



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)

V SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
31	BBA5.1	Production and Operations Management	DSC -13	4+0+0	60	40	100	4
32	BBA5.2	Income Tax-I	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Banking Law and Practice	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Elective -1 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-1	4+0+0	60	40	100	3
35	BBA5.5	Elective-2 (FN1\MK1\HRM1\DA1\RM1\LSCM1)	DSE-2	4+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel &DBMS) B. Digital Marketing	Vocational-1 <i>Anyone to be chosen</i>	3+0+2	60	40	100	4
37	BBA5.7	Employability Skills / Cyber Security	SEC – VB	1+0+2	30	20	50	2
SUB -TOTAL V					390	260	650	24

VI SEMESTER

SL. NO	COURSE CODE	TITLE OF THE COURSE	CATEGORY OF COURSES	TEACHING HOURS PER WEEK (L+T+P)	SEE	CIE	TOTAL MARKS	CREDITS
38	BBA 6.1	Business Law	DSC	4+0+0	60	40	100	4
39	BBA6.2	Income Tax-II	DSC	3+0+2	60	40	100	4
40	BBA6.3	International Business	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective -1 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE	4+0+0	60	40	100	3
42	BBA6.5	Elective-2 (FN2\MK2\HRM2\DA2\RM2\LSCM2)	DSE	4+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 <i>Anyone to be chosen</i>	3+0+2	60	40	100	4
44	BBA6.7	Internship	I-1	4 weeks	-	50	50	2
SUB- TOTAL VI					360	290	650	24

Note:

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

Acronyms Expanded:

AECC : Ability Enhancement Compulsory Course

DSC ©: Discipline Specific Core (Course)

SEC-SB/VB: Skill Enhancement Course-Skill Based/Value Based

OEC : Open Elective Course

DSE: Discipline Specific Elective

SEE: Semester End Examination

CIE: Continuous Internal Evaluation

L+T+P: Lecture+ Tutorial+ Practical(s)

Note:

Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

Elective Group	V SEMESTER		VI SEMESTER	
	Code	Paper-1	Code	Paper-2
Finance	FN1	Advanced Corporate Financial Management	FN2	Security Analysis and Portfolio Management
Marketing	MK1	Consumer Behavior	MK2	Advertising and Media Management
Human Resource Management	HRM1	Compensation and Performance Management	HRM2	Cultural Diversity at Workplace
Data Analytics	DA1	Financial Analytics	DA2	Marketing Analytics
Retail Management	RM1	Fundamentals of Retail Management	RM2	Retail Operations Management
Logistics And Supply Chain Management	LSCM1	Freight Transport Management	LSCM2	Sourcing for Logistics and Supply Chain Management

Note: Students have to choose Two Electives in V Semester and continue with the same Elective combinations in VI Semester.

INTERNSHIP**Objectives:**

- To enhance the classroom learning
- To provide training and experiential learning opportunities for students
- To provide an opportunity to apply knowledge and skills acquired by the students in the classroom to a professional context.

Guidelines to the institution:

- Each student will have to work in a Business Organization for at least 4 weeks after their V Semester Examination. In case the student doesn't get permission from any Business Organisation, based on the recommendation of guide the student can work on secondary data and submit the report.
- The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in the internship process.
- The students must submit the Certificate for completion of internship by the organization to the college along with a brief report of not less than 25 pages. The report should contain details of the organization, nature of business, and a write up on the learning outcome from the internship carried out by them.
- The internship report must include the chapters indicated below:

Internship Report Format (Contents)**Chapter 1 INTRODUCTION**

In this section, give the purpose of the summer internship, reasons for choosing the location and company, and general information regarding the nature of work you carried out.

Chapter 2 DESCRIPTION OF THE COMPANY

Location and spread of the company
Number of employees
Divisions of the company
Main functions of the company
Customer profile and market share
Key financial highlights
Administrative structure etc

Chapter 3 BUSINESS MODEL

Describe the business model i.e., how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts.

Chapter 4 PROBLEM STATEMENT

What is the problem you are solving, and what are the reasons and causes of this problem. Provide the possible solution for the problem. It is very important that majority of what you write should be based on what you did and observed that truly belongs to the company/industry/organization

Chapter 5 LEARNING OUTCOMES & CONCLUSION

Summarize the learning outcomes of the internship. Present your observations and contributions. Give a brief conclusion.

Other Specifications:

- Size of Inernship Report: 25-30 Pages on A4 Size Paper Typed Single Space
- Font – Times New Roman
- Font size – 12

- Binding – Soft bind
- No. of internship report copies to be prepared: 3

Marks Allocation:

- 30 Marks for the Internship Report and 20 Marks for Presentation and Viva-Voce examination.
- Viva-Voce shall be conducted at the end of the semester, by the external faculty, from among the panel of examiners identified by the College.
- The Institution should send the marks to the University along with IA Marks scored by them in the VI Semester.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.1 Name of the Course: Production and Operations		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to a) Understand ever growing importance of Production and Operations Management in uncertain business environment. b) Gain an in-depth understanding of Plant Location and Layout c) Appreciate the unique challenges faced by firms in Inventory Management. d) Understand the subject as to Production Planning and Control. e) Develop skills to operate competitively in the current business scenario.		
Syllabus		Hours
Module No.1: Introduction to Production and Operations Management		12
Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations management: Concept and Functions		
Module No. 2: Plant Location and layout		10
Meaning and definition –Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting, Air Conditioning and Safety.		
Module No. 3: Production Planning and Control		12
Meaning and Definition-Characteristics of Production Planning and Control, Objectives of Production Planning and Control, Stages of Production Planning and Control, Scope of Production Planning & Control, Factors Affecting Production Planning and Control, Production Planning System.		
Module No. 4: Inventory Management		12
Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.		
Module 5: Maintenance and Waste Management		10
Introduction – Meaning – Objectives – Types of maintenance, Breakdown, Spares planning and		

control, Preventive routine, Relative Advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Maintenance Methods - Waste Management–Scrap and surplus disposal, Salvage and recovery.

Skill Development Activities:

1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout
3. Describe the Functions of Quality Circles in an industry
4. List out the Functions of Inventory Management in an organization.

Books for Reference:

1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
2. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla & Patel: Production & Operations Management, HPH.
8. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing
9. Dr. L. N.Agarwal and Dr. K.C. Jain, Production Management
10. Thomas E. Morton, Production Operations Management, South Western College.

Note: Latest edition of books may be used.

