



BENGALURU NORTH UNIVERSITY

Tamaka, Sri Devraj Urs Extension, Kolar – 563103



Curriculum as per National Educational Policy (NEP 2020)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

2021-22 Onwards

(Revised Syllabus on 11.08.2023 BOS Meeting)



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

COURSE MATRIX

I SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
1	LANG.1.1	Language – I	AECC	3+1+0	60	40	100	3
2	LANG.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Management Principles and Practice	DSC	4+0+0	60	40	100	4
4	BBA.1.2	Fundamentals of Business Accounting	DSC	3+0+2	60	40	100	4
5	BBA.1.3	Marketing Management	DSC	4+0+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	50	50	100	2
7	BBA.1.5	Physical Education – Yoga	SEC-VB	0+0+2	-	25	25	1
8	BBA.1.6	Health and Wellness	SEC-VB	0+0+2	-	25	25	1
9	BBA.1.7	Office Management / Business Organisation	OEC	3+0+0	50	50	100	3
SUB-TOTAL I					400	350	750	25

II SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
10	Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
11	Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
12	BBA.2.1	Financial Accounting and Reporting	DSC	3+0+2	60	40	100	4
13	BBA.2.2	Human Resource Management	DSC	4+0+0	60	40	100	4
14	BBA.2.3	Business Mathematics/ Business Environment	DSC	3+0+2	60	40	100	4
15	BBA.2.4	Environmental Studies	AECC	2+0+0	50	50	100	2
16	BBA.2.5	Sports	SEC-VB	0+0+2	-	25	25	1
17	BBA.2.6	NCC/NSS/R&R,S&G/Cultural	SEC-VB	0+0+2	-	25	25	1
18	BBA.2.7	People Management / Retail Management	OEC	3+0+0	50	50	100	3
SUB –TOTAL II					400	350	750	25

Name of the Program: BBA Course Code: BBA 1.1 Name of the Course: MANAGEMENT PRINCIPLES AND PRACTICE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & field work etc..		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • The ability to understand concepts of business management, principles and functions of management. • The ability to explain the process of planning and decision making. • The ability to create organization structures based on authority, task and responsibilities and understands organizational behavior, avoid conflicts, accept change and work in groups. • The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles. • The ability to understand the requirement of good control system and control techniques. 		
Syllabus:		Hours
Module 1: INTRODUCTION TO BUSINESS & MANAGEMENT		10
Introduction to Business, Forms of Business Organization, their merits, limitations and formation-Meaning Nature and Characteristics of Management Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
Module 2: PLANNING AND DECISION MAKING		08
Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only).		
Module 3: ORGANIZING AND STAFFING		16
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control. Staffing: Introduction, Meaning, Nature, Importance, Staffing Process		
Module 4: DIRECTING AND COMMUNICATING		12
Meaning and Nature of Direction, Principles of Direction. Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication		
Module 5: COORDINATING AND CONTROLLING		10
Coordination-Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).		
Skill Development Activities: <ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book. • Draft different types of Organization structure. • Draft Control charts. 		

Books for Reference:

- Stephen P. Robbins, Management, Pearson
- Koontz and O'Donnell, Management, McGraw Hill.
- LM Prasad, Principles of Management, Sultan Chand and Sons
- V.S.PRao/Bajaj, Management, Process and organization, Excel Books.GH25
- Appanniah and Reddy, Management, HPH.
- T. Ramaswamy : Principles of Management, HPH.
- Aswathappa : Organisation Behaviour

Note: Latest edition of text books may be used.

Name of the Program: BBA Course Code: BBA 1.2 Name of the Course: FUNDAMENTALS OF BUSINESS ACCOUNTING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classrooms lecture, tutorials, and problem solving.		
Course Outcomes: On successful completion of the course, the student will demonstrate:		
<ul style="list-style-type: none"> •The framework of accounting as well accounting standards. •Ability to pass journal entries and prepare ledger accounts •Ability to prepare subsidiaries books •Ability to prepare trial balance and final accounts of proprietary concern. •Skill to construct final accounts through application of tally. 		
Syllabus:		Hours
Module 1 : INTRODUCTION TO FINANCIAL ACCOUNTING		08
Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles– Accounting Concepts and Accounting Conventions. Accounting Standards – objectives- significance of accounting standards. List of Indian Accounting Standards.		
Module 2: ACCOUNTING PROCESS		12
Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.		
Module 3: SUBSIDIARY BOOKS		14
Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book) Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)		
Module 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN		10
Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.		
Module 5: ACCOUNTING SOFTWARE		12
Introduction-meaning of accounting software, types of accounting software-accounting software, Tally-Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration - voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.		

