vinculumgroup.com/what-are-the-five-components-of-retail-supply-chain-management/ | | | | | | | | | | | | | | | | | |
| 5. https://www.nchannel.com/blog/retail-supply-chain-management/ | | | | | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | | | | | | |
| **Internal Evaluation** | | | | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | | | |
| Assignments | | | | | |
| Seminars | | | | | |
| Attendance and Class Participation | | | | | |  | | | | | | | |
| **External Evaluation** | | | | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | | | | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | | | | |

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

**Mapping with Programme Outcomes**

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

**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** | MANAGEMENT INFORMATION SYSTEM | Specific Elective | Y | - | - | - | | 3 | | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | Understand MIS in decision making | | | | | | | | | | | | | |
| CLO2 | Explain MIS, its structure and role in management functions | | | | | | | | | | | | | |
| CLO3 | Classify & discuss information system categories, Database Management systems | | | | | | | | | | | | | |
| CLO4 | Discuss SDLC and functional information system categories | | | | | | | | | | | | | |
| CLO5 | Outline functions of BPO, Data mining and the recent trends in information management | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Definition of Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. – Ethical issues | | | | | | | | 12 | | | CLO1 | | |
| II | Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage | | | | | | | | 12 | | | CLO2 | | |
| III | Computers and Information Processing - Classification of computer - Input Devices – Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems. | | | | | | | | 12 | | | CLO3 | | |
| IV | System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing. | | | | | | | | 12 | | | CLO4 | | |
| V | Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data. | | | | | | | | 12 | | | CLO5 | | |
|  |  | | | | | | | | **60** | | |  | | |
|  | | | | | | | | | | | | | | |
| **Course Outcomes** | On Completion of the course the students will | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand MIS in decision making | | | | | | | | PO1, PO4,PO5,PO7,  PO8 | | | | | |
| **CO2** | Explain MIS, its structure and role in management functions | | | | | | | | PO1, PO4, PO5, PO7 | | | | | |
| **CO3** | Classify & discuss information system categories, Database Management systems | | | | | | | | PO2, PO5, PO6, PO7, PO8 | | | | | |
| **CO4** | Discuss SDLC and functional information system categories | | | | | | | | PO1, PO4, PO5, PO7 | | | | | |
| **CO5** | Outline functions of BPO, Data mining and the recent trends in information management | | | | | | | | PO2, PO3, PO4, PO6, PO7, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Management Information Systems: Conceptual Foundations, Structure & Development by Davis, Olson, M. 2nd edition Tata McGraw Hill (TMH) Publications India | | | | | | | | | | | | | |
| 2. | Dr. S.P. Rajagopalan, “Management Information Systems and EDP ", MarghamPublications , Chennai. | | | | | | | | | | | | | |
| 3 | Management Information System by Jawadekar, Tata McGraw hill Publication, 2nd Edition | | | | | | | | | | | | | |
| 4 | Management Information System by OzzEffy | | | | | | | | | | | | | |
| 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** |
| **BBAE1C** | **Social media Marketing** | Core | Y | - | - | - | | 4 | | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To provide basic knowledge about social media marketing. | | | | | | | | | | | | | |
| CLO2 | To understand face book marketing tools used for business. | | | | | | | | | | | | | |
| CLO3 | To know the concepts of Twitter marketing | | | | | | | | | | | | | |
| CLO4 | To importance of likedIn marketing | | | | | | | | | | | | | |
| CLO5 | To familiarise the concept of video marketing | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Fundamentals of Social Media Marketing and its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation. Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools | | | | | | | | 12 | | | CLO1 | | |
| II | Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Account, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags | | | | | | | | 12 | | | CLO2 | | |
| III | Twitter Marketing:- Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for mangers. Instagram & Snapchat basics. | | | | | | | | 12 | | | CLO3 | | |
| IV | LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign | | | | | | | | 12 | | | CLO4 | | |
| V | Video marketing- Youtube - Vimeo-Dailymotion - Ranking factors of video -Increase subscribers and views-Increase video news - Advantaes of video ads - Buying Models. | | | | | | | | 12 | | | CLO5 | | |
|  | **Total** | | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Discuss social media marketing and its framework | | | | | | | | PO5 | | | | | |
| **CO2** | Discuss the facebook marketing tools | | | | | | | | PO2, PO5, PO6,PO8 | | | | | |
| **CO3** | Explain the twitter marketing and its influence | | | | | | | | P01, PO4 | | | | | |
| **CO4** | Analyze the strategy of LinkedIn marketing | | | | | | | | PO2,PO6 | | | | | |
| **CO5** | Identify the various video marketing in social media marketing | | | | | | | | PO3, PO8 | | | | | |
| **Reading list** | | | | | | | | | | | | | | |
| 1. | V. Ahuja, Digital Marketing, Oxford University Press | | | | | | | | | | | | | |
| 2. | Nitin C Kamat&ChinmayNitinKamat,Digital Social Media Marketing, Himalaya Publishing House, 2018. | | | | | | | | | | | | | |
| 3 | Vandanahuja, Digital Marketing current trends 7th edition2015 Oxford University press ,Chennai | | | | | | | | | | | | | |
| 4 | Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017. | | | | | | | | | | | | | |
| 5 | Tracy L. Tuten, ‎Michael R. Solomon, Social Media marketing, SAGE publications | | | | | | | | | | | | | |
| **Reference Books** | | | | | | | | | | | | | | |
| 1. | RomiSainy, RajendraNargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018. | | | | | | | | | | | | | |
| 2. | Dan Zarella, The social media marketing books, O'Reilly Media | | | | | | | | | | | | | |
| 3. | Nripendra P. Rana, ‎Emma L. Slade, ‎Ganesh P. Sahu, Digtal and Social media marketing, Springer. | | | | | | | | | | | | | |
| 4. | Annmarie Hanlon, ‎Tracy L. Tuten, The Sage Handbook of social media marketing, , SAGE publications | | | | | | | | | | | | | |
| 5. | Shiv Singh, ‎Stephanie Diamond · John Wiley 3rd ed 2014 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1 | https://www.pdfdrive.com/advanced-social-media-marketing-how-to-lead-launch-and-manage-a-successful-social-media-program-d156981581.html | | | | | | | | | | | | | |
| 2 | https://www.pdfdrive.com/social-media-marketing-step-by-step-instructions-for-advertising-your-business-on-facebook-youtube-instagram-twitter-e167403594.html | | | | | | | | | | | | | |
| 3 | https://www.pdfdrive.com/instagram-instagram-blackbook-everything-you-need-to-know-about-instagram-for-business-and-personal-ultimate-instagram-marketing-book-internet-marketing-social-media-e194624130.html | | | | | | | | | | | | | |
| 4 | https://www.pdfdrive.com/social-media-the-art-of-marketing-on-youtube-facebook-twitter-and-instagram-e194692478.html | | | | | | | | | | | | | |
| 5 | https://www.pdfdrive.com/500-social-media-marketing-tips-essential-advice-hints-and-strategy-for-business-facebook-twitter-pinterest-google-youtube-instagram-linkedin-and-more-e194976062.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 | | | | | | | | | | | | | |