Name of The Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.2 Name of the Course: Income Tax – I		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Comprehend the procedure for computation of Total Income and tax liability of an individual. b) Understand the provisions for determining the residential status of an Individual. c) Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits. d) Compute the income house property for different categories of house property. e) Comprehend PAN, TDS & advances tax Ruling		
Syllabus		Hours
Module 1: Basic Concepts of Income Tax		12
Introduction –Meaning of tax-, types of taxes, and cannons of taxation. Brief history of Indian Income Tax, Legal framework of taxation. Important definitions: Assesse, Assessment, Assessment year, Previous year including exceptions, Person, Income, Casual Income, Gross total income, Total income, Agricultural income (Simple Problems). Exempted incomes of an individual under section 10.		
Module 2: Residential Status and Incidence of Tax		10
Introduction – Residential status: Meaning, Basic and Additional conditions u/s 6 including exceptions. Determination of residential status of an individual (Problems). Incidence of tax (Problems)		
Module 3: Income from Salary		16
Introduction – Meaning: Salary, Basis of charge, Allowances, Perquisites, Provident Fund, deductions u/s 16- Retirement Benefits – Gratuity, pension and Leave salary and Problems on Computation of Taxable Salary (excluding retirement concepts)		
Module 4: Income from House Property		10
Introduction - Basis for charge. Annual Value: Determination of Gross and Net Annual Value, Types of House property, Deductions u/s 24, Composite rent, Vacancy Allowance, Unrealized Rent and its recovery – Problems on pre-construction interest and Problems on Computation of Taxable Income from House Property.		
Module 5: PAN, Tax Deduction at Sources & Advance Tax		08

Permanent Account Number - Meaning, Procedure for obtaining PAN and transactions were quoting of PAN is compulsory. Income Tax Authorities their Powers and duties -Theory only.

Tax Deduction at Source (TDS): Introduction - Meaning- Provisions – Theory only.
Advance Tax: Meaning - Provisions of advance tax Instalment of advance tax and due dates - Theory only

Skill Development Activities:

1. Prepare a slab rates chart for different Individual assesses.
2. Visit any Chartered Accountant office Collect and record the procedure involved in filing the Income tax returns of an Individual.
3. List out any 10 Incomes exempt from tax of an Individual.
4. Prepare the list of perquisites received by an employee in an organization.
5. Identify and collect various enclosures pertaining to Income tax returns of an individual.
6. Any other activities, which are relevant to the course.

Books for References:

1. Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
2. Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
3. Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
4. Bhagawathi Prasad, Direct Taxes.
5. B.Mariyappa, Income tax Law and Practice-I, Himalaya Publishing House. New Delhi
6. Dr. Saha, Law and Practice of Income Tax, Himalaya Publishing House.
7. Dr Swaminathan , Income Tax – Kalyani Publications

Note: Latest edition of text books may be used.

Name of The Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.3 Name of the Course: Banking Law and Practice		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the legal aspects of banker and customer relationship. b) Open the different types of accounts. c) Describe the various operations of banks. d) Understand the different types of crossing of cheques and endorsement. e) Understanding of different types of E-payments.		
Syllabus		Hours
Module 1: Banker and Customer		16
A) Banker and Customer Relationship: Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer). B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.		
Module 2: Banking Operations.		08
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.		
Module 3: Paying Banker		12
Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonour of Cheque - Grounds for Dishonour of cheque.		
Module 4: Lending Operations		12
Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan; Non-Performing Asset (NPA): Meaning, circumstances & impact.		

Module 5: Banking Innovations	08
<p>New technology in Banking – E-services – plastic cards. Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Collect and paste pay in slip for SB A/c and Current a/c. 2. Draw a specimen of a crossed cheque. 3. List out different types of customers and collect KYC documents required for loan 4. List out various fee-based services offered by a bank in your locality 5. List out application-based payment systems provided by a commercial bank. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Gordon & Natarajan: Banking Theory Law and Practice, HPH. 2. Maheshwari. S.N.: Banking Law and Practice, Vikas Publication. 3. Kothari N. M: Law and Practice of Banking. 4. Tannan M.L: Banking Law and Practice in India, Indian Law House 5. S. P Srivastava: Banking Theory & Practice, Anmol Publications. 6. Sheldon H.P: Practice and Law of Banking. 7. Neelam C Gulati: Principles of Banking Management. 8. Dr. Alice Mani: Banking Law and Operation, SB. <p>Note: Latest edition of Reference Books may be used</p>	

Name of The Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: BBA FN1 Name of the Course: Advanced Corporate Financial Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand and determine the overall cost of capital. b) Comprehend the different advanced capital budgeting techniques. c) Understand the importance of dividend decisions and dividend theories. d) Evaluate mergers and acquisition. e) Enable the ethical and governance issues in financial management.		
Syllabus		Hours
Module 1: Cost of Capital and Capital Structure Theories		16
Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital– Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. Theories of capital structures: The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems.		
Module 2: Risk Analysis in Capital Budgeting		12
Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems. .		
Module 3: Dividend Decision & Theories of Dividend.		14
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Polices – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.		
Module 4: Mergers and Acquisitions		06
Meaning - Reasons – Types of Combinations - Types of Merger – Motives and Benefits of Merger – Financial Evaluation of a Merger - Merger Negotiations – Leverage buyout, Management Buyout. P/E Ratio: Meaning and Significance (Theory only)		
Module 5: Ethical and Governance Issues		08
Introduction to Ethical and Governance Issues: Fundamental Principles, Ethical Issues in Financial		

Management, Agency Relationship, Transaction Cost Theory, Governance Structures and Policies, Social and Environmental Issues, Purpose and Content of an Integrated Report.(Theory only)

Skill Development Activities:

1. Visit an organisation in your town and collect data about the financial objectives.
2. Compute the specific cost and Weighted average cost of capital of an
3. Organisation, you have visited.
4. Case analysis of some live merger reported in business magazines.
5. Meet the financial manager of any company, discuss ethical issues in financial management.
6. Collect the data relating to dividend policies practices by any two companies.
7. Any other activities, which are relevant to the course.

Books for References:

1. I M Pandey, Financial management, Vikas publications, New Delhi.
2. Abrish Guptha, Financial management, Pearson.
3. Khan & Jain, Basic Financial Management, TMH, New Delhi.
4. S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
5. Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
6. B.Mariyappa, Advanced Financial Management, Himalaya Publishing House, New Delhi.
7. Ravi M Kishore, Financial Management, Taxman Publications
8. Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

Note: Latest edition of Reference Books may be used

Name of The Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: BBA MK 1 Name of the Course: Consumer Behaviour		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understanding of Consumer Behaviour towards products, brands and services. b) Distinguish between different consumer behaviour influences and their relationships. c) Establish the relevance of consumer behaviour theories and concepts to marketing decisions. d) Implement appropriate combinations of theories and concepts. e) Recognise social and ethical implications of marketing actions on consumer behaviour.		
Syllabus		Hours
Module 1: Introduction to Consumer Behaviour		14
Meaning and Definition, Need for study of Consumer Behaviour. Applications in Marketing, Consumer research process –Understanding consumer through Research process. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.		
Module 2: Individual Determinants of Consumer Behaviour		10
Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.		
Module 3: Environmental Determinants of Consumer Behaviour		12
Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person’s Age, Life cycle stage, Occupational and economic circumstances.		
Module 4: Consumer's Decision-Making Process		10
Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making- Models of consumer decision making.		
Module 5: Consumer Satisfaction & Consumerism		10
Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of		

Consumer Dissatisfaction; Dealing with Consumer Complaint. Concept of Consumerism; Consumerism in India; Reasons for Growth of Consumerism in India.