Skill Developments Activities:

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

Books for Reference:

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

Note: Latest edition of text books may be used.

Name of the Program: BBA Course Code: BBA 1.3 Name of the Course: MARKETING MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies & Fieldwork etc.,		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • Understand the concepts and functions of marketing. • Analyze marketing environment impacting the business. • Segment the market and understand the consumer behavior • Describe the 4P's of marketing and also strategize marketing mix • Describe 7P's of service marketing mix. 		
Syllabus:		Hours
Module 1: INTRODUCTION TO MARKETING		10
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).		
Module 2: MARKETING ENVIRONMENT		10
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
Module 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR		10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.		
Module 4: MARKETING MIX		20
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution– Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion –Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)		

Module 5: SERVICES MARKETING	06
<p>Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Two cases on the above syllabus should be analyzed and recorded in the skill development. • Design a logo and tagline for a product of your choice • Develop an advertisement copy for a product. • Prepare a chart for distribution network for different products. 	
<p>Books for Reference:</p> <ul style="list-style-type: none"> • Philip Kotler, Marketing Management, Prentice Hall. • Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI • William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education. • Bose Biplab, Marketing Management, Himalaya Publishers. • J.C. Gandhi, Marketing Management, Tata McGraw Hill. • Ramesh and Jayanti Prasad: Marketing Management, I.K. International • Sontakki, Marketing Management, Kalyani Publishers. • P N Reddy and Appanniah, Marketing Management <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA Course Code: BBA 1.7.1 Name of the Course: OFFICE MANAGEMENT (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • An understanding of basic knowledge of office organization and management • Skills in effective office organization • Ability to maintain office records • Ability to maintain digital record. • Understanding of different types of organisation structures and responsibilities as future office managers. 		
Syllabus:		Hours
Module 1: FUNDAMENTALS OF OFFICE MANAGEMENT		06
Introduction: Meaning, importance and functions of modern office, Modern Office Organization: Meaning; Steps in office organization; Principles of Office organization, Organization structure types, Nature of office services: Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office management: Meaning, Elements and major processes of Office management Office Manager: Functions and qualifications of Office manager.		
Module 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES		06
Office Accommodation and its Importance: Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, Office Lay-out: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. Types of offices: Open Office and Private Office- advantages and disadvantages.		
Module 3: OFFICE ENVIRONMENT		10
Meaning and Components of Office Environment, Interior Decoration: Colour conditioning, Floor Coverings, Furnishings, Furniture and Fixtures: Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture Lighting and Ventilation, Noise: Internal Noise, External Noise, Cleanliness, Sanitation and Health, Safety and Security		
Module 4: RECORDS MANAGEMENT		10
Introduction to records: Importance of records, types of office records, Records Management: Meaning, Principles of Record Keeping, Functions of 'Records Management Filing: Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. Filing Methods: Horizontal Filing - Meaning, types and advantages, Vertical Filing- Meaning, equipment used, advantage and disadvantages. Centralization and Decentralization of Filing- Centralized filing and Decentralized Filing Office manual: contents, Importance, types of office manuals. Indexing: Meaning, importance, advantages and essentials of good indexing, type of index Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.		

Module 5: OFFICE MECHANISATION AND DATA PROCESSING	10
<p>Meaning, Importance and Objectives of Office Mechanisation, Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation Kinds of Office Machines: Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines, Introduction to Data and Information: Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Life cycle (chart), Data Collection Methods- Primary and secondary data collection methods, Data presentation Methods of Presentation of Data, Data processing using computers: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office Management, Advantages and Limitations of Computerisation.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Visit an office and enlist the different types of machines used in the office • Identify the different types of stationery used in offices today • Draw a data life cycle chart • Draw charts indicating different types of office layouts. 	
<p>Books for Reference:</p> <ul style="list-style-type: none"> • S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd • M.ETHakuram Rao, Office organisation and Management, Atlantic • Judith Read, Mary LeaGinn,Record Management, 10th Edition, Cengage Learning. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA Course Code: BBA 1.7.2 Name of the Course: BUSINESS ORGANISATION (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • Understand the nature, objectives and social responsibilities of business • Describe the different forms of organizations • Understand the basic concepts of Management • Understand the functions of management. • Understand the different types of business combinations 		
Syllabus:		Hours
Module 1: INTRODUCTION TO BUSINESS		08
Business: Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.		
Module 2: FORMS OF BUSINESS ORGANIZATION		12
Sole Proprietorship: Definition, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Feature, Merits and Demerits.		
Module 3 : PUBLIC ENTERPRISES		08
Departmental Undertaking: Definition, Features, Merits and Demerits. Public Corporations: Definition, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits		
Module 4: BUSINESS FUNCTIONS		08
Functional Areas of Management Marketing Management: Marketing Concepts; Marketing Mix; Product Life Cycle; Pricing Policies and Practices Financial Management: Concept and Objectives; Sources of Funds – Equity Shares, Debentures, Venture Capital and Lease Finance. Securities Market, Role of SEBI. Human Resource Management: Concept and Functions; Basic Dynamics of Employer - Employee Relations. Retention and disposal of files: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.		