|  |  |  |
| --- | --- | --- |
| **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 | M | S | S | S | S | S | M |
| **CO2** | M | M | S | M | S | M | S | M |
| **CO3** | M | M | S | M | S | M | S | M |
| **CO4** | M | M | S | S | S | M | S | M |
| **CO5** | M | M | S | S | S | M | 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 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 (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 asianperspective.-Cengage, New Delhi. | | | | | | | | | | | | |
| 3. | Leach/Melicher, Entrepreneurial Finance – Cengage. | | | | | | | | | | | | |
| 4. | K.Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi, New Delhi. | | | | | | | | | | | | |
| 5. | Khanka S.S., Entrepreneurial Development, S.Chand& Co. Ltd., New Delhi, 2001. | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | **Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.** | | | | | | | | | | | | |
| 2. | **The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries** | | | | | | | | | | | | |
| 3. | **http://www.simplynotes.in/role-of-government-in-promoting-entrepreneurship/** | | | | | | | | | | | | |
| 4. | Innovation and Entrepreneurship: Practice and Principles by Peter F Drucker | | | | | | | | | | | | |
| 5. | Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011. | | | | | | | | | | | | |
| 6. | Nagendra and Manjunath, V.S., Entrepreneurship and Management, Pearson, 2010 | | | | | | | | | | | | |
| 7. | Stokes, D., and Wilson, N., Small Business Management and entrepreneurship, 6th Edition, Cengage Learning, 2010 | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
|  | <https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_Entrepreneurial_Development_NOTES.pdf> | | | | | | | | | | | | |
|  | <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Developement.pdf> | | | | | | | | | | | | |
|  | <https://www.hhrc.ac.in/ePortal/Commerce/I%20M.Com.%20-%2018PCO1%20-%20Dr.%20R.%20Sathru%20Sangara%20Velsamy%20&%20Dr.%20P.%20Sailaja.pdf> | | | | | | | | | | | | |
|  | <http://sdeuoc.ac.in/sites/default/files/sde_videos/ENTREPRENEURSHIP%20DEVELOPMENT.pdf> | | | | | | | | | | | | |
| **.Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with program outcomes**

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

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

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

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

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code**  **BBA DSC 14** | **Subject Name**  **CHANNEL MANAGEMENT** | **Category** | **L** | **T** | **P** | **O** | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  |  | Core | Y | - | - | - | 4 | | 5 | 25 | | 75 | 100 |
| **Course Objectives** | | | | | | | | | | | | | |
| CLO1 | To introduce the role and importance of Channel management in business world. | | | | | | | | | | | | |
| CLO2 | To develop marketing skills and career at global level by understanding their channels strategy | | | | | | | | | | | | |
| CLO3 | To understand the channel methods of marketing and channel members and its impact in international organization | | | | | | | | | | | | |
| CLO4 | To apply and develop retail channels and handle the conflicts efficiently | | | | | | | | | | | | |
| CLO5 | To provide knowledge on global channel management for business competitiveness | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | **No. of Hours** | | | **Course Objectives** | | |
| I | Marketing channels-structure, functions and relationships-meaning, need, importance and functions of marketing channels-emergence of marketing channel structure-primary and specialized participants-channel structure. | | | | | | | 12 | | | CLO1 | | |
| II | Channel strategy and design-enterprise positioning-corporate strategy-customer, competitive and internal environmental analysis-channel objectives-product impact on marketing channel design-transaction cost analysis-analytical tools for evaluating alternative structures-evaluation of channel members-channel strategy-multiple channels. | | | | | | | 12 | | | CLO2 | | |
| III | Channel development and marketing: Negotiations in marketing-negotiation strategy channel negotiation process-leadership-vertical marketing system-conflict-types and resolution-macro prospective of channel performance-measuring final performance-measuring customer satisfaction. | | | | | | | 12 | | | CLO3 | | |
| IV | Issues in retail channel management: Channel dynamics-impact of information age information systems and channel management-channel change and management-strategic issues in international retailing-need for distribution innovation. | | | | | | | 12 | | | CLO4 | | |
| V | Channel institutions-retailing-non-store retailing-wholesaling-international distribution channels-channels of distribution for services. Retail organizations- independent retailers-chain retailers-leased departments- franchises integrated and consumer co-operatives. | | | | | | | 12 | | | CLO5 | | |
|  | **Total** | | | | | | | **60** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | | |
| **CO1** | Understand various channel management concepts and the functions at various levels of business | | | | | | | PO1, PO2 | | | | | |
| **CO2** | Identify and understand the various types of channels and their participants and functions | | | | | | | PO1, PO3 | | | | | |
| **CO3** | Interpret how a good channel structure and coordination is needed for effective business | | | | | | | PO5, PO6 | | | | | |
| **CO4** | Understand the various types of channels strategy and how to apply in retail business decision making process | | | | | | | PO1,PO2, PO3, PO6 | | | | | |
| **CO5** | Estimate and promote efficient and optimal utilization of resources through proper channels | | | | | | | PO4, PO5,PO6, PO7 | | | | | |
| **Reading List** | | | | | | | | | | | | | |
| 1. | Donald J Powerson-Strategic Marketing Channels Management, McGraw Hill, 2002 | | | | | | | | | | | | |
| 2. | [Meenal Dhotre](https://www.google.co.in/search?hl=en&q=inauthor:%22Meenal+Dhotre%22&tbm=bks) - Channel Management And Retail Marketing- [Himalaya Publishing House](https://www.google.co.in/search?hl=en&q=inpublisher:%22Himalaya+Publishing+House%22&tbm=bks&sa=X&ved=2ahUKEwiSs96fhYH_AhXZ8jgGHVZwAkEQmxMoAHoECAcQAg)- 2010 | | | | | | | | | | | | |
| 3. | [Patrick Forsyth](https://www.google.co.in/search?hl=en&q=inauthor:%22Patrick+Forsyth%22&tbm=bks)- Channel Management-[Wiley](https://www.google.co.in/search?hl=en&q=inpublisher:%22Wiley%22&tbm=bks&sa=X&ved=2ahUKEwi1wvLKhYH_AhXb9jgGHVybDRIQmxMoAHoECBQQAg) Publisher- 2002 | | | | | | | | | | | | |
| 4. | [Sandro Castaldo](https://www.google.co.in/search?hl=en&q=inauthor:%22Sandro+Castaldo%22&tbm=bks), [Monica Grosso](https://www.google.co.in/search?hl=en&q=inauthor:%22Monica+Grosso%22&tbm=bks), [Katia Premazzi](https://www.google.co.in/search?hl=en&q=inauthor:%22Katia+Premazzi%22&tbm=bks)- Retail and Channel Marketing- [Edward Elgar](https://www.google.co.in/search?hl=en&gbpv=1&dq=channel+management+retailing&printsec=frontcover&q=inpublisher:%22Edward+Elgar%22&tbm=bks&sa=X&ved=2ahUKEwjI8r__hYH_AhX4amwGHT1jAKYQmxMoAHoECCQQAg)- 2013 | | | | | | | | | | | | |
| 5. | [Russell W. McCalley](https://www.google.co.in/search?hl=en&q=inauthor:%22Russell+W.+McCalley%22&tbm=bks)- Marketing Channel Management- [Praeger](https://www.google.co.in/search?hl=en&gbpv=1&dq=channel+management&printsec=frontcover&q=inpublisher:%22Praeger%22&tbm=bks&sa=X&ved=2ahUKEwiOp4K9hoH_AhWpSGwGHZGlCk0QmxMoAHoECCIQAg) publisher-1996 | | | | | | | | | | | | |
|  |  | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1. | Stren, El. Ansary, Cough man and Anderson-Marketing Channels, Prentice Hall of India Sixth Edition, 2003. | | | | | | | | | | | | |
| 2. | Barry Berman and Joel R Evans-Retail Management-A strategic approach, prentice Hall of India, Tenth Edition, 2006. | | | | | | | | | | | | |
| 3. | Christopher Ryan, High Performance Interactive marketing, Viva Books Ltd 2003. | | | | | | | | | | | | |
| 4. | Wild. J - Channel Management- Juta Legal and Academic Publications- 2017 | | | | | | | | | | | | |
| 5. | [Julian Dent](https://www.google.co.in/search?hl=en&q=inauthor:%22Julian+Dent%22&tbm=bks)- Distribution Channels Understanding and Managing Channels to Market-[Kogan Page](https://www.google.co.in/search?hl=en&gbpv=1&dq=channel+management&printsec=frontcover&q=inpublisher:%22Kogan+Page%22&tbm=bks&sa=X&ved=2ahUKEwiIzoHqhoH_AhUP8zgGHZ1oB6AQmxMoAHoECCUQAg)- 2008 | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
|  | <https://onlinecourses.nptel.ac.in/noc20_mg13/preview> | | | | | | | | | | | | |
|  | <https://www.marketing91.com/channel-management/> | | | | | | | | | | | | |
|  | <https://www.syncoria.com/blog/channel-management/> | | | | | | | | | | | | |
|  | <https://www.zinfi.com/blog/what-is-channel-management> | | | | | | | | | | | | |
|  | <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/how-we-help-clients/sales-and-channel-management> | | | | | | | | | | | | |
| **.Methods of Evaluation** | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | | 25 Marks | | | | | |
| Assignments | | | | | | |
| Seminars | | | | | | |
| Attendance and Class Participation | | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | | 75 Marks | | | | | |
|  | Total | | | | | | | 100 Marks | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | |

**Mapping with Programme Outcomes**

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

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

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

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **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 | 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** | **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 | | | | | |
| **Text Books** | | | | | | | | | | | | | | |
| 1. | K.ShridharaBhat; 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&AbidHaleem; 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 DSE3A** | **Merchandising Management** | | Core | Y | - | - | - | 3 | 5 | 25 | 75 | | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| CLO1 | | 1. To understand general concepts of merchandising | | | | | | | | | | | |
| CLO2 | | 1. To learn how to receive, present and maintain merchandise. | | | | | | | | | | | |
| CLO3 | | To understand and apply merchandise pricing strategies. | | | | | | | | | | | |
| CLO4 | | To understand the process of pricing and methods of evaluating merchandise performance | | | | | | | | | | | |
| CLO5 | | To gain insights on visual merchandising | | | | | | | | | | | |
| **UNIT** | | **Details** | | | | | | | **No. of Hours** | | **Learning Objectives** | | |
| I | | Merchandising — meaning — concept — factors affecting merchandising function — merchandise manager functions — merchandise mix — components of merchandise management — merchandise strategies | | | | | | | 12 | | CLO1 | | |
| II | | Merchandise Planning — steps involved — merchandise control — assortment planning — merchandising stages | | | | | | | 12 | | CLO2 | | |
| III | | Merchandise buying — types — sources of supply — identifying and contracting - evaluating sources- branding strategies — category management | | | | | | | 12 | | CLO3 | | |
| IV | | Merchandise performance — retail pricing — merchandise allocation — analysing merchandise performance — methods. | | | | | | | 12 | | CLO4 | | |
| V | | Visual Merchandising — types of display — display planning — methods of display — Exterior and interior display — space management — planning lay out | | | | | | | 12 | | CLO5 | | |
|  | | **Total** | | | | | | | **60** | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | |
| **Course Outcomes** | | On completion of this course, students will; | | | | | | | | | **Program Outcomes** | | |
| **CO1** | | To understand the basic concepts of merchandise management | | | | | | | | | PO1, PO2 | | |
| **CO2** | | To be able to develop a merchandise plan | | | | | | | | | PO1, PO2, PO6 | | |
| **CO3** | | To understand merchandise flow in the shopfloor | | | | | | | | | PO1, PO2, PO4 | | |
| **CO4** | | To evaluate the process of pricing, price changes and planogram | | | | | | | | | PO1, PO2, PO6, PO7 | | |
| **CO5** | | To analyse the impact of visual merchandising | | | | | | | | | PO2, PO3, PO5, PO6, PO8 | | |
| **Text Books** | | | | | | | | | | | | | |
| 1. | | [John Donnellan](https://www.google.co.in/search?hl=en&q=inauthor:%22John+Donnellan%22&tbm=bks) - Merchandise Buying and Management- [Bloomsbury Academic](https://www.google.co.in/search?hl=en&gbpv=0&q=inpublisher:%22Bloomsbury+Academic%22&tbm=bks&sa=X&ved=2ahUKEwi5-qmSkYH_AhU1cGwGHWu7AfgQmxMoAHoECCUQAg)- 2013 | | | | | | | | | | | |
| 2. | | [James Topps](https://www.google.co.in/search?hl=en&q=inauthor:%22James+Topps%22&tbm=bks), [Glenn Taylor](https://www.google.co.in/search?hl=en&q=inauthor:%22Glenn+Taylor%22&tbm=bks) - Managing the Retail Supply Chain- [Kogan Page](https://www.google.co.in/search?hl=en&gbpv=1&dq=merchandise+management&printsec=frontcover&q=inpublisher:%22Kogan+Page%22&tbm=bks&sa=X&ved=2ahUKEwjR3oOxkYH_AhW6TmwGHXEQCXsQmxMoAHoECBoQAg)- 2018 | | | | | | | | | | | |
| 3 | | Merchandise Buying and Management- John Donnellan- Fairchild Books and Visuals- 2013 | | | | | | | | | | | |
| 4 | | Retail Management- An Effective Management Strategy for Retail Store Managers- [Nestfame Creations Pvt. Ltd.](https://www.google.co.in/search?hl=en&gbpv=0&q=inpublisher:%22Nestfame+Creations+Pvt.+Ltd.%22&tbm=bks&sa=X&ved=2ahUKEwj1j5yLkoH_AhWrV2wGHZJfAJMQmxMoAHoECCEQAg)- 2019 | | | | | | | | | | | |
| 5 | | Berman- Retail Management: A Strategic Approach- [Pearson Education](https://www.google.co.in/search?hl=en&gbpv=1&dq=merchandise+management&pg=PA464&printsec=frontcover&q=inpublisher:%22Pearson+Education%22&tbm=bks&sa=X&ved=2ahUKEwiI_JeXkoH_AhXsU2wGHYxlD-YQmxMoAHoECB8QAg)- 2007 | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | |
| 1 | | Chetan Bajaj and Ranjith — Retail Management — Oxford University Press, Second Edition, 2005 | | | | | | | | | | | |
| 2 | | Gillespie Hecht and Lebowitz — Retail Business Management, McGraw Hill Book Company, Third Edition, 2002 | | | | | | | | | | | |
| 3 | | James Rogden, Denise T.Ogden - Integrated Retail Management, Wiley Pvt Ltd, 2005 | | | | | | | | | | | |
| 4 | | Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004 | | | | | | | | | | | |
| 5. | |  | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | |
| 1 | | <https://onlinecourses.swayam2.ac.in/imb19_mg02/preview> | | | | | | | | | | | |
| 2 | | <https://www.tutorialspoint.com/retail_management/merchandise_management.htm> | | | | | | | | | | | |
| 3 | | <https://indiafreenotes.com/merchandise-management-concept-types-of-merchandise-principles-of-merchandising/> | | | | | | | | | | | |
| 4 | | <https://ca.indeed.com/career-advice/career-development/merchandising-management> | | | | | | | | | | | |
| 5 | | <https://www.wallstreetmojo.com/merchandising/> | | | | | | | | | | | |
| **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 DSE3B** | **Franchise Operations Management** | | Core | Y | - | - | - | 3 | 5 | | 25 | 75 | | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | 1. Determine critical success factors for managing a franchise | | | | | | | | | | | | | |