Skill Development Activities:

1. Collect information on behaviour of consumers at an unorganized retail Outlets.
2. Prepare a questionnaire to conduct consumer survey to assets the important factor motivates their purchase like mobile, shoes, bags etc
3. Collect and record feedback on customer satisfaction online shoeing
4. Write a report on the marketing problem faced by an organization of your choice.
5. Visit any three local restaurants and assess how each attracts clients in different stages of the family life cycle.

Books for References:

1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000.
2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
3. Batra/Kazmi; Consumer Behaviour.
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993.
5. K. Venkatramana, Consumer Behaviour, SHBP.
6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.
9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
10. Sontakki; Consumer Behaviour, HPH.
11. Schiffman; Consumer Behaviour, Pearson Education.

Note: Latest edition of Reference Books may be used.

Name of The Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: BBA HRM1 Name of the Course: Compensation and Performance Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the concepts of Compensation management. b) Describe job evaluation and its methods. c) Evaluate the different methods of wages. d) Describe performance management and methods of performance management. e) Preparation of Payroll.		
Syllabus		Hours
Module 1: Introduction to Compensation Management		12
Compensation - Definition - Classification - Types - Wages, Salary, Benefits, DA, Consolidated Pay; Equity based programs, Commission, Reward, Remuneration, Bonus, Short term and Long term Incentives, Social Security, Retirement Plan, Pension Plans, Profit Sharing Plan, Stock Bonus Plan, ESOP ,Employer Benefits and Employer Costs for ESOP, Individual Retirement Account, Savings Incentive Match Plan for Employees. Compensation Management- Compensation and Non-compensation Dimensions, 3-P Concept in Compensation Management, Compensation Strategy: Organizational and External Factors Affecting Compensation Strategies		
Module 2: Job Evaluation		08
Definition of Job Evaluation, Major Decisions in Job Evaluation, Job Evaluation Methods: Point Factor Method, Combining Point factor and Factor Comparison Methods, Job Evaluation Committee, Factor Evaluation System (FES), Using FES to determine Job Worth, Position Evaluation Statements.		
Module 3: Wage and Salary Administration		12
Theories of Wages - Wage Structure - Wage Fixation - Wage Payment - Salary Administration. Difference between Salary and Wages - Basis for Compensation Fixation- Components of Wages: Basic Wages, Overtime Wages, Dearness Allowance - Basis for calculation: Time Rate Wages and Efficiency Based Wages - Incentive Schemes: Individual Bonus Schemes, Group Bonus Schemes - Preparation of Pay Roll		

Module 4: Performance Management	14
<p>Performance Management: Meaning & Definition, Importance, Aims and Purpose. Employee Engagement and Performance Management, Principles and Dimensions of Performance Management</p> <p>Performance Appraisal Methods: Traditional Methods & Modern Methods. Ethics in Performance Appraisal.</p> <p>Performance Appraisal Feedback: Role, Types and Principles, Levels of Performance Feedback, 360-Degree Appraisal.</p>	
Module 5: Issues in Performance Management	10
<p>Team Performance Management, Performance Management and Learning Organizations - Performance Management and Virtual Teams, Role of Line Managers in Performance Management, Performance Management and Reward, Linking Performance to Pay –A Simple System Using Pay Band, Linking Performance to Total Reward, Challenges of Linking Performance and Reward.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. List the various components of total compensation in Multinational Companies. 2. Construct a questionnaire for a salary survey on nurses. 3. Design a performance appraisal plan using any Modern Performance Appraisal Tool for an IT company. 4. Study any one contemporary practice of Performance Management System (Balance scorecard, Lean Management, BPRE, Six Sigma and so on) <p>Books for References:</p> <ol style="list-style-type: none"> 1. Joseph J. Martocchio, Strategic Compensation, 3rd Edition, Pearson Education 2. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House. 3. Milkovich & Newman, Compensation, Tata McGraw Hill 4. Richard I. Anderson , Compensation Management in Knowledge based world, 10th edition, Pearson Education 5. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press. 6. Aguinis Herman, Performance Management, 2nd Edition, 2009 Pearson Education, New Delhi. 7. Aziz A, Performance Appraisal: Accounting and Quantitative Approaches, 1993, Pointer. 8. Bhatia S.K, Performance Management: Concepts, Practices and Strategies for Organisation Success, 2007, Deep & Deep, New Delhi. 9. BD Singh, Compensation & Reward Management, Excel Books 10. Cardy R.L, Performance Management: Concepts, Skills and Exercises, 1st Edition, 2008, PHI, New Delhi. 11. Goel Dewkar, Performance Appraisal and Compensation Management: A Modern Approach, 2nd Edition, 2008, PHI, New Delhi. 12. Sarma A.M, Performance Management System, 1st Edition, 2008, Himalaya Pub, Mumbai. <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration (BBA) Data Analytics Elective Course Code: BBA DA1 Name of the Course: Financial Analytics		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Analyze and model financial data. b) Access the different open-source domains. c) Evaluate and build model on time series data. d) Execute the statistical analysis using python.		
Syllabus		Hours
Module 1: Introduction to Financial Analytics		10
Introduction, Meaning, Importance, Uses and Features- Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).		
Module 2: Access to Financial Data Using Latest Technology		10
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).		
Module 3: Introduction to Time Series Modelling		12
Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s non stationary data (detailed explanation with examples) computing return series data (simple returns and logarithm returns) (using Excel).		
Module 4: Introduction to Python		12
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAs (financial examples), data preparation for time series data.		
Module 5: Python for Finance		12
Descriptive statistics, Time series graphs in Python, understanding between correlation and		

covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.

Skill Development Activities:

- a) Explain the Different types of trends in time series data.
- b) Explain the assumptions of regressions.
- c) List out public domain data base.
- d) List out recent FINTECH companies.

Books for References:

- 1. Python for finance: Yves hil pisces
- 2. Hands on Data analysis with Pandas: Stefanie molin.
- 3. Hands on Python for finance, Krish Naik, Packt
- 4. Python For Finance, Yuxing Yan, Packt
- 5. Mastering Python for Finance, James Ma Weiming ,Pack Publishing
- 6. Financial Reporting and Financial Statement Analysis,M Hanif , A Mukherjee, McGraw Hill
- 7. Haskell Financial Data Modelling and Predictive Analytics,Pavel Ryzhov,PACKT

Note: Latest edition of Reference Books may be used

Name of The Program: Bachelor of Business Administration (BBA) Retail Management Elective Course Code: BBA RM1 Name of the Course: Fundamentals of Retail Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the Retail Business. b) Understand the business operations in Retailing. c) Formulate the retail strategies of Retail Business. d) Apply the Retailing principles and theories. e) Explore the career opportunities in the Retail sector.		
Syllabus		Hours
Module 1: Introduction to Retail Business		12
Retail: Meaning, Definition & functions. Types of retail ownership: Independent Retailer, Chain Stores, Franchising, Leased departmental stores. Forms of retail business ownership: Vertical Marketing system, Consumer co-operatives. Indian Retail Scenario- Factors influencing retail business in India; Ethical Issues in Retailing; International perspective in retail business- FDI in Indian Organized Retail Sector.		
Module 2: Consumer Behaviour in Retail Business		10
Buying decision process and its implication on retailing –Customer shopping Behavior, Customer service and customer satisfaction. Retail planning process: Factors to consider in preparing a retail business plan – implementation – risk analysis.		
Module 3: Retail Organization and Functional Management		10
Business Models in Retailing, Classification of Retailing Formats, Operational Stages in Retailing, Factors influencing Location of stores, Stores Designing, Space planning, Inventory Management, Merchandising Management, Selection and optimization of Workforce. Retail Accounting and Cash Management.		
Module 4: Retail Marketing Mix		14
Introduction -Product: Decisions related to selection of goods (Merchandise Management) Product Assortment and display, new product launch, PLC in Retailing; Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel, Retail logistics, computerized replenishment system, corporate replenishment Policies. Promotion: Setting objectives, communication effects, promotional mix.; Retail distribution- In Store and Online Store, Factors influencing retail distribution; Human Resource Management in Retailing- Selection and Optimization of work force.		