Module 5: MANAGEMENT OF ORGANIZATIONS	06
<p>Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of Management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> • Prepare a Partnership deed. • Draw a business tree. • Make a list of 10 PSUs. • Prepare a list of different types of business combinations. • Prepare an Organization chart. 	
<p>Books for Reference:</p> <ul style="list-style-type: none"> • CB.Gupta- Business Organisation and Management, Sultan Chand & Sons. • Dr.S.C.Saxena-Business Administration & Management, Sahitya Bhawan. • M.C.Shukla- Business Organisation and Management. S Chand& Company Pvt .Ltd. • S.A Sherlekar - Business Organization, Himalaya Publishing House. • Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons. • R.K. Sharma, Business Organisation & Management Kalyani Publishers • Dr. I.M. Sahai, Dr. Padmakar Asthana,“ Business Organisation & Administration“, Sahitya Bhawan Publications Agra. <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA Course Code: BBA 2.1 Name of the Course: FINANCIAL ACCOUNTING AND REPORTING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56Hrs.
Pedagogy: Class room's lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will be able to <ul style="list-style-type: none"> • To able to prepare final accounts of partnership firms • Understand the process of public issue of shares and accounting for the same • Prepare final accounts of joint stock companies. • Prepare and evaluate vertical and horizontal analysis of financial statements. • Understand company's annual reports. 		
Syllabus:		Hours
Module 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM		12
Meaning of Partnership Firm, Partnership deed-clauses in Partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet.		
Module 2: VALUATION OF GOODWILL		8
Goodwill- Nature, Factors influencing goodwill, circumstances of valuation of goodwill, methods of valuation of goodwill (Average and super profit methods only)		
Module 3: FINAL ACCOUNTS OF JOINT STOCK COMPANIES		14
Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Problems).		
Module 4: FINANCIAL STATEMENTS ANALYSIS		12
Financial statement analysis: Meaning, types of analysis, techniques of financial statement analysis- Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet– Trend Percentages. (Analysis and Interpretation)		

Module 5: CORPORATE FINANCIAL REPORTING	10
<p>Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only), Role and Significance of above components of corporate financial report.</p>	
<p>Skill Developments Activities:</p> <ul style="list-style-type: none"> ● Collect financial statement of a company for five years and analyse the same using trend analysis. ● Refer annual reports of two companies and list out the components. ● Draft a partnership deed as per Partnership Act. ● List out the accounting policies in annual report of the company 	
<p><i>Books for Reference:</i></p> <ol style="list-style-type: none"> 1. Anil Kumar & Others – Financial Accounting & Reporting, HPH 2. M.A.Arunachalam&K.S.Raman: Advanced Accountancy 3. B.S. Raman, Advanced Accountancy Vol II 4. V.K. Goyal, Financial Accounting 2nd Edition 5. Shukla and Grewal, Advanced Accountancy 6. Gupta and Radhaswamy, Advanced Accountancy Vol I& II 7. Agarwal and Jain, Advanced financial Accounting 8. Guruprasad Murthy : Financial Accounting 9. Maheshwari, Advanced Accountancy Vol I & II 10. B.M. Lal Nigam & G.L. Sharma, Advanced Accountancy 11. S.N. Maheshwari& S.K. Maheshwari, Financial Accounting <p>Note: Latest edition of text books may be used.</p>	

Name of the Program: BBA Course Code: BBA 2.2 Name of the Course: HUMAN RESOURCE MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • Ability to describe the role and responsibility of Human resources management functions on business • Ability to describe HRP, Recruitment and Selection process • Ability to describe to induction, training, and compensation aspects. • Ability to explain performance appraisal and its process. • Ability to demonstrate Employee Engagement and Psychological Contract. 		
Syllabus:		Hours
Module 1: INTRODUCTION TO HUMAN RESOURCE MANAGEMENT		10
Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices.		
Module 2 HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION		14
Human Resource Planning: Meaning and Importance of Human Resource Planning, Process of HRP, HR Demand Forecasting- Meaning and Techniques (Meanings Only) and HR supply forecasting, Succession Planning – Meaning and Features, Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features.		
Module 3: INDUCTION, TRAINING AND COMPENSATION		10
Induction: Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.		
Module 4: PERFORMANCE APPRAISAL, PROMOTION & TRANSFERS		14
Performance appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing		
Module 5: EMPLOYEE ENGAGEMENT AND PSYCHOLOGICAL CONTRACT		08
Employee Engagement (EE): Meaning and Types of EE, Drivers of Engagement – Measurement of EE, Benefits of EE. Psychological contract: Meaning and features		