| CLO2 | 1. Leverage emerging trends in the franchise industry | | | | | | | | | | | | | |
| CLO3 | Gain insight and analytical skills required to succeed in franchising | | | | | | | | | | | | | |
| CLO4 | To prepare and study business plans for franchising | | | | | | | | | | | | | |
| CLO5 | To understand the legal aspects in franchising | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | | **No. of Hours** | | **Learning Objectives** | | |
| I | Building Blocks of Franchising – What is franchising – Economic Impact –The Franchise Business Concept: When to Use Franchising -- Types of franchising – A Global Perspective– Strategic Franchise Structures – The Economic Impact of Franchising – International Franchise Overview | | | | | | | | | 12 | | CLO1 | | |
| II | Managing Franchise Business – Threshold Business Issues – The Feasibility of Franchising -- Steps involved in preparing for franchising – Advantages and Disadvantages to Franchisor & Franchisee – Elements of a Successful System – Marketing & Promotion – Trade name sharing | | | | | | | | | 12 | | CLO2 | | |
| III | Choosing Franchisees: What‘s the Right Profile? – Sources of Revenue – Trends in franchising – Multiple unit franchising – Key Franchising Policies -- Recruiting, Selecting, and Managing Franchisees – Understanding Chain Organizations – HR in Franchise Businesses – The Terminology of Franchising | | | | | | | | | 12 | | CLO3 | | |
| IV | Criteria to evaluate a franchise by a franchisor – Franchise Disclose Agreement – Benefits of Brand name – The Future of Franchising – The Franchise Business Plan & Market Process – Running a Franchise –Marketing & Managing a Franchise – Franchisee Support – Protecting & Financing a Franchise -- Franchisor Business Plan | | | | | | | | | 12 | | CLO4 | | |
| V | Legal and Taxation Aspects – Infrastructure/Services Provided – Profit Pie to Share – Multi-Level Franchising – Company Owned Stores -- Multi-Concept Franchises – Market Development/Encroachment – The Financial Position – Finance Sources and Assistance -- Starting the Operation – Operations Manual and Contract | | | | | | | | | 12 | | CLO5 | | |
|  | **Total** | | | | | | | | | **60** | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | | | | **Program Outcomes** | | |
| **CO1** | Define the concept and pros &cons of franchisee option | | | | | | | | | | | PO1, PO3 | | |
| **CO2** | Identify legal formalities & process of franchisee | | | | | | | | | | | PO1, PO4 | | |
| **CO3** | Develop relationship between Franchisor & franchisee, Resolve the conflict between franchisor & franchisee. | | | | | | | | | | | PO4, PO5, PO6, PO7 | | |
| **CO4** | Develop Franchisee marketing plan | | | | | | | | | | | PO2, PO6 | | |
| **CO5** | Analyze the way to enter into International Market entry strategies | | | | | | | | | | | PO2, PO3, PO5, PO7 | | |
| **Text Books** | | | | | | | | | | | | | | |
| 1 | Norman, (2006). Franchising. USA: Kaplan Publishing | | | | | | | | | | | | | |
| 2. | Manish V.  [Sidhpuria](https://www.google.co.in/search?hl=en&q=inauthor:%22Sidhpuria%22&tbm=bks) - Retail Franchising- [McGraw-Hill Education (India) Pvt Limited](https://www.google.co.in/search?hl=en&q=inpublisher:%22McGraw-Hill+Education+(India)+Pvt+Limited%22&tbm=bks&sa=X&ved=2ahUKEwi_kfXWmYH_AhVQbWwGHSDpCBQQmxMoAHoECBIQAg)- 2009 | | | | | | | | | | | | | |
| 3 | [Vincent Gabriel](https://www.google.co.in/search?hl=en&q=inauthor:%22Vincent+Gabriel%22&tbm=bks) · - Success In Franchising- 2013 | | | | | | | | | | | | | |
| 4 | [Mark Siebert](https://www.google.co.in/search?hl=en&gbpv=1&dq=franchise+books&printsec=frontcover&q=inauthor:%22Mark+Siebert%22&tbm=bks&sa=X&ved=2ahUKEwiFzoSQmYH_AhX9R2wGHS_AAaIQmxMoAHoECCQQAg)- The Franchisee Handbook- [Entrepreneur Press](https://www.google.co.in/search?hl=en&gbpv=1&dq=franchise+books&printsec=frontcover&q=inpublisher:%22Entrepreneur+Press%22&tbm=bks&sa=X&ved=2ahUKEwiFzoSQmYH_AhX9R2wGHS_AAaIQmxMoAHoECCUQAg)-2019 | | | | | | | | | | | | | |
| 5 | Rick Grossman- Franchise Bible- [Entrepreneur Press](https://www.google.co.in/search?hl=en&q=inpublisher:%22Entrepreneur+Press%22&tbm=bks&sa=X&ved=2ahUKEwiQgcj8mYH_AhUbcGwGHb_JBl0QmxMoAHoECCAQAg)- 2017 | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1 | Bisio,R. (2011). The Educated Franchisee . Bascom Hill Publishing | | | | | | | | | | | | | |
| 2 | Fairbourne, J. Gibson, S.W., Micro Franchising: Creating wealth at the bottom of the | | | | | | | | | | | | | |
| 3 | Pyramid. Edward Elgar Publishing | | | | | | | | | | | | | |
| 4 | [Michael H. Seid](https://www.google.co.in/search?hl=en&q=inauthor:%22Michael+H.+Seid%22&tbm=bks), [Joyce Mazero](https://www.google.co.in/search?hl=en&q=inauthor:%22Joyce+Mazero%22&tbm=bks)- Franchise Management For Dummies- Wiley Publisher- 2017 | | | | | | | | | | | | | |
| 5 | [Carl Reader](https://www.amazon.in/Carl-Reader/e/B00J6XXT7I/ref=dp_byline_cont_book_1) - The Franchising Handbook: How to Choose, Start and Run a Successful Franchise (Teach Yourself) -2016 | | | | | | | | | | | | | |
| **Web Resources** | | | | | | | | | | | | | | |
| 1 | <https://onlinecourses.swayam2.ac.in/imb20_mg29/preview> | | | | | | | | | | | | | |
| 2 | <https://dynamics.folio3.com/blog/franchise-management-software/> | | | | | | | | | | | | | |
| 3 | <https://www.udemy.com/course/franchise-management/> | | | | | | | | | | | | | |
| 4 | <https://na.eventscloud.com/ehome/82030/170296/> | | | | | | | | | | | | | |
| 5 | <https://meetbrandwide.com/blog/2022/08/16/what-is-franchise-management/> | | | | | | | | | | | | | |
| **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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| **COS/POS** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| CO1 | S | S | S | S | S | S | S | S |
| CO2 | S | S | S | M | S | S | S | S |
| CO3 | S | S | S | S | S | S | S | S |
| CO4 | M | S | M | S | S | M | S | M |
| CO5 | M | S | S | S | S | M | S | S |