Module 5: Impact of Information Technology in Retailing	10
<p>Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in e-retailing, Social issues in e-retailing, Ethical issues in e-retailing.</p>	
<p>Skill Development Activities:</p> <p>a) Draw a retail life cycle chart and list the stages. b) Draw a chart showing store operations. c) List out the major functions of a store manager diagrammatically. d) List out the current trends in e-retailing e) List out the Factors Influencing in the location of a New Retail outlet.</p>	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH 3. S.K. Poddar & others – Retail Management, HPH. 4. R.S.Tiwari ; Retail Management, HPH 18 5. Barry Bermans and Joel Evans: "Retail Management – A Strategic Approach", 8th edition 6. A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 2003. 7. Swapna Pradhan :Retailing Management, 2/e, 2007 & 2008, TMH 8. James R. Ogden & Denise T.: Integrated Retail Management 9. A Sivakumar : Retail Marketing , Excel Books 10.Ogden : Biztantra, 2007 11.Levy & Weitz : Retail Management -TMH 5th Edition 2002 12.Rosemary Varley, Mohammed Rafiq-: Retail Management 13.Chetan Bajaj: Retail Management -Oxford Publication. 14.Uniyal & Sinha : Retail Management - Oxford Publications. 15. Arif Sakh ; Retail Management <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Elective Course Code: BBA LSCM 1 Name of the Course: Freight Transport Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the different functions of Commercial transport. b) Analyse pricing and pricing strategy. c) Understand transport administration. d) Understand of transport and export documentations.		
Syllabus		Hours
Module 1: Transport Function		12
Transport functionality: Transport structure and classification, Principles and participants - Transport service: Traditional carriers, package service, ground package service, Air package service - Intermodal Transportation: Piggyback/TOFC/COFC, Containerships, Non-operating intermediaries Modes of Transport : Rail, Water, Pipeline, Air, Motor Carriers.		
Module 2: Transport Economics		12
The structure of Transport Costs and Location of Economic Activities. Demand for transport. Models of Freight and Passenger Demand. Model Choice; Cost Functions in the Transport Sector. Special Problems of Individuals Modes of Transport; Inter-modal condition in the Indian Situation.		
Module 3: Transport Administration		10
Operations management, Consolidation, Negotiation, Control, Auditing and Claim administration, Logistical Integration.		
Module 4: Transport Documentation		12
Transport documents: Delivery order, Dock receipt, Bill of Lading, Freight Bill, Sea way Bill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest. Export documents: BOL, certificate of origin, commercial invoice, consular documents, destination control statement, Dock receipt, EEI, Export license, Export packing list, Free trade documents, inspection certificate, insurance certificate, shipper's letter of instruction.		

Module 5: Pricing	10
<p>Pricing fundamentals – Fundamentals of Pricing, Principle of Pricing, F.O.B Pricing, Delivered pricing - Pricing issues- potential discrimination, quantity discounts, pick up allowances, promotional pricing, menu pricing- platform service pricing, value added service cost, efficiency incentives.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Identify any two products suitable for transportation via Rail, Water, Pipeline, Air, Motor Carriers 2. Identify the best modes of transport for textiles and spices from India to USA 3. Draft a BOL for shipment of goods 4. List out and explain the different kinds of Pricing. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill 2. Sunil Chopra & Peter Meindl, Supply Chain Management, PHI 3. Donald J Bowersox, David J Closs, M Bixby Cooper, Supply Chain Logistics Management- McGraw Hill Education, 3rd Indian Edition. 4. Rahul V Altekar, “Supply Chain Management- Concepts and Cases”, Prentice Hall of India Pvt. Ltd. <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration Course Code: BBA 5.6(A) Vocational Name of the Course: Information Technology for Business		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the fundamentals of information technology b) Understand usage of information technology in business. c) Learn core concepts of computing and modern systems d) Applications of Excel and SQL. e) Awareness about latest information.		
Syllabus		Hours
Module 1: Information Technology and Information System		10
Introduction to IT, Introduction to IS, Difference be IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.		
Module 2: Subsystems of Information System		12
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
Module 3: Database Management System		14
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.		
Module 4: Microsoft Excel in Business		14
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis(Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV,FV, Rate, IRR, DB,SLN,SYD. Logical Functions: IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.		

Module 5: Recent Trends in IT	06
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Creating Database Tables in MS Access and Entering Data 2. Creating Forms in MS Access 3. Creating Reports in MS Access 4. Creating charts in Excel 5. What if analysis in Excel 6. Summarizing data using Pivot Table . 7. VLookup and HLookup Functions 8. Rate of Interest Calculation using Financial Function 9. EMI calculation using Financial Function 10. Data Validation in Excel 11. Sort and Filter 12. Conditional Formatting in Excel. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004. 2. Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998. 3. Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002. 4. C.S.V.Murthy: Management Information Systems, HPH 5. Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001. 6. Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000. 7. Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994. 8. Introduction to Database Systems, CJ Date, Pearson 9. Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGrawHill 3rd Edition. 10. The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson 11. Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition. 12. Fundamentals of Database Systems, Elmasri Navrate Pearson Education 13. Introduction to Database Systems, C.J.Date Pearson Education 14. Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan. 15. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani 16. Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author) <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration Course Code: BBA 5.6 (B) Vocational Name of the Course: Digital Marketing		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Gain knowledge on Digital Marketing , Email marketing and Content marketing. b) Understand Search Engine Optimization tools and techniques c) Gain skills on creation of Google AdWords & Google AdSense d) Gain knowledge on Social Media Marketing and Web Analytics. e) Gain knowledge on YouTube Advertising & Conversions.		
Syllabus		Hours
Module 1: Introduction to Digital Marketing		12
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
Module 2: Search Engine Optimization (SEO)		10
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
Module 3: Google AdWords & Google AdSense		12
Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types , Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding		

techniques – Manual/ Auto , Demographic Targeting / Bidding, CPC-based, CPA based & CPM-based accounts., Google Analytics Individual Qualification (GAIQ), Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.

Module 4: Social Media Marketing (SMM) & Web Analytics

12

Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.