Skill Developments Activities:

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

Books for Reference:

- Aswathappa, Human Resource Management, McGraw Hill Edwin Flippo, Personnel Management, McGrawHill C.B.Mamoria, Personnel Management ,HPH
- Subba Rao, Personnel and Human Resources Management, HPH Reddy & Appanniah, Human Resource Management, HPH Madhurimalal, Human Resource Management, HPH
- S.Sadri & Others: Geometry of HR, HPH Rajkumar: Human Resource Management I.K. Intl
- Michael Porter, HRM and Human Relations, Juta & Co. Ltd.
- K. Venkataramana, Human Resource Management, SHBP Chartered Accountants of India, New Delhi.

Note: Latest edition of text books may be used.

Name of the Program: BBA Course Code: BBA 2.3.1 Name of the Course: BUSINESS MATHEMATICS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Class room's lectures, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the student will demonstrate: <ul style="list-style-type: none"> • The Understanding of the basic concepts of business mathematics and apply them to create, solve and interpret application areas in business • Ability to solve problems on various types of equation. • Ability to solve problems on Matrices and execute the laws of indices, law of logarithm and evaluate them. • Ability to apply the concept of simple interest and compound interest and bills discounted • Ability to solve problems on Arithmetic progression, Geometric progression and construct logical application of these concepts. 		
Syllabus:		Hours
Module 1: THEORY OF EQUATIONS		10
Introduction business mathematics and its importance – Equations - Meaning - Types of Equations – Simple/ Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only. Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems.		
Module 2 : MATRICES AND DETERMINANTS		08
Meaning – types – operation on matrices – addition – subtraction and multiplication of two matrices – transpose – determinants – minor of an element – co-factor of an element – inverse – crammers rule in two variables – problems.		
Module 3: INDICES AND LOGARITHMS		08
Indices and Logarithms: Meaning- Basic Laws of Indices and their application for simplification. Laws of Logarithms – Common Logarithm, Application of Log Table for Simplification.		
Module 4: COMMERCIAL ARITHMETIC		16
Simple Interest, Compound Interest including yearly and half yearly calculations, Annuities, Percentages, Bills Discounting, Ratios and proportions, duplicate-triplicate and sub- duplicate of a ratio. Proportions: third, fourth and inverse proportion - problems.		
Module 5: PROGRESSIONS		14
Progressions: Arithmetic Progression - Finding the „nth term of AP and Sum to nth term of AP. Insertion of Arithmetic Mean. Geometric Progression – Finding the „n“th term of GP and sum to „n“ the term of GP and insertion of Geometric Mean.		
Skill Developments Activities: <ul style="list-style-type: none"> • Develop an Amortization Table for Loan Amount – EMI Calculation. • Secondary overhead distribution summary using Simultaneous Equations Method. • Application of Matrix in Business Problems 		

Books for Reference:

- R.G.Saha and Others—Methods and Techniques for Business Decisions, VBH Dr. Sancheti and Kapoor: Business Mathematics and Statistics, Sultan Chand Zamarudeen:
- Business Mathematics, Vikas
- Madappa, mahadiHassan, M.IqbalTaiyab—Business Mathematics, Subhash
- G.R. Veena and Seema: Business Mathematics and Statistics I.K. International Publishers
- Gupta Statistical methods, Sultan chand Publishers

Note: Latest edition of text books may be used.