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

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

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **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** |
| **BBADSE3C** | **Web Analytics** | Core | Y | - | - | - | 3 | 5 | | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| CLO1 | To provide basic knowledge about website development. | | | | | | | | | | | |
| CLO2 | To understand the concepts of web analytic | | | | | | | | | | | |
| CLO3 | To Expose the concepts of Google analytics | | | | | | | | | | | |
| CLO4 | To know the concepts of content performance analysis | | | | | | | | | | | |
| CLO5 | To familiarise the concept of social media analytics | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | **Learning Objectives** | |
| I | Website Planning & Development- Website, Types of Websites, Phases of website development, Keywords: Selection process. Domain & Web Hosting:- Domain, Types of Domain, Where to Buy Domain, Webhosting, How to buy Webhosting | | | | | | | | 12 | | CLO1 | |
| II | Meaning of analysis- Is analysis worth the effort?, Small businesses, Medium and Large scale businesses, Analysis vs intuition, Introduction to web analytic | | | | | | | | 12 | | CLO2 | |
| III | Google Analytics -Getting Started With Google Analytics, How Google Analytics works?, Accounts, profiles, and users navigating Google Analytics, Basic metrics, The main sections of Google Analytics reports Traffic Sources Direct, referring, and search traffic Campaigns AdWords, Adsense. | | | | | | | | 12 | | CLO3 | |
| IV | Content Performance Analysis- Pages and Landing Pages, Event Tracking and AdSense, Site Search. Visitor Analysis- Unique visitors, Geographic and language information, Technical reports, Benchmarking. | | | | | | | | 12 | | CLO4 | |
| V | Social Media Analytics- Facebook insights, Twitter analytics, Youtube analytics, Social Ad analytics /ROI measurement. Goals and E-Commerce Tracking- Setting up goals Goal reports, Ecommerce tracking. Actionable Insights & The Big Picture- Finding actionable insights, Getting the organization involved, Creating a data-driven culture, Resources Common mistakes analysts make Additional Web analytics tools. | | | | | | | | 12 | | CLO5 | |

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| **Course Outcomes** | | | |
| **Course Outcomes** | On completion of this course, students will; | | **Program Outcomes** |
| **CO1** | Discuss the framework of website development. | | PO2 |
| **CO2** | Analyze the web analytic concepts. | | PO2, PO5, PO6,PO8 |
| **CO3** | Apply the concepts of Google analytics | | P01, PO4 |
| **CO4** | Explain the content performance analytics | | PO2,PO6 |
| **CO5** | Apply the concept of social media analytics | | PO3, PO8 |
| **Reading list** | | | |
| 1. | Brian Clifton, Advanced Web Metrics with Google Analytics | | |
| 2. | Chuck Hemann and Ken Burbary , Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech) Que publishing | | |
| 3 | Practical Web Analytics for User Experience, How Analytics Can Help You Understand Your Users, By Michael Beasley · 2013 | | |
| 4 | Justin Cutroni, Google AnalyticsO'Reilly Media, In 2010 | | |
| 5 | Marshall Sponder, Gohar Khan, Digital Analytics for Marketing, 2018, Routlede publishers | | |
| **Reference Books** | | | |
| 1. | Subodha Kumar, Liangfei Qiu, Social Media Analytics and Practical Applications, CRC Press | | |
| 2. | Avinash Kaushik, Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity | | |
| 3. | Syeda Famita Amber, Digital Marketing with Google Analytics: A Comprehensive Guide | | |
| 4. | Avinash Kohirkar and Matthew Ganis, Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media, IBM Press | | |
| 5. | Marshall Sponder Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics | | |
| Web Resources | | | |
| 1 | https://www.researchgate.net/publication/256296291\_Social\_Media\_Marketing\_SOCIAL\_MEDIA\_MARKETING\_ADVANTAGES\_AND\_DISADVANTAGES | | |
| 2 | https://www.researchgate.net/publication/256296291\_Social\_Media\_Marketing\_SOCIAL\_MEDIA\_MARKETING\_ADVANTAGES\_AND\_DISADVANTAGES | | |
| 3 | https://www.booksfree.org/social-media-marketing-pdf-free-download-a/ | | |
| 4 | https://library.uniteddiversity.coop/Media\_and\_Free\_Culture/The\_Social\_Media\_Marketing\_Book.pdf | | |
| 5 | https://engage.marketo.com/rs/460-TDH-945/images/The-Definitive-Guide-to-Social-Media-Marketing-Marketo.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 | | |

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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 | |