Module 5: Recent Trends in IT

6

YouTube Advertising (Video Ads): YouTube advertising? ,Why should one advertise on YouTube? , Creating YouTube campaigns, Choose the audience for video ads, Instream ads, Invideo ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.

Skill Development Activities:

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

Books for References:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E Neher

Note: Latest edition of Reference Books may be used.

Name of the Program: Bachelor of Business Administration (BBA) Course Code: BBA 5.7 Name of the Course: Employability Skills		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	1+0+2 Hrs	40 Hrs
Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,		
Course Outcomes: On successful completion of the course, the students' will be able to <ol style="list-style-type: none"> a) Have the information on various vacancies notified by Central and State Government authorities as well as Private organizations. b) Solve the problems on quantitative aptitude, logical reasoning and analytical ability. c) Demonstrate the basic computer skills like MS word, MS excel, MS PPTs. Email etiquettes Etc., d) Exhibit the communication and leadership skills. e) Conduct self SWOC analysis and set his career goals. 		
Syllabus:		Hours
Module 1: Competitive Examinations		06
Central Government Examinations: UPSC, SSC, IBPS, LIC, RRB, RBI, NABARD and Department of Posts. Karnataka State Government Examinations: KPSC, KEA, KSPEB. Eligibility criteria for various examinations. Common Examination pattern. Private Organizations: Access vacancies from Naukari.com; Indeed.com; shine.com; linkedin.com etc., Practical: Explore various vacancies notified by the above-stated authorities.		
Module 2: Quantitative aptitude, logical reasoning, and analytical ability		12
Quantitative aptitude: Percentage, Profit or loss calculation, Time and work, Speed and Distance, Ratio and proportion. (Simple problems) Logical Reasoning: Coding and Decoding, Blood Relations, Directions, and Venn Diagram. Analytical Ability: Statement and assumptions and Data interpretation. Practical: Conduct Mock competitive examination for quantitative aptitude, logical reasoning and analytical ability.		
Module 3: Digital Literacy		08
Basic computer skills: MS Word and MS Excel (only layout, basic operations and shortcut keys). MS PowerPoint, Internet and web browsing skills, Email etiquette. Practical: Draft an Email to the HR of a company as an aspirant for the job by attaching your resume.		
Module 4: Soft Skills		08
Communication Skills: Verbal and Non-verbal communication, Effective listening skills, Excellent writing skills, and Presentation skills. Interpersonal Skills: Understanding the importance of teamwork, Conflict resolution, and Building positive relationships with team members. Leadership skills: importance and Effective leadership. Practical: As a team leader write a draft appreciation letter to the team members for the completion of the project successfully.		

Module 5: Career Development and Workplace Etiquette -10hrs	06
<p>Career Development: SWOC analysis for self-assessment, Setting career goals and creating a career plan, Job search strategies, Interview skills, and effective resume writing.</p> <p>Workplace Etiquette: Time Management- importance and strategies for effective time management, Dress code, personal grooming, Office and workplace manners, Meeting etiquette. Work ethics and integrity.</p> <p>Practical: 1. Prepare a resume with at least 2 references. 2. Conduct a mock interview based on the resume prepared by the students.</p>	
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Barun K Mitra, Personality Development and Soft Skills, Oxford university press, New Delhi. 2. Gitangshu Adhikary, Communication and Corporate Etiquette, Notion Press, Mumbai. 3. Seema Gupta, Soft Skills- Interpersonal & Intrapersonal skills development, V&S Publishers, New Delhi. 4. Dr. R S Aggarwal, Quantitative Aptitude, S.Chand Publication, New Delhi. 5. Bittu Kumar, Mastering MS Office, V&S Publisher, New Delhi 6. List of Government Competitive Exams, Jobs & Vacancies (exampur.com) 7. https://www.safalta.com 8. https://sarkaarIService.in <p>Note: Latest edition of books may be used</p>	

Name of The Program: Bachelor of Business Administration Course Code: BBA 6.1 Name of the Course: Business Law		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Comprehend the laws relating to Contracts and its application in business activities. b) Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller. c) Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments. d) Understand the significance of Consumer Protection Act and its features e) Understand the need for Environment Protection.		
Syllabus		Hours
Module 1: Indian Contract Act, 1872		16
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of a contract, Breach of Contract and Remedies to Breach of Contract.		
Module 2: The Sale of Goods Act, 1930		12
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non- owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
Module 3: Negotiable Instruments Act 1881		12
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments –Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
Module 4: Consumer Protection Act 1986		08
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission.		
Module 5: Environment Protection Act 1986		08

Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.

Skill Development Activities:

1. Discuss the case of “Carlill vs Carbolic Smoke Ball Company” case
2. Discuss the case of “Mohori Bibee v/s Dharmodas Ghose”.
3. Briefly narrate any one case law relating to minor.
4. List at least 5 items which can be categorized as „hazardous substance“ according to Environment Protection Act.
5. List out any six cybercrimes.

Cases:

The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –

1. Balfour Vs Balfour
2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo
6. Chinnayya Vs Ramayya
7. Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty
9. Hadley Vs Baxendale

Books for References:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
5. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
6. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
7. Sushma Arora, Business Laws, Taxmann Publications.
8. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
9. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
11. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH
12. N.D. Kapoor, Business Laws, Sultan Chand Publications
13. K. Aswathappa, Business Laws, HPH,
14. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
15. Chanda.P.R, Business Laws, Galgotia Publishing Company

Note: Latest edition of Reference Books may be used.

Name of The Program: Bachelor of Business Administration Course Code: BBA 6.2 Name of the Course: Income Tax – II		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the procedure for computation of income from business and other Profession. b) the provisions for determining the capital gains. c) Compute the income from other sources. d) Demonstrate the computation of total income of an Individual. e) Comprehend the assessment procedure and to know the power of income tax authorities.		
Syllabus		Hours
Module 1: Profits and Gains of Business and Profession		18
Introduction, Meaning and Definition: Business, Profession and Vocation. - Expenses and Losses: Expressly allowed & Disallowed - Incomes: Expressly allowed & Disallowed – Problems on computation of income from business of a sole trading concern - Problems on computation of income from profession: Medical Practitioner, Advocate and Chartered Accountants.		
Module 2: Capital Gains		10
Introduction - Basis for charge - Capital Assets - Types of capital assets – Exempted capital assets -Transfer Meaning - Computation of capital gains – Short term capital gain and Long term capital gain - Exemption under section 54, 54B, 54D, 54EC, 54F, and 54G. Problems covering the above sections.		
Module 3: Income from other Sources		10
Introduction - Incomes taxable under Head income other sources – Securities - Types of Securities - Rules for Grossing up. Ex-interest and cum-interest securities. Bond Washing Transactions - Computation of Income from other Sources.		
Module 4: Deductions u/s 80 and Total of individuals		12
Computation of Total Income - Deductions under Section 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80TTA and 80U applicable to individuals only. Determination of tax liability.		
Module 5: Set-off & Carry Forward of Losses and Assessment Procedure		6
Introduction – Provisions of Set off and Carry Forward of Losses (Theory only). Introduction - Due date of filing returns, Filing of returns by different assesses, E-filing of returns, Types of Assessment.		