Name of the Program: BBA Course Code: BBA 2.3.2 Name of the Course: BUSINESS ENVIRONMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Class room's lecture, tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • An Understanding of components of business environment. • Analyse the environmental factors influencing business organisation. • Demonstrate Competitive structure analysis for select industry. • Explain the impact of fiscal policy and monetary policy on business. • Analyse the impact of economic environmental factors on business. 		
Syllabus:		Hours
Module 1: INTRODUCTION BUSINESS ENVIRONMENT		12
Meaning of business, scope and objectives of Business, business environment, Micro and Macro-environment of business (Social, cultural, economic, political, legal, technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.		
Module 2 : GOVERNMENT AND LEGAL ENVIRONMENT		12
Government Functions of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and Industrial policy on business. Legal environment - Various laws affecting Indian businesses		
Module 3: ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT		14
An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. Globalisation of business; meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc..		
Module 4: TECHNOLOGICAL ENVIRONMENT		10
Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological acquisition modes, IT revolution and business, Management of Technology.		
Module 5: NATURAL ENVIRONMENT		08
Meaning and nature of physical environment. Impact of Natural environment on business.		
Skill Developments Activities: <ul style="list-style-type: none"> • List out key features of recent monetary policy published by RBI impacting businesses. • Give your observation as to how technology has helped society. • Draft Five Forces Model for Imaginary business. • Identify the benefits of Digital transformation in India. 		

Books for Reference:

- Dr. K Ashwatappa: Essentials of Business Environment
- Sundaram & Black: The International Business Environment; Prentice Hall
- Chidambaram: Business Environment; Vikas Publishing
- Upadhyay, S: Business Environment, Asia Books
- Chopra, BK: Business Environment in India, Everest Publishing
- Suresh Bedi: Business Environment, Excel Books
- Economic Environment of Business by M. Ashikary.
- Business Environment by Francis Cherrinulam
- Note: Latest edition of text books may be used.

Note: Latest edition of text books may be used.

Name of the Program: BBA Course Code: BBA 2.7.1 Name of the Course: PEOPLE MANAGEMENT(OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • Examine the difference between People Management with Human resource Management • Explain the need for and importance of People Management. • Explain the role of manager in different stages of performance management process • List modern methods of performance and task assessment. • Analyse the factors influencing the work life balance of working individual. 		
Syllabus:		Hours
Module 1: INTRODUCTION TO PEOPLE MANAGEMENT		08
Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, Impact of individual and organizational factors on people management.		
Module 2 : GETTING WORK DONE AND ASSESSMENT AND EVALUATION		08
Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: Meaning, role of a manager in the different stages of the performance management process, Types of performance assessment, Assessment and Evaluation Process, Evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.		
Module 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION		08
Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.		
Module 4: MOTIVATION		10
Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation		
Module 5: MANAGING SELF		08
Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance.		

Skill Developments Activities:

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

Books for Reference:

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

Note: Latest edition of text books may be used.

Name of the Program: BBA Course Code: BBA 2.7.2 Name of the Course: RETAIL MANAGEMENT (OEC)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	42 Hrs.
Pedagogy: Class room lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion of the course, the Student will demonstrate: <ul style="list-style-type: none"> • An understanding of basic knowledge of Retail organisation and management • Skills in effective Retail organisation • The ability to maintain office records • The ability to understand digitalization of retailing. • Understanding of different types of retailing 		
Syllabus:		Hours
Module 1: RETAIL THEORY & PRACTICES RETAIL		08
Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Internationalization and Globalization of Retailing.		
Module 2 : RETAIL MARKETING STRATEGY		08
Introduction, Building Retail Brand, Sales Enhancement Strategies, Business Intelligence, Customer Service, Social Media Marketing, Pricing Strategy, Point of purchase communication, Role of Packaging, Pricing Strategy, Merchandise Management, Private Labels, Retail Promotion, Building Store Loyalty		
Module 3: RETAIL ORGANIZATION & FUNCTIONAL MANAGEMENT		08
Introduction, Classification of Retail Organization, Franchising, Human Resource Management in Retail, Building and Sustaining Relationship in Retailing, Customer relationship Management.		
Module 4: STORE PLANNING		08
Location, Layout, Store Operations: POS (Point of Sale) /Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements		
Module 5: ELECTRONIC RETAILING		10
Introduction, Types of Technology in Retailing, Role of IT in Business; Influencing Parameters for use of IT in Retailing; Efficiency in Operations, Effective Management of Online catalogues; Direct Retailing Methods, Database Management; Data warehousing; Critical Analysis of E-Retailing Strategies; Customer Relationship Management		

Skill Developments Activities:

- Draw a retail organization chart
- Classify different types of retailers
- Conduct a customer satisfaction survey
- Do a SWOC analysis of a retail organization

Books for Reference:

- Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York,
- Berman Berry, Evans J.R.-Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York,
- Lucas G.H., Bush Robert, Gresham Larry- Retailing, Houghton Mifflin Company, Boston
- Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India,
- Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi
- Agarwal, Bansal ,Yadav, Kumar-Retail Management, Pragati Prakashan, Meerut
- Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York.

Note: Latest edition of text books may be used.