**Mapping with program outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** |
| **CO1** | M | M | S | S | S | S | S | M |
| **CO2** | M | M | S | M | S | M | S | M |
| **CO3** | M | M | S | M | S | M | S | M |
| **CO4** | M | M | S | S | S | M | S | M |
| **CO5** | M | M | S | S | S | M | 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 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 DSE4A** | **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 HKazmi | | | | | | | | | | | | | |
| 2. | Consumer Behaviour in Indian Context – K KSrivastava, SujataKhandai | | | | | | | | | | | | | |
| 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 WesenBlit, 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)**

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

**Mapping with program outcomes**

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

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

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

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

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

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
| **BBA DSE4C** | **Services Marketing** | Specific Elective | Y | - | - | - | 3 | 5 | 25 | 75 | 100 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning Objectives** | | | |
| CLO1 | To recall the basic concepts of Services Marketing. | | |
| CLO2 | To know the Marketing Mix in Service Marketing. | | |
| CLO3 | To examine effectiveness of Service Marketing. | | |
| CLO4 | To discuss on delivering Quality Service. | | |
| CLO5 | To analyze the Marketing of Services. | | |
| **UNIT** | **Details** | **No. of Hours** | **Learning**  **Objectives** |
| I | Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations. | 15 | CLO1 |
| II | Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process. | 15 | CLO2 |
| III | Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy. | 15 | CLO3 |
| IV | Delivering Quality Service: Causes of service - quality gaps- SERVQUAL-SERVPEF. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions – the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality. | 15 | CLO4 |
| V | Marketing of Service With Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services and e-services. | 15 | CLO5 |
|  | **Total** | **75** | |  |
| **Course Outcomes** | | | |
| **Course Outcomes** | On completion of this course, students will; | | |
| **CO1** | To define and understand the concepts of Services Marketing. | PO1, PO4, PO6, PO8 | |
| **CO2** | To Examine and apply Marketing Mix in Service Marketing. | PO2, PO3, PO4, PO6, PO7, PO8 | |
| **CO3** | To analyze and design various strategies in the field of Services Marketing. | PO4, PO5, PO6 | |
| **CO4** | To evaluate the role of delivering Quality Service. | PO2, PO7 | |
| **CO5** | To design the tools of Marketing | PO1, PO3, PO5, PO8 | |
| **Reading List** | | | |
| 1. | Reddy P.N. (2011)– Services Marketing – Himalaya Publication | | |
| 2. | Christopher Lovelock ,JochenWirtz (2016)– Services Marketing – World Scientific Publisher | | |
| 3. | The Journal Of Services Marketing | | |
| 4. | Valarie A Zeithmal and Mary JO Bitner,ServicesMarketing:Integrating Customer Focus across the firm,TataMcGraw 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. Sandhusupreet&DograBabzan, 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 SEC01**  **NME** | **Basics of Event Management** | NME | Y | - | - | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To know the basic of event management its concepts | | | | | | | | | | | | | |
| CLO2 | To make an event design | | | | | | | | | | | | | |
| CLO3 | To make feasibility analysis for event. | | | | | | | | | | | | | |
| CLO4 | To understand the 5 Ps of Event Marketing | | | | | | | | | | | | | |
| CLO5 | To know the financial aspects of event management and its promotion | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction: Event Management – Definition, Need, Importance, Activities. | | | | | | | | 6 | | | CLO1 | | |
| II | Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design | | | | | | | | 6 | | | CLO2 | | |
| III | Event Feasibility: Resources – Feasibility, SWOT Analysis | | | | | | | | 6 | | | CLO3 | | |
| IV | Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations | | | | | | | | 6 | | | CLO4 | | |
| V | Event Budget – Financial Analysis – Event Cost – Event Sponsorship | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | To understand basics of event management | | | | | | | | PO1, PO6 | | | | | |
| **CO2** | To design events | | | | | | | | PO5, PO6 | | | | | |
| **CO3** | To study feasibility of organising an event | | | | | | | | PO2, PO6 | | | | | |
| **CO4** | To gain Familiarity with marketing & promotion of event | | | | | | | | PO6 | | | | | |
| **CO5** | To develop event budget | | | | | | | | PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd. | | | | | | | | | | | | | |
| 2. | Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009 | | | | | | | | | | | | | |
| 3. | Event Management & Public Relations by Savita Mohan - Enkay Publishing House | | | | | | | | | | | | | |
| 4 | Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross | | | | | | | | | | | | | |
| 5 | Event Management By Lynn Van Der Wagen& Brenda R Carlos, Pearson Publishers | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Event Management By Chaudhary, Krishna, Bio-Green Publishers | | | | | | | | | | | | | |
| 2. | Successful Event Management By Anton Shone & Bryn Parry | | | | | | | | | | | | | |
| 3. | Event management, an integrated & practical approach By Razaq Raj, Paul Walters &Tahir Rashid | | | | | | | | | | | | | |
| 4. | Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management  by Judy Allen , Wiley Publishers | | | | | | | | | | | | | |
| 5. | Event Planning: Management & Marketing For Successful Events: Management & Marketing for Successful Events: Become an Event Planning Pro & Create a Successful Event Series by Alex GenadinikCreateSpace Independent Publishing Platform, 2015 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | <https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf> | | | | | | | | | | | | | |
| 2 | https://www.inderscience.com/jhome.php?jcode=ijhem  International Journal of Hospitality & Event Management | | | | | | | | | | | | | |
| 3 | https://www.emeraldgrouppublishing.com/journal/ijefm  International Journal of Event and Festival Management | | | | | | | | | | | | | |
| 4 | <https://www.eventbrite.com/blog//?s=roundup> | | | | | | | | | | | | | |
| 5 | https://www.eventindustrynews.com/ | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