Skill Development Activities:

1. Visit any chartered accountant office and identify the procedure involved in the computation of income from profession.
2. List out the different types of capital assets and identify the procedure involved in the computation of tax for the same.
3. List out the steps involved in the computation of income tax from other sources and critically examine the same.
4. Identify the Due date for filing the returns and rate of taxes applicable for individuals.
5. Draw an organization chart of Income Tax department in your locality.
6. Any other activities, which are relevant to the course.

Books for References:

1. Dr. Vinod K. Singhanian: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya BhavanPublication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax.
6. 7 Lecturers – Income Tax – I, VBH
7. Dr.V.Rajesh Kumar and Dr.R.K.Sreekantha: Income Tax – I, Vittam Publications.
8. Dr. B Mariyappa, Income Tax II – HPH.
9. Dr. Swaminathan – Income Tax – Kalyani Publishers

Note: Latest edition of Reference Books may be used.

Name of The Program: Bachelor of Business Administration Course Code: BBA 6.3 Name of the Course: International Business		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the concept of International Business. b) Differentiate the Internal and External International Business Environment. c) Understand the difference MNC and TNC d) Understand the role of International Organisations in International Business. e) Understand International Operations Management.		
Syllabus		Hours
Module 1: Introduction to International Business		12
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location.		
Module 2: International Business Environment		12
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
Module 3: Globalization		12
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.		
Module 4: Organizations Supporting International Business		10
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS.		
Module 5: International Operations Management		10
Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and it's determinants; Expatriation and Repatriation (Meaning only).		

Skill Development Activities:

- a) Tabulate the foreign exchange rate of rupee for dollar and euro currencies for a month
- b) List any two Indian MNC"s along with their products or services offered.
- c) Prepare a chart showing currencies of different countries
- d) Collect and paste any 2 documents used in Import and Export trade.

Books for References:

1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, New Delhi.
2. Francis Cherunilam; International Business, Prentice Hall of India
3. P. SubbaRao – International Business – HPH
4. Sumati Varma. (2013). International Business (1st edi), Pearson.
5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.
6. International Business by Daniel and Radebaugh –Pearson Education

Note: Latest edition of Reference Books may be used.

Name of The Program: Bachelor of Business Administration (BBA) Finance Elective Course Code: BBA FN2 Name of the Course: Security Analysis and Portfolio Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the concept of basics of Investment. b) Evaluate the different types of alternatives. c) Evaluate the portfolio and portfolio management. d) Understand the concept of risk and returns e) Gain the knowledge of fundamental and technical analysis.		
Syllabus		Hours
Module 1: Introduction to Investments		12
Investment: Meaning, Process, Criteria, Elements, Avenues, Types of Investment & Investors, Speculation and Gambling. Factors influencing selection of investment alternatives. Security Market- Meaning & functions. Secondary Market Operations: Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments.		
Module 2: Risk-Return Relationship		8
Meaning of risk, types of risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, annualized return, expected return, investors attitude towards risk and return. (Problems on risk and return)		
Module 3: Fundamental Analysis		12
Investment Analysis, Fundamental Analysis – Macro Economic Analysis, Industry Analysis, Company Analysis		
Module 4: Technical Analysis		12
Meaning of Technical Analysis, Fundamental vs. Technical Analysis, Dow Theory, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.		
Module 5: Portfolio Management		12
Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz’s Model –		

Assumptions – Risk and return optimization – Efficient frontier – Efficient portfolios – Leveraged portfolios – Corner portfolios – Sharpe’s Single Index model – Portfolio-evaluation measures – Sharpe’s Performance Index – Treynor’s Performance Index – Jensen’s Performance Index. (Problems)

Skill Development Activities:

1. Prepare an imaginary investment portfolio for individual with a salary of 10 lakhs per annum.
2. List of 10 companies approached SEBI for IPO
3. Prepare a technical analysis chart on Blue Chip Companies of BSE.
4. Collect information regarding GDRs, ADRs, IDRs and various Bonds and make a chart.
5. Watch market movement for a day and analyze the trend of Nifty-Fifty Index.

Books for References:

1. A. Brahmiah & P. Subba Rao, Financial Futures and Options, HPH.
2. Singh Preeti, Investment Management, HPHG
3. Alexander Fundamental of Investments, Pearson Ed.
4. Hangen: Modern Investment theory. Pearson Ed.
5. Kahn: Technical Analysis – Plain and sample Pearson Ed.
6. Ranganthan: Investment Analysis and Port folio Management.
7. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
8. Alexander, shampe and Bailey – Fundamentals of Investments Prentice Hall of India
9. Newyork Institute of Finance – How the Bond Market work – PHI.
10. Mayo, Investment, Thomason Learning

Note: Latest edition of Reference Books may be used

Name of The Program: Bachelor of Business Administration (BBA) Marketing Elective Course Code: BBA MK 2 Name of the Course: Advertising and Media Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the nature, role, and importance of IMC in marketing strategy Understand effective design and implementation of advertising strategies Present a general understanding of content, structure, and appeal of advertisements Understand ethical challenges related to responsible management of advertising and brand strategy. Evaluate the effectiveness of advertising and agencies role 		
Syllabus		Hours
Module 1: Introduction to Integrated Marketing Communication		12
Integrated marketing communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.		
Module 2: Consumer and Media		12
How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets		
Module 3: Advertising Program		12
Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.		
Module 4: Other Elements of IMC- Sales Promotion, PR, Events and Experiences and Word of Mouth		10
Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication.		

Module 5: Measuring Effectiveness	10
<p>Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies</p>	
<p>Skill Development Activities:</p> <ul style="list-style-type: none"> a) List out ethical issues in Advertisements. b) List out different modes of Advertisement. c) Write a note on guidelines for copywriting. d) List out types of Outdoor Advertisement. e) State the process in selection of Advertisement Agency. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc. 2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0. <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration (BBA) Human Resource Elective Course Code: BBA HRM2 Name of the Course: Cultural Diversity at Work Place		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand, interpret question reflect upon and engage with the notion of “diversity”. b) Recall the cultural diversity at work place in an organization. c) Support the business case for workforce diversity and inclusion. d) Identify diversity and work respecting cross cultural environment. e) Assess contemporary organizational strategies for managing workforce diversity and inclusion.		
Syllabus		Hours
Module 1: Introduction to Diversity		12
Introduction to cultural diversity in organizations, Evolution of Diversity Management, Over View of Diversity, Advantages of Diversity, Identifying characteristics of diversity, Scope- Challenges and issues in diversity management, Understanding the nature of Diversity – Cultural Diversity – Global Organizations- Global Diversity.		
Module 2: Exploring Differences		08
Introduction -Exploring our and others' differences, including sources of our identity. Difference and power: Concepts of prejudice, discrimination, dehumanization and oppression.		
Module 3: Visions of Diversity and Cross Cultural Management		12
Models and visions of diversity in society and organizations: Justice, fairness, and group and individual differences. Cross-Cultural Management: Meaning and Concepts, Frameworks in Cross-Cultural Management: Kluckhohn and Strodtbeck framework, Hofstede’s Cultural Dimensions, Trompenaar’s Dimensions, Schwartz Value Survey, GLOBE study.		
Module 4: Skills and Competencies		12
Skills and competencies for multicultural teams and workplaces/ Organizational assessment and change for diversity and inclusion, Diversity Strategies. Creating Multicultural Organisations.		
Module 5: Recent Trends in Diversity Management		12
Emerging workforce trends–Dual-career couples–Cultural issues in international working on work-life balance–Managing multi-cultural teams: Issues and challenges, Global demographic trends:		

Impact on diversity management, Social psychological perspective on workforce diversity, Diversity Management in IT organizations Contemporary Issues in Workplace Diversity.

Skill Development Activities:

1. Visit any MNCs, identify and report on the cultural diversity in an organization.
2. Interact and List out the ways in which dehumanization done in public/ private sector organization.)
3. Interact with HR Manager of any MNCs, explore and report on cross cultural management.
4. Explore the benefits of multi-cultural organizations.
5. Examine and report on diversity management in select IT organizations.
6. Any other activities, which are relevant to the course.

Books for References:

1. Bell, M.P. (2012). Diversity in organizations (2nd Ed.). Mason, OH: Cengage.
2. Harvey, C.P. & Allard, M.J. (2015). Understanding and managing diversity: Readings, cases, and exercises (6th Ed.). Upper Saddle River, NJ: Pearson.

Note: Latest edition of Reference Books may be used

Name of The Program: Bachelor of Business Administration (BBA) Data Analytics Elective Course Code: BBA DA2 Name of the Course: Marketing Analytics		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources b) Apply marketing analytics to develop predictive marketing dashboard for organization c) Analyse data and develop insights to address strategic marketing challenges d) Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.		
Syllabus		Hours
Module 1: Introduction to Marketing Analytics and Data Mining		10
Introduction to Marketing Analytics, Need of Marketing Analytics, Benefits of Marketing Analytics, Data mining –Definition, Classes of Data mining methods – Grouping methods, Predictive modelling methods, Linking methods to marketing applications. Process model for Data mining – CRISP DM.		
Module 2: Introduction to R		12
About R, Data types and Structures, Data coercion, Data preparation: Merging, Sorting, Splitting, Aggregating, Introduction to R Libraries – How to install and invoke, Introduction to R Graph – Basic R charts – Different types of charts.		
Module 3: Descriptive Analytics		10
Exploratory Data Analysis using summary table and various charts to find the insights, slicing and dicing of the Customer data. Inferential Statistics: T-Test, ANOVA, Chi- Square using marketing data and exploring relationship (Correlation).		
Module 4: Prediction and Classification Modelling using R		12
Introduction to Prediction and Classification modelling, data splitting for training and testing purpose, Prediction modelling: Predicting the sales using Moving Average Model and Regression Model(Simple and Multiple Regression model), Classification modelling: Customer churn using Binary logistic regression and decision tree.		

Module 5: Application of Analytics in Marketing	12
Association Rules – Market Basket Analysis for Product Bundling and Promotion, RFM (Recency Frequency Monetary) Analysis, Customer Segmentation using K- Means Cluster Analysis, Key Driver Analysis using Regression Model.	
<p>Skill Development Activities:</p> <ul style="list-style-type: none"> a) Explain the Process model for Data Mining. b) Explain the difference between Binary Logistic Regression and Decision Tree. c) List out Public domain data base. d) List out applications of marketing analytics. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Marketing Analytics: Data-Driven Techniques with Microsoft® Excel® Published by John Wiley & Sons, Inc 2. Marketing Data Science, Thomas W. Miller Published by Pearson 3. Marketing Metrics, Neil T Bendle, Paul W. Farris, Phillip E. Pfeifer published by Pearson 4. Marketing Analytics, Mike Grigsby published by Kogan Page. <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration (BBA) Retail Management Elective Course Code: BBA RM2 Name of the Course: Retail Operations Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Compare various retail formats and technological advancements for setting up appropriate retail business. b) Identify the competitive strategies for retail business decisions. c) Examine the site location and operational efficiency for marketing decisions. d) Analyse the effectiveness of merchandising and pricing strategies. e) Assess store layout and planogram for retail business.		
Syllabus		Hours
Module 1: Retail and Logistics Management		10
Introduction Retailing and economic significance- Functions of a retailer - Types of retailers – Trends in retailing – International Retailing – Retailing as a career –Retail Management Decision Process - Service Retailing.		
Module 2: Retailing Environment Theories		12
Theory of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix.		
Module 3: Store Loyalty Management and Retail Location		10
Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy– Importance of location decision – Retail location strategies and techniques – Types of retail locations.		
Module 4: Merchandise Management		12
Meaning - Roles and responsibilities of the merchandiser and the buyer – Function of Buying for different types of Organizations – Process of Merchandise Planning – Merchandise Sourcing – Methods of procuring merchandise – Concept of private label- Retail Pricing policies.		
Module 5: Category Management		12

Meaning & Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role-Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review.

Skill Development Activities:

- a) Write a note on Visual merchandising training programme layout design, and product placement.
- b) Write a note Leadership training: Develop skills in coaching, delegation, and motivation.
- c) Derive Customer analysis by considering skills in understanding customer behavior and preferences to improve customer satisfaction.
- d) Chart out the types of customers in creating customer loyalty programs.

Books for References:

- 1. Coughlem: Marketing Channels. Gilbert Pearson: Retail Marketing Education Asia 2001.
- 2. Micheal Levy & Barton AWeitz: Retailing Management, McGraw
- 3. Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.
- 4. Suja Nair: Retail Management, Himalaya Publishing House.
- 5. W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6thEdition PHI New Delhi, 2001.

Note: Latest edition of Reference Books may be used.

Name of The Program: Bachelor of Business Administration (BBA) Logistic and Supply Chain Management Elective Course Code: BBA LSCM 2 Name of the Course: Sourcing for Logistics and Supply Chain Management		
Course Credits	No. of hours per week	Total No. of Teaching hours
3 Credits	4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance. b) Analyze and evaluate sourcing strategies and decisions, including make-or-buy, insourcing vs. outsourcing, and supplier selection criteria. c) Develop effective supplier relationship management skills, including negotiation, communication, and collaboration. d) Apply sourcing best practices, including risk management, sustainability, and ethical sourcing. e) Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.		
Syllabus		Hours
Module 1: Sourcing		12
Meaning and Definition. Approaches to Sourcing. Sole Sourcing – Single, Dual & Multiple sourcing arrangements, other sourcing/purchasing strategies, Tendering – Open, Restricted and Negotiated approaches. Intra–Company trading and Transfer pricing arrangement, Implications of International Sourcing.		
Module 2: External Sourcing		12
Criteria for sourcing requirement from external suppliers – Quality Assurance, Environmental and Sustainability, Technical Capabilities, System Capabilities, Labour Standards, Financial Capabilities. Award criteria – Price, Total Life Cycle Costs, Technical Merit, Added Value Solutions, Systems, and Resources.		
Module 3: Assessment of Financial Stability		10
Sources of information on potential suppliers“ Financial performance. Financial reports – Profit & Loss Statements, Balance Sheets, and Cash Flow Statements. Ratio Analysis on Liquidity, Profitability, Gearing and Investment. Role of credit rating agencies.		
Module 4: Assessment of Market Data		12
Analysing Suppliers“ Market. Secondary Data on Markets & Suppliers. Indices that measure economic data. Process of obtaining tenders and quotations. Decision criteria for tenders and quotations. Criteria to assess tenders and quotations – use of weighted points system.		