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

**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 MenezesPrabhu, 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. SumeetSuseelan | | | | | | | | | | | | | |
| 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 and personal spacing. | | | | | | | | 6 | | | CLO1 | | |
| II | Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexualharassment-conflictresolutionstrategies-Choosingappropriategiftinthebusinessenvironment- real life workplace scenarios-company policy for business etiquette | | | | | | | | 6 | | | CLO2 | | |
| III | Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices | | | | | | | | 6 | | | CLO3 | | |
| IV | Diversity andCulturalAwarenessatWorkplace Impactofdiversity-CulturalSensitivity-TaboosandPractices-Inter-CulturalCommunication | | | | | | | | 6 | | | CLO4 | | |
| V | Business Attire and Professionalism Businessstyleandprofessionalimage-dresscode-guidelinesforappropriatebusinessattire-groomingfor success. | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Describe basic concepts of business etiquette and corporate grooming. | | | | | | | | PO5, PO6, | | | | | |
| **CO2** | Outline the etiquette and grooming standards followed in business environment and the significance of communication | | | | | | | | PO4, PO2, PO5, PO6 | | | | | |
| **CO3** | Create cultural awareness and moral practices in real life workplace scenarios | | | | | | | | PO8, PO6 | | | | | |
| **CO4** | Analyze workplace courtesy and resolve ethical issues with respect to etiquette and 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: A guide for the IndianProfessional ”, Harper Collins Publisher(2012) | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Indian Business Etiquette, Raghu Palat, JAICO Publishers | | | | | | | | | | | | | |
| 2. | NinaKochhar,“AtEasewithEtiquette”,B.jain Publisher,2011 | | | | | | | | | | | | | |
| 3. | NimeranSahukar,PremP.Bhalla,“TheBookofEtiquetteandmanners”,PustakMahipublishers,2004 | | | | | | | | | | | | | |
| 4. | SarveshGulati(2012),CorporateGroomingandEtiquette,RupaPublicationsIndiaPvt. Ltd. | | | | | | | | | | | | | |
| 5. | The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter ,McGraw 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 googleforms for students with relevance in business scenario and its applications. | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables-Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools-Word completion, Spell check, Macros, Mail merge, Tracking Changes, Security, Printing Documents . | | | | | | | | 6 | | | CLO1 | | |
| II | Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet-Opening, saving, closing, printing file, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, validation, consolidation, subtotals, Charts-Selecting, formatting, labeling, scaling, Tools- Error checking, spell check, formula auditing, tracking changes, customization | | | | | | | | 6 | | | CLO2 | | |
| III | Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts. | | | | | | | | 6 | | | CLO3 | | |
| IV | Introduction to Tally - Features of tally, creation of company, Accounts only and accounts with, Get way of Tally, Accounts confiscation, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet | | | | | | | | 6 | | | CLO4 | | |
| V | Use Google forms to develop & share questionnaire. | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Demonstrate hands on experience with Ms-word for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO2** | Demonstrate hands on experience with Ms-Excel for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO3** | Demonstrate hands on experience with Ms-power point for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO4** | Demonstrate hands on experience with Tally for business activities | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **CO5** | Demonstrate hands on experience with Tally for reporting in business | | | | | | | | PO1, PO2, PO6, PO7 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | International Journal of Computer Applications in Technology | | | | | | | | | | | | | |
| 2. | International Journal of Computer Applications – IJCA | | | | | | | | | | | | | |
| 3. | P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019. | | | | | | | | | | | | | |
| 4. | Computer Application in Business ( Tamil Nadu) by Dr. R.Paramaeswaran | | | | | | | | | | | | | |
| 5. | Taxmann’s Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited . | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019. | | | | | | | | | | | | | |
| 2. | Google Form Made Simple The Perfect Guide to Creating and Modifiying Google Forms from Beginners to Expert by Mary Brockman | | | | | | | | | | | | | |
| 3. | Bittu Kumar; Mastering Ms-Office, V&S Publishers, 2017. | | | | | | | | | | | | | |
| 4. | Lisa A. Bucki, John Walkenbach, FaitheWempen, & Michael Alexander; Microsoft Office 2013 BIBLE, Wiley, 2013. | | | | | | | | | | | | | |
| 5. | S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015. | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | https://www.microsoft.com/en-us/microsoft-365/blog/ | | | | | | | | | | | | | |
| 2 | <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18> | | | | | | | | | | | | | |
| 3 | https://byjus.com/govt-exams/microsoft-word/ | | | | | | | | | | | | | |
| 4 | https://edu.gcfglobal.org/en/google-forms/ | | | | | | | | | | | | | |
| 5 | https://www.tutorialkart.com/tally/tally-tutorial/ | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

**Mapping with program outcomes**

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

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

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

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

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC05** | **New Venture Development** | SEC | Y | - | - | - | | 1 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To learn to generate and evaluate new business ideas | | | | | | | | | | | | | |
| CLO2 | To learn about a business model that generates money | | | | | | | | | | | | | |
| CLO3 | To understand how to find, evaluate and buy a business | | | | | | | | | | | | | |
| CLO4 | To evaluate the feasibility of idea into a Venture | | | | | | | | | | | | | |
| CLO5 | To understand sources who lend for new ventures | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | **Concept of Entrepreneurship** – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity; Organisational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. | | | | | | | | 3 | | | CLO1 | | |
| II | **Developing Successful Business Ideas:**  Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm. | | | | | | | | 3 | | | CLO2 | | |
| III | **Feasibility Analysis:** Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture’s Financial Strength and Viability | | | | | | | | 3 | | | CLO3 | | |
| IV | **Moving from an Idea to a New Venture:**  Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship. | | | | | | | | 3 | | | CLO4 | | |
| V | **Financing the New Venture:**  Financing entrepreneurial ventures - Managing growth; Valuation of a new company - - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions. | | | | | | | | 3 | | | CLO5 | | |
|  | **Total** | | | | | | | | **15** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Understand the concept of entrepreneurship and skill sets of an entrepreneur. | | | | | | | | PO2,PO6 | | | | | |
| **CO2** | Assess new venture opportunities & analyze strategic choices in relation to new ventures | | | | | | | | PO2, PO6 | | | | | |
| **CO3** | Develop a credible business plan for real life situations. | | | | | | | | PO1, PO2, PO5, PO6 | | | | | |
| **CO4** | Coordinate a team to develop and launch and manage the new venture through the effective leadership | | | | | | | | PO4, PO5 | | | | | |
| **CO5** | Evaluate different sources for financing new venture | | | | | | | | PO2, PO6 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Journal of Business Venturing – Elsevier | | | | | | | | | | | | | |
| 2. | Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald | | | | | | | | | | | | | |
| 3. | Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India, | | | | | | | | | | | | | |
| 4. | Entrepreneurship and New Venture Creation; ArunSahay, V. Sharma; Excel Book (2008) | | | | | | | | | | | | | |
| 5. | Entrepreneurship ,11th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , SabyasachiSinha , McGraw 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, McGraw 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 &NavneetMehra, 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. | BimlenduShekhar, Tally Practical Work Book -1, 2nd Edition | | | | | | | | | | | | | |
| 5. | Asian’s Quintessential Course Tally.ERP 9 with GST by Vishnu Priya Singh edition 2020 | | | | | | | | | | | | | |
| Web Resources | | | | | | | | | | | | | | |
| 1. | https://tallysolutions.com/learning-hub/ | | | | | | | | | | | | | |
| 2. | https://www.tutorialkart.com/tally/tally-tutorial/ | | | | | | | | | | | | | |
| 3. | https://sscstudy.com/tally-erp-9-book-pdf-free-download/ | | | | | | | | | | | | | |
| 4, | https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/ | | | | | | | | | | | | | |
| 5. | https://www.javatpoint.com/tally | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Seminar | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |
| **Evaluate (K5)** | Longer essay/ Evaluation essay, Critique or justify with pros and cons | | | | | | | | | | | | | |
| **Create (K6)** | Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations | | | | | | | | | | | | | |

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

**Mapping with program outcome**

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

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

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

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **O** | | **Credits** | | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
| **BBA SEC07** | **Intellectual Property Rights** | SEC | Y | - | - | - | | 2 | | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | | |
| CLO1 | To learn aspectsofIntellectualpropertyRightstostudentswhoaregoingtoplayamajorroleindevelopmentand management ofinnovative projects in industries. | | | | | | | | | | | | | |
| CLO2 | Todisseminateknowledgeonpatents,patentregimeinIndiaandabroadandregistrationaspects | | | | | | | | | | | | | |
| CLO3 | To evaluate the copyright law | | | | | | | | | | | | | |
| CLO4 | Todisseminateknowledgeoncopyrightsanditsrelatedrightsandregistrationaspects | | | | | | | | | | | | | |
| CLO5 | To understand about Geographical Indicators | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | IPR Introduction: and the need for intellectual property right – IPR in India –Different Classifications –ImportantPrinciplesofIPManagement –CommercializationofIntellectualPropertyRights  byLicensing–IntellectualPropertyRightsinthe Cyber World. | | | | | | | | 6 | | | CLO1 | | |
| II | Introduction–Classification–Importance–Types ofPatentApplicationsin India - PatentableInvention– InventionsNotPatentable. | | | | | | | | 6 | | | CLO2 | | |
| III | Introduction–Fundamentals –Concept–Purpose–Functions–Characteristics–Guidelines - For Registration of Trade Mark – Kinds of TM – Protection – Non-Registrable Trademarks -Industrial Designs –NeedforProtectionofIndustrialDesigns. | | | | | | | | 6 | | | CLO3 | | |
| IV | IntroductiontoCopyright– ConceptualBasis –CopyRightandRelated Rights–Author & Ownership of Copyright - Rights Conferred By Copy Right- Registration – Transfer –Infringement–CopyrightpertainingtoSoftware/InternetandotherDigitalmedia. | | | | | | | | 6 | | | CLO4 | | |
| V | GEOGRAPHICALINDICATIONS:Concept, Protection & Significance | | | | | | | | 6 | | | CLO5 | | |
|  | **Total** | | | | | | | | **30** | | |  | | |
| **Course Outcomes** | | | | | | | | | | | | | | |
| **Course Outcomes** | On completion of this course, students will; | | | | | | | | **Program Outcomes** | | | | | |
| **CO1** | Imbibe the knowledge of IPR through various laws | | | | | | | | PO1, PO6 | | | | | |
| **CO2** | Apply the knowledge of patents | | | | | | | | PO5, PO6 | | | | | |
| **CO3** | Understand the process of acquiring a trademark | | | | | | | | PO2, PO6 | | | | | |
| **CO4** | Create an awareness about copyrights | | | | | | | | PO6, PO8 | | | | | |
| **CO5** | Understand geographical indicators | | | | | | | | PO6, PO8 | | | | | |
| **Reading List** | | | | | | | | | | | | | | |
| 1. | Journal of Intellectual Property Rights | | | | | | | | | | | | | |
| 2. | IntellectualPropertyRightsTextandCases: DR.R.Radhakrishnan,  DR.S. Balasubramanian | | | | | | | | | | | | | |
| 3. | IntellectualPropertyPatents,TradeMarks, And Copy Rights–RichardStim | | | | | | | | | | | | | |
| 4. | Intellectual Property Rights by Asha Vijay Durafe and DhanashreeK.Toradmalle, Wiley | | | | | | | | | | | | | |
| 5, | Fundamentals of Intellectual Property Rights For Students, Industrialist and Patent Lawyers by Ramakrishna and Anil Kumar HS | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Landmark Judgements on Intellectual Property rights by Kush Kalra. Central Law Publishing | | | | | | | | | | | | | |
| 2. | Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis | | | | | | | | | | | | | |
| 3. | **Introduction To Intellectual Property Rights 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,applyandusethoughtprocesstodistinguishbetweenconceptsofQuantitativemethods. | | | | | | | | | | | | | |
| CLO2 | Toprepareandexplainthefundamentalsrelatedtovariouspossibilitiesandprobabilitiesrelated to time | | | | | | | | | | | | | |
| CLO3 | To be able to solve questions relating to percentages, Profit and loss | | | | | | | | | | | | | |
| CLO4 | To analyze data in Charts | | | | | | | | | | | | | |
| CLO5 | To understand the application Geometry and mensuration | | | | | | | | | | | | | |
| **UNIT** | **Details** | | | | | | | | **No. of Hours** | | | **Learning Objectives** | | |
| I | Numericalcomputation:  ApplicationsbasedonNumbers,ChainRule,RatioProportion | | | | | | | | 6 | | | CLO1 | | |
| II | Numericalestimation–IApplicationsBasedonTimeandwork,TimeandDistance | | | | | | | | 6 | | | CLO2 | | |
| III | Numericalestimation–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 RajatVijayJain ,Disha Publications | | | | | | | | | | | | | |
| 5. | Quantitative Aptitude & Data Interpretation Topic-wise Solved Papers for IBPS/ SBI Bank PO/ Clerk Prelim & Main Exam (2010-19) 3rd Edition by Disha Experts, Disha Publications | | | | | | | | | | | | | |
| **References Books** | | | | | | | | | | | | | | |
| 1. | Barron‟sbySharonWelnerGreenandIraKWolf(GalgotiaPublicationspvt.Ltd.) | | | | | | | | | | | | | |
| 2. | QuantitativeAptitudebyUMohanRaoScitechpublications | | | | | | | | | | | | | |
| 3. | QuantitativeAptitudebyArunSharmaMcGrawhillpublications | | | | | | | | | | | | | |
| 4. | QuantitativeAptitudebyAbhijitGuha | | | | | | | | | | | | | |
| 5. | QuantitativeAptitudebyPearsonpublications | | | | | | | | | | | | | |
| **Methods of Evaluation** | | | | | | | | | | | | | | |
| **Internal Evaluation** | Continuous Internal Assessment Test | | | | | | 25 Marks | | | | | | | |
| Assignments | | | | | |
| Attendance and Class Participation | | | | | |
| **External Evaluation** | End Semester Examination | | | | | | 75 Marks | | | | | | | |
|  | Total | | | | | | 100 Marks | | | | | | | |
| **Methods of Assessment** | | | | | | | | | | | | | | |
| **Recall (K1)** | Simple definitions, MCQ, Recall steps, Concept definitions | | | | | | | | | | | | | |
| **Understand/ Comprehend (K2)** | MCQ, True/False, Short essays, Concept explanations, Short summary or overview | | | | | | | | | | | | | |
| **Application (K3)** | Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain | | | | | | | | | | | | | |
| **Analyze (K4)** | Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge | | | | | | | | | | | | | |

**Mapping with program outcome**

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

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

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

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

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

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

**Mapping with program outcome**

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

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

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

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

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