Module 5: Legislative, Regulatory & Organizational Requirements	10
<p>Legislative, Regulatory & Organizational Requirements when sourcing from not- for-profit, private and public sector suppliers. Competitive tendering process. Timescales on tendering process. Procedure for award of contract. Regulatory bodies.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> 1. Highlight the stages when Early Supplier Involvement is encouraged by companies to maximise the benefits 2. List out the Regulatory bodies connected to sourcing. 3. Identify the benefits of co-location of suppliers to the company. 4. List out the Credit rating agencies for supplier assessment. 	
<p>Books for References:</p> <ol style="list-style-type: none"> 1. Donald Waters, Logistics - An Introduction to Supply Chain Management, Palgrave Macmillan, New York, 2. John Gattorna , Handbook of Logistics and Distribution Management. 3. P. Fawcett, R. McLeish and I Ogden, Logistics Management. 4. D.M. Lambert & J R Stock, Richard D Irwin Inc., Strategic Logistics Management. 5. Martin Christopher, Logistics and Supply Chain Management, Pitman Publishing, 2nd Edition 6. David N, Burt, Donald W. Dobler, Stephen L. Starling, “World Class Supply Management- A Key to Supply Chain Management”, Tata McGraw Hill Publishing Company Ltd., New Delhi. <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration Course Code: BBA 6.6(A) Vocational Name of the Course: Goods and Services Tax		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: <ol style="list-style-type: none"> Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation. Analyze the history of indirect taxation in India and the structure of the Indian taxation system. Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST. Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability. Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability. 		
Syllabus		Hours
Module 1: Basics of Taxation		6
Tax – Meaning and Types, Differences between Direct and Indirect Taxation, Brief History of Indirect Taxation in India, Structure of Indian Taxation.		
Module 2: Goods and Services Tax –Framework and Definitions		6
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.		
Module 3: Time, Place and Value of Supply		20
Meaning and Scope of Supply, Types of Supply - Time of Supply: in case of Goods and Services - Problems on ascertaining Time of Supply - Place of Supply: in case of Goods and Services (both General and Specific Services) – Problems on Identification of Place of Supply; Value of Supply – Meaning, Inclusions and Exclusions. Problems on calculation of „Value of Supply“.		
Module 4: GST Liability and Input Tax Credit		14
Rates of GST – Classification of Goods and Services and Rates based on classification, Problems on computation of GST Liability. Input Tax Credit – Meaning, Process for availing Input Tax Credit – Problems on calculation of Input Tax Credit and Net GST Liability.		

Module 5: GST Procedures	10
<p>Registration under GST, Tax Invoice, Levy and Collection of GST, Composition Scheme, Due dates for Payment of GST, Accounting record for GST, Features of GST in Tally Package. GST Returns – Types of Returns, Monthly Returns, Annual Return and Final Return – Due dates for filing of returns. Final Assessment. Accounts and Audit under GST.</p>	
<p>Skill Development Activities:</p> <ol style="list-style-type: none"> List out the process of GST registration for a business. Chart out 'time of supply' concept relevance in GST. Identify the place of supply for goods and services in different scenarios. Calculate GST liability for a particular transaction using imaginary values. Explain the process of availing input tax credit in GST. 	
<p>Books for References:</p> <ol style="list-style-type: none"> V Rajesh Kumar and Mahadev, “Indirect Taxes”, Mc Graw Hill Education Datey, V S, “Indirect Taxes”, Taxmann Publications. Hiregange et al, “Indirect Taxes:, Puliani and Puliani. Haldia, Arpit, “GST Made Easy”, Taxmann Publications. Chaudhary, Dalmia, Girdharwal, “GST – A Practical Approach”, Taxmann Publications. Garg, Kamal, “Understanding GST”, Bharat Publications. Hiregange, Jain and Naik, “Students” Handbook on Goods and Services Tax”, Puliani and Puliani. <p>Note: Latest edition of Reference Books may be used.</p>	

Name of The Program: Bachelor of Business Administration Course Code: BBA 6.6 (B) Vocational Name of the Course: Enterprise Resource Planning		
Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	(3+0+2) 4 hours	56 hours
Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to: a) Understand the business process of an enterprise to grasp the activities of ERP project management cycle to understand the emerging trends in ERP developments. b) Integrate and automate the business processes and shares information enterprise-wide. c) Explore the significance of ERP to provide a solution for better project management. d) Enable the students to understand the various process involved in implementing ERP in a variety of business environment e) Understand the issues involved in design and implementation of ERP systems.		
Syllabus		Hours
Module 1: Introduction to ERP		10
Enterprise Resource Planning – Defining ERP – Origin and need for ERP System – Benefits of an ERP System – Reasons for the Growth of ERP Market – Risk of ERP – Roadmap for successful ERP.		
Module 2: ERP related Technologies and Modules		12
Business Process Re-engineering – Product Life Cycle – Customer relationship management – Functional Modules – Sales and Distribution service – Human Resource – Finance – Production – Material Management – Purchasing – Quality Management.		
Module 3: ERP implementation		10
EPR Implementation Life cycle – Transition strategies – ERP Implementation Process – ERP Vendor Selection – Role of the Vendor – Consultants: Types of consultants – Role of a Consultant – Vendors and Employees – Resistance by employees – Dealing with employee resistance- Project team.		
Module 4: ERP post implementation		12
Success and Failure of ERP implementation – ERP operations and maintenance – Data Migration – Project Management and Monitoring – Maximizing the ERP system.		
Module 5: Future directions in ERP		12
New Trends in ERP – ERP to ERP II – Implementation of Organization wide ERP – Development of New Markets and Channels – Latest ERP Implementation Methodologies – ERP and E-Business		

Skill Development Activities:

1. State the steps and activities in the ERP life cycle
2. Develop a process of driven thinking towards business process.
3. Demonstrate a good understanding of the basic issues in ERP systems.
4. Any other activities, which are relevant to the course.

Books for References:

1. Alexis Leon, “ERP Demystified”, Tata McGraw Hill, New Delhi, 2007.
2. Joseph A Brady, Ellen F Monk, Bret Wagner, “Concepts in Enterprise Resource Planning”, Thompson Course Technology, USA, 2009
3. Vinod Kumar Garg and Venkatakrisnan N K, “Enterprise Resource Planning – Concepts and Practice”, PHI, New Delhi, 2004
4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2013.
5. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, WileyIndia, 2009
6. Jagan Nathan Vaman, ERP in Practice, Tata McGowan -Hill, 2007.

Note: Latest edition of Reference Books may be used